

SEMESTER-V

Sr. No.	Paper Code	Nature Of Paper	Nomenclature	Marks			Total Marks	Credit			Total Credit
				Theory		Practical		L	P	T	
				Internal	External						
1.	26JMC S 405 DS 01	DSC – A11	Editorial & Feature Writing	30	70		100	4	-	-	4
2.	26JMC S 405 DS 02	DSC – A12	Multi Media Production	-	-	100	100	-	4	-	4
3.	26JMC S 405 DS 03	DSC – A13	Lifestyle Journalism	30	70		100	4	-	-	4
4.	26JMC S 405 DS 04	DSC – A14	Community Media	25	50	25	100	3	1	-	4
5.	25JMCMV01	Minor	Basics of New Media	30	70		100	4	-	-	4
6.	26JMCS405IN01	Internship	Internship	-	-	-	100	-	4	-	4
Total Credit											24

UG NEP 5th Semester
Semester ...5th

Name of Program	UG JMC	Program Code	Not to be filled
Name of the Course	Editorial & Feature Writing	Course Code	26JMC S 405 DS 01
Hours per Week		Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	Time of Examinations	3 Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

UNIT 1

- Concept, meaning, nature and functions of editorials.
- Importance of editorial writing.
- Role of editorials in public opinion formation; editorial policy.
- Editorial page: Structure, components and types (Editorial, Middle, Opinion Piece, Letter to the Editor).

UNIT 2

- Editorial planning, research and selection of issues for editorial writing.
- Types of editorials – Interpretative, Analytical, Critical, Persuasive, Commendatory, etc.
- Structure and style of editorial writing: Introduction, Analysis, Argumentation and Conclusion.
- Writing editorials on contemporary issues: Education, Environment, Economy, Socio-cultural, Governance, Polity, Health, Technology, etc.

UNIT 3

- Feature Writing: Definition, concept, characteristics and importance.
- Types of Features- News Feature, Human Interest Feature, Personality Features, Lifestyle and Travel Feature.
- Skills and Techniques of Feature Writing: Research, Observation, Interviews, Narrative language, Style, Creative presentation.
- Writing features for newspapers, magazines and digital platforms.

UNIT 4

- Writing Opinion Articles on contemporary important issues.
- Writing Reviews—Book Review, Film Reviews, Cultural Programme Reviews, Food/Restaurant/Cafe Review.
- Writing News Background, News Analysis (Analytical Writing).
- Fact-checking, Verification, Plagiarism and Ethical Issues in Editorial & Feature Writing.

Suggested Reading

- Professional Journalism – M.V. Kamath
- Essentials of Practical Journalism – Vir Bala Aggarwal
- Basic Journalism – Parthasarathy Rangaswami
- The Hindu Book of Editorials
- Feature Writing – Meera R. Rao Editorials of The Hindu, The Indian Express, Jansatta, Navbharat Times, Dainik Bhaskar, etc.

Name of Program	UG JMC	Program Code	
Name of the Course	Multimedia Production	Course Code	26JMCS405DS02
Hours per Week		Credits	4 (L: 0 T: 0 P:4)
Maximum Marks	Practical 100	Time 3 Hrs.	
Course Learning Outcomes (CLO) • The students will be able to understand the fundamentals of multimedia production. • The students will learn the skills and techniques of digital storytelling. • The students will be able to create and edit photographs, audio, video and graphics using multimedia tools. • The students will be able to create multimedia news stories and digital contents for digital platforms.			
Unit 1 • Concept, characteristics and components of multimedia. • Basics of digital storytelling and multimedia journalism. • Multimedia production process: planning, scripting and storyboarding. • Creating multimedia presentation.			
Unit 2 • Basics of digital photography: composition, lighting and framing. • Photo editing techniques using open-source/professional software. • Digital photography for news journalism. • Designing digital posters, graphics and social media creatives.			
Unit 3 • Audio recording techniques and Podcast. • Using smartphones for Mobile Journalism (MoJo). • Video camera operations, video editing, voice-over and background music. • Producing short news videos for digital platforms.			
Unit 4 • Producing reels on social issues, civic issues, campus life and campus events. • Digital content creation for social campaigns and community outreach. • Multimedia story on any institution, village, town, city or individual. • Preparing digital production portfolio.			
Suggested Readings • Multimedia Journalism – Andy Bull • Multimedia: Making It Work – Tay Vaughan • Mobile Journalism – Dr. Rahul Dass • Handbook on Digital Journalism: Mastering Mobile Journalism – Dr. C. P. Rashmi, Ashraf Ali Khan • The Handbook of Digital Media & Journalism: Practices and Perspectives – Dr. Neha Jingala and Dr. Devender Bhardwaj • Fundamentals of Multimedia Journalism – Swati Chauhan			

NOTE:

The Evaluation will be by Internal Examiner for Practical (Integrated) of 30 marks and by External Examiner for 70 marks. The students will be required to maintain a Practical File & E- Portfolio comprising of the components mentioned in the syllabi.

The Practical File/ E-Portfolio to include components prescribed in each Unit (Unit 1 to Unit 4) including Digital Pics, Multimedia Presentation, Digital Posters, Social Media Creatives, MoJo news story, Rest on Campus/Campus Life/Social or Community Issues, Digital Social Campaign, Multi-Media Story etc.

Name of the Course	LIFESTYLE JOURNALISM	Course Code	26JMCS405DS-03
Hours per Week		Credits	4 (L: 04 T: 0 P: 0)
Maximum Marks	Theory 70 Internal 30	Time : 3 Hrs	
Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.			
Course Learning Outcomes (CLO) • Students will be able to explain the concept, use and significance of lifestyle journalism. • Students will be able to understand the different lifestyle journalism beats including fashion, travel, food, health and wellness. • Students will be able to create engaging lifestyle stories and feature articles. • Students will be able to produce lifestyle-oriented journalistic content for print, digital and multimedia platforms.			
Unit 1 • Concept, nature and scope of lifestyle journalism. • Lifestyle journalism in India and abroad. • Lifestyle journalism as a specialized beat: various types and new trends. • Lifestyle journalism across various media platforms – print, television and digital media.			
Unit 2 • Fashion journalism, fashion writing. • Food journalism: writing and creating content about cuisines, restaurants/cafés, street food, food blogging/vlogging and food reviews. • Travel journalism: writing about tourist places, heritage, eco-tourism, adventure sports, etc.; creating digital content in the travel-tourism domain. • Health and wellness journalism: writing and creating content about health issues (physical and mental health), yoga, aerobics, preventive health care, including food and nutrition.			
Unit 3 • Writing lifestyle features, profiles and interviews. • Visual storytelling for lifestyle reporting. • Lifestyle journalism for social media, blogs, podcasts and YouTube. • Audience engagement, lifestyle influencer culture and prominent lifestyle influencers.			
Unit 4 • Celebrity journalism, entertainment and popular culture. • Prominent lifestyle magazines, lifestyle digital platforms and lifestyle columns in newspapers. • Entrepreneurship in lifestyle media – content creation and digital start-ups. • Ethical issues in lifestyle journalism; use of AI in lifestyle journalism; fact-checking and verification.			
Suggested Readings • Travel Writing Guide – Lonely Planet. • The Complete Guide to Food Writing – Melissa Leong. • Indian Journalism in a New Era – Shakuntala Rao. • Fashion magazines, travel magazines and food magazines.			

Name of Program	UG JMC	Program Code	
Name of the Course	COMMUNITY MEDIA	Course Code	26JMCS405DS04
Hours per Week		Credits	4 (L: 03 T: 0 P: 1)
Maximum Marks	Theory 50 Internal 25 Practical 25	Time : 3 Hrs	
Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.			
Course Learning Outcomes (CLO) - Students will be able to understand the concept and importance of community media. - Students will learn about the role of community media in participatory communication, grassroots development and civic issues. - Students will be familiar with various forms of community media. - Students will be able to create content for community media platforms and highlight community issues.			
Unit 1 - Definition, characteristics and types of community. - Community media: concept, meaning and characteristics. - Community media and participatory communication; SDGs. - Difference between community media, public service media and commercial media.			
Unit 2 - Development of community media in India and abroad. - Community radio: concept, objectives, functions, role and importance. - Campus radio & TV; educational broadcasting. - Community newspapers, local publications, alternative media, folk media and digital community media.			
Unit 3 - Community media and social change/ Social development. - Community media for rural development, education and environment. - Community media for health, women empowerment and community development. - Community media-based initiatives and campaigns.			
Unit 4 - Writing and creating content for community media. - Blogging, vlogging and podcasts for community issues. - Community media for alternative public sphere, civil society and participatory communication; communication campaigns. - Challenges and future of community media in the AI and digital age.			
Suggested Practical Components - Preparing a newsletter for a local community. - Highlighting community issues through multimedia storytelling. - Field visit to Community Radio Station (CRS) and producing a podcast. - Group activity: Street Play (Nukkad Natak) on community issues. - Developing a communication campaign for a contemporary community issue.			
Suggested Readings - Mass Communication in India – Keval J. Kumar - Communication for Development and Social Change – P. C. Joshi - Communication and Rural Development – J. P. Singh - Understanding Community Media – Kevin Howley - Many Voices, Many Worlds: Critical Perspectives on Community Media in India – Faiz Ullah, Anjali Monteiro, K. P. Jayasankar - Community Empowerment Through Media – Arpita Sharma Kandpal, Naresh Kumar Kandpal			

Syllabi for Under Graduate Programme

MINOR- 5th Semester BASICS OF NEW MEDIA

Name of Program		Program Code	25JMCMV01
Name of the Course	Basics of New Media	Course Code	
Hours per Week	4	Credits	4 (L:4 T:0 P:0)
Maximum Marks	Theory 70+ Internal 30 Total= 100 Marks	Time : 3 hrs.	
Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.			
Course Learning Outcomes (CLO): - Students will know the Basics of New Media - Students will learn about the various tools and platforms of New Media - Students will comprehend and utilize the various Social Media Platforms - Students will understand the role, functions of New Media, and its' impact on society			
Unit -1 1.1 New Media- Definition, nature and scope 1.2 New Media as a medium of mass communication 1.3 Role, functions of New Media 1.4 New Media and Society- Interface			
Unit 2: 2.1 The Tools and Platforms of New Media 2.2 Online Journalism- Definition, concept 2.3 New Media in comparison with Print Media and Electronic Media (Radio & TV) 2.4 Qualities skills for an Online Journalist, Digital Media Professional			
Unit 3: 3.1 Writing for New Media- Basics 3.2 ICT Skills for New Media- Basics 3.3 Blogging 3.4 Web publishing tools and applications- the know- how			
Unit 4: 4.1 Social media platforms- Facebook, Twitter, Instagram, Linked in, You Tube 4.2 Popular, Important Digital News Portals, E- Magazines 4.3 Academic platforms on New Media (Web) 4.4 Life in the Times of New Media, New Trends in New Media			
Suggested Readings: - Introduction to Digital Media: Alessandro Delfanti, Adam Arvidsson - Digital First- Entrepreneurial Journalism in India: Surbhi Dahiya - India Connected- Mapping the Impact of New Media- Sunetra Sen Narayan and Shalini Narayanan - Social Media (Hindi)- Swarn Suman - Online Media (Hindi)- Suresh Kumar - Unsocial Network (Hindi)- Dilip Mandal, Geeta Yadav			

Syllabi for Under Graduate Program in Journalism & Mass Communication

INTERNSHIP

Semester: 5th

Name of Program	Under Graduate in Journalism and Mass Communication- Single Major	Program Code	
Name of the Course	Internship	Course Code	26JMCS405IN01
Hours (Total)	120 Hours	Credits	04
Maximum Marks	100 Marks	Time of Examination	--
Course Learning Outcomes (CLO): Learning Outcomes: CO1: Students would gain practical knowledge and skills related to their domain area of internship. CO2: Students would gain hands-on experience of working in media sector, and related areas. CO3: Students would develop necessary orientation and training to boost their employability.			
NOTE: Each Student shall undergo supervised training for internship in any Media organisation/ Institution/NGO/Social Organizations/Society/ PSUs/Government Department / Corporate Sector/web portal/ mass media and related allied verticals etc., with a media mentor, with approval of his/her own department/college during the academic session. This internship would be of 120 hours in total which can be done after class hours on daily/weekly/monthly basis, on Saturdays and Sundays, and during the vacations. After completion of the internship, each student will prepare a comprehensive internship report based on their internship tenure, learning and takeaways. The report shall be signed jointly by the Internship Supervisor (Faculty Member) and the Internship Mentor. The Viva voce will be conducted jointly by the Internship Supervisor and the Mentor. Further, terms & conditions/ rules and regulations related to Internship will be as per guidelines issued by the University from time to time.			