॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड – ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with'B++' grade

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मानवविज्ञान विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण–२०२० नुसार पदवी स्तरावरील द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२५–२६ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधीतांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा–या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२५–२६ पासून पदवीस्तरावर राष्ट्रीय शैक्षणिक धोरण–२०२० नुसार लागू करण्याच्या दृष्टीकोनातून मानवविज्ञान विद्याशाखे अंतर्गत येणा–या अभ्यासमंडळांनी तयार केलेल्या पदवी द्वितीय वर्षाचे अभ्यासक्रम मा.विद्यापरिषदेने दिनांक २७ मे २०२५ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १७/६१–२०२५ च्या ठराअन्वये मान्यता प्रदान केली आहे. त्यानुसार मानवविज्ञान विद्याशाखेतील खालील बी.ए.द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहे.

B.A. II Year – Journalism and Mass Communication

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

सहा.कुलसचिव
शैक्षणिक (१–अभ्यासमंडळे) विभाग

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.
जा.क्र.:शै–१/एनईपी/परिपत्रक/बीएद्वितीयवर्ष/२०२५–२६/240
दिनांक :३०.०९.२०२५

प्रत : १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
२) मा. प्र. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
३) मा. आधिष्ठाता, मानवविज्ञान विद्याशाखा, प्रस्तुत विद्यापीठ.
४) मा. संचालक, परीक्षा व मुंल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ. यांना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.
६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

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SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED-431606.



(**Structure and Syllabus of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit Option**)

Four Year Bachelor of Arts in
Mass Communication & Journalism
2nd Year

Under the Faculty of **Interdisciplinary Studies**

Effective from Academic Year 2025 – 2026

(As per NEP-2020)

Swami Ramanand Teerth Marathwada University, Nanded
Under the faculty of Interdisciplinary Studies
Details of the Board of Studies Members
Mass Communication & Journalism

Sr. No.	Name of the Member	Designation	Address for Correspondence	Contact No.
01	Prof. Dr. Rajendra Gonarkar	Chairman	School of Media Studies, SRTM University, Nanded	9890619274
02	Prof. Dr. Suhas Pathak	Member	School of Media Studies, SRTM University, Nanded	9326778410
03	Prof. Dr. Ramanand Vyavhare	Member	Shri Shivaji College, Parbhani	8308993825
04	Dr. Balaji Shinde	Member	P. A. H. Mahavidyalaya, Ranisawargaon	9420176582
05	Prof. Dr. Dinkar Mane	Member	Department of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	9850741114

Abbreviations:

1) **DSC** : Department/Discipline Specific Core (Major)
2) **DSE** : Department/Discipline Specific Elective (Major)
3) **DSM** : Discipline Specific Minor
4) **GE** : Generic/Open Elective
5) **SC/VSEC** : Vocational and Skill Enhancement Course
6) **AEC** : Ability Enhancement Courses
7) **MIL** : Modern Indian Languages
8) **IKS** : Indian Knowledge System
9) **VEC** : Value Education Courses
10) **OJT** : On Job Training (Internship/Apprenticeship)
11) **FP** : Field Projects
12) **CEP** : Community Engagement and Service
13) **CC** : Co-Curricular Courses
14) **RM** : Research Methodology
15) **RP** : Research Project/Dissertation

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Interdisciplinary Studies

Credit Framework of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit

Program: Bachelor of Arts in Mass Communication & Journalism

Course: B.A.(Mass Communication and Journalism) (Second Year)

Year & Level	Semester	Major (DSC)			Major Elective (DSE)	Generic Elective (GE) Basket 3 Salect from basket 3 of (faculties other than humanity)	Vocational & Skill Enhancement Course	Ability Enhancement Course (AEC) (Basket 4) Value Education Course (VEC) Indian Knowledge System (IKS) (Basket 5)	Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	Credits	Total Cred-its
1)	2)	3)	4)	5)	6)		7)	8)	9)	10)	11)
2rd Year (5.0)	3rd Sem.	IMCJCT1201 Development Communication (2 Cr)	IMCJCT1202 Introduction to Radio (2 Cr)	IMCJCT1203 Public Relations (2 Cr)	IMCJCET1204 Writing for Media (2 Cr)	---	IMCJSC1201 Anchoring **2 Credits**	AECENG1201 **English** 2 Credits AECXXX1201 **AEC (Hin.Mar.Kan.Pal.Urd .San. etc** 2 Credits	CCMCJ1201 NCC/NSS?Sports/ Culture/ Health Wellness/ Yoga Education / Fitness 2 Credits	22	44
			IMCJCP1202 Introduction to Radio (2 Cr)	IMCJCP1203 Public Relations (2 Cr)		IMCJGE1201 **Media and Society** (2 Cr.)					
	4th Sem.	IMCJCT1251 Corporate Communication (2 Cr)	IMCJCT1252 Media Managemnet (2 Cr)	IMCJCT1253 Introduction to Television (2 Cr)		IMCJGE1251 **Translation Skills** (2 Cr.)	IMCJVSC1251 Documentary Making **2 Credits**	AECENG1251 **English** 2 Credits AECXXX1251 **AECMIL(Hin.Mar. Kan.Pal.Urd .San. etc** 2 Credits	IVECEV1351 Environmental Studies (2 Cr)	22	
		IMCJCP1251 Corporate Communication (2 Cr)	IMCJCP1252 Media Management (2 Cr)	IMCJCP1253 Introduction to Television (2 Cr)		---					
Cum. Credits		**06**	**08**	**08**	**02**	**04**	**04**	**08**	**04**	**44**	
Total Cum. Credits		**14**	**16**	**16**	**16**	**---**	**08**		**16**	**88**	
Exit Option: UG Diploma in Major DSC and Minor DSM on completion of 88 Credits and additional 4 Credits from NSQF / Internship in DSC											

Member **Member** **Member** **Member**

Chairman
Board of Studies
Mass Communication & Journalism

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड.

B. A. (MCJ) Second Year Semester 3rd semester

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major(DSC)	IMCJCT1201	Development Communication	02	--	02	02	--
	IMCJCT1202	Introduction to Radio	02	--	04	02	--
	IMCJCP1202	Introduction to Radio	--	02		--	04
	IMCJCT1203	Public Relations	02	--	04	02	--
	IMCJCP1203	Public Relations	--	02		--	04
	IMCJCT1204	Writing for Media	02	--	02	02	--
Major Elective (DSE)							
Generic Elective	IMCJGE1201	Media and Society	02	---	02	02	---
Vocational & Skill Enhancement Course (SC)	IMCJSC1201	Anchoring	02	--	02	02	--
Ability Enhancement Course (AEC)	AECENG1201	English	02	--	02	02	--
	AECXXX1201	AEC(Hin. Mar. Kan. Pal. Urd. San. Etc.	02	--	02	02	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	CCCMCJ1201	NCC/NSS/Sports/ Culture /Health wellness/ Yoga education / Fitness	02	--	02	02	--
		Total Credits	18	04	22	18	08

B. A. (MCJ) Second Year Semester 3rd

Examination Scheme

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	(T1+T2)	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major(DSC)	IMCJCT1201	**Development Communication**	10	10	**20**	**30**	--	--	**50**
			--	--	--	--	--	--	--
	IMCJCT1202	**Introduction to Radio**	10	10	**20**	**30**	--	--	**50**
	IMCJCP1202	**Introduction to Radio**	--	--	--	--	20	30	**50**
	IMCJCT1203	**Public Relations**	10	10	**20**	**30**	--	--	**50**
	IMCJCP1203	**Public Relations**	--	--	--	--	20	30	**50**
Major Elective (DSE)	IMCJCT1204	**Writing for Media**	10	10	**20**	**30**	--	--	**50**
Generic Elective	IMCJGE1201	**Media and Society**	10	10	**20**	**30**	--	--	**50**
Vocational & Skill Enhancement Course(SC)	IMCJSC1201	**Anchoring**	10	10	**20**	**30**	--	--	**50**
Ability Enhancement Course (AEC)	AECENG1201	**English**	10	10	**20**	**30**	--	--	**50**
	AECXXX1201	**AEC(Hin. Mar. Kan. Pal. Urd. San. etc.**	10	10	**20**	**30**	--	--	**50**
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	CCCMCJ1201	**NCC/NSS/Sports/ Culture /Health wellness/ Yoga education / Fitness**	10	10	**20**	**30**	--	--	**50**
Total			90	90	**180**	**270**	**40**	**60**	**550**

NOTE: 1. Learner must pass(with minimum 40% marks) separately in CA and ESE

2. 1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical



B. A. (MCJ) Second Year Semester 4th

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major(DSC)	IMCJCT1251	Corporate Communication	02	--	04	02	--
	IMCJCP1251	Corporate Communication	--	02		--	04
	IMCJCT1252	Media Management	02	--	04	02	--
	IMCJCP1252	Media Management	--	02		--	04
	IMCJCT1253	Introduction to Television	02	--	04	02	--
	IMCJCP1253	Introduction to Television	--	02		--	04
Major Elective (DSE)			--	--	--	--	--
			--	--		--	--
Generic Elective	IMCJGE1251	Translation Skills	02	---	02	02	---
Vocational & Skill Enhancement Course (SC)	IMCJSC1251	Documentary Making	02	--	02	02	--
Ability Enhancement Course (AEC)	AECENG1251	English	02	--	02	02	--
	AECXXX1251	AECMIL(Hin. Mar. Kan. Pal. Urd. San. etc.	02	--	02	02	--
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	VMCJOJT1251	Environmental Studies	02	--	02	02	--
		Total Credits	16	06	22	16	12

B. A. (MCJ) Second Year Semester 4th

Examination Scheme

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	(T1+T2)	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major(DSC)	IMCJCT1251	Corporate Communication	10	10	20	30	--	--	50
	IMCJCP1251	Corporate Communication	--	--	--	--	20	30	50
	IMCJCT1252	Media Management	10	10	20	30	--	--	50
	IMCJCP1252	Media Management	--	--	--	--	20	30	50
	IMCJCT1253	Introduction to Television	10	10	20	30	--	--	50
	IMCJCP1253	Introduction to Television	--	--	--	--	20	30	50
Major Elective (DSE)			--	--	--	--	--	--	--
			--	--	--	--	--	--	--
Generic Elective	IMCJGE1251	Translation Skills	10	10	20	30	--	--	50
Vocational & Skill Enhancement Course (SC)	IMCJSC1251	Documentary Making	10	10	20	30	--	--	50
Ability Enhancement Course (AEC)	AECENG1251	English	10	10	20	30	--	--	50
	AECXXX1251	AECMIL(Hin. Mar. Kan. Pal. Urd. San. etc.	10	10	20	30	--	--	50
Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	VMCJOJT1251	Environmental Studies	10	10	20	30	--	--	50
Total			80	80	160	240	60	90	550

NOTE:

1. **Learner must pass(with minimum 40% marks)separately in CA and ESE**
2. **1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical**

IMCJCT1201: DEVELOPMENT COMMUNICATION

Course Objectives:

1) To introduce students to the concepts, theories, and approaches of development communication..
2) To analyze the role of media, ICT, and participatory methods in development.
3) To understand the Indian and global perspectives of communication for social change.
4) To equip students with practical skills for planning and evaluating development communication programs.

Course Outcomes:

After completing this course, students will be able to:

1) Explain the evolution, scope, and importance of development communication.

2) Interpret and apply different theories/models in practical case studies.

3) Identify the role of communication in specific sectors like health, agriculture, gender, and environment.

4) Compare the effectiveness of traditional, folk, and modern ICT tools in development.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Demonstrate knowledge of development communication theories, models, and approaches.

2) Critically evaluate how communication strategies impact social, cultural, and economic development.

3) Use traditional, digital, and participatory media tools effectively for development initiatives.

4) Conceptualize and implement communication campaigns addressing issues like health, education, gender, agriculture, and environment.

5) Facilitate grassroots communication and encourage community participation in decision-making.

6) Apply research methods, case study analysis, and participatory appraisal techniques in real development contexts.

7) Exhibit sensitivity to ethics, representation, inclusivity, and cultural contexts in development communication.

8) Understand government policies, development journalism, and advocacy strategies at national and international levels.

9) Gain skills suitable for careers in NGOs, government departments, international organizations, social media management, development journalism, and CSR communication.

10) Develop leadership and problem-solving skills for sustainable development and lifelong professional growth.

IMCJCT1201: DEVELOPMENT COMMUNICATION

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Development Communication		15
	1.1	Definition, nature, and scope of development communication	
	1.2	Historical evolution of the concept development communication	
	1.3	Modernization theory, Dependency theory, Participatory theory. Diffusion of Innovation (Everett Rogers)	
	1.4	Lasswell's Model, Schramm's Model, Paulo Freire's dialogic model, Critiques and alternative approaches	
2.0	Communication and Development Sectors		15
	2.1	Communication in health, education, agriculture, environment, gender, and rural development	
	2.2	Government schemes and campaigns (e.g., Swachh Bharat, Digital India, Beti Bachao Beti Padhao)	
	2.3	Role of NGOs, international agencies (UNESCO, UNICEF, FAO, WHO)	
	2.4	Case studies: Kheda Communication Project, SITE experiment, e-Choupal, Grassroots communication, community mobilization, PRA (Participatory Rural Appraisal) techniques	
3.0	Policies, Ethics, and Challenges		15
	3.1	National communication policies in India	
	3.2	Development journalism and advocacy	
	3.3	Ethical concerns: representation, stereotyping, access, censorship	
	3.4	Challenges in practice: literacy, digital divide, cultural barriers	
4.0	Practical Applications		15
	4.1	Designing IEC (Information, Education, Communication) materials	
	4.2	Writing development features, radio scripts, and campaign plans	
	4.3	Fieldwork/Case studies in local communities	
	4.4	Project work: Designing a development communication campaign on a chosen theme	
		Total	60

Evaluation Pattern

Internal Assessment (40%)

Class tests, assignments, group discussions, presentations

End Semester Exam (60%)

Theory paper with analytical and application-based questions

Recommended Readings

Srinivas R. Melkote & H. Leslie Steeves – *Communication for Development in the Third World*

Uma Narula – *Development Communication: Theory and Practice*

Everett Rogers – *Diffusion of Innovations*

Paulo Freire – *Pedagogy of the Oppressed*

J.V. Vilanilam – *Development Communication in Practice*

IMCJCT1202: INTRODUCTION TO RADIO

Course Objectives:

1) To introduce students to the history, growth, and role of radio as a medium of mass communication.
2) To develop understanding of radio programming, formats, and techniques.
3) To provide hands-on training in writing, announcing, and producing radio content.
4) To explore the role of community and digital radio in the present era.

Course Outcomes:

After completing this course, students will be able to:

1) Explain the evolution and significance of radio in India and globally.
2) Identify and differentiate various radio formats and genres.
3) Write clear, engaging, and listener-friendly scripts.
4) Perform effectively as radio presenters with proper voice modulation.
5) Apply technical skills in recording, editing, and producing radio programs.
6) Analyze the role of FM, community radio, and internet radio in development and entertainment.
7) Create and present a complete short radio program as a practical project.

Programme Outcomes (POs)

After completing this course, students will be able to:

1) Gain knowledge of the history, growth, and role of radio in society.
2) Critically examine the structure and functions of public, private, and community radio.
3) Write effective scripts for news, features, interviews, PSAs, and other radio formats.
4) Demonstrate clarity, fluency, and modulation in radio presentation.
5) Operate basic studio equipment and use digital tools for audio production and editing.
6) Plan, script, record, and edit short radio programs with proper use of sound effects and music.
7) Use radio as a platform for awareness, education, and participatory communication.
8) Explore new opportunities in FM, internet radio, and podcasting.
9) Prepare for roles in radio journalism, RJ-ing, podcasting, and broadcast production.
10) Cultivate continuous learning, creativity, and adaptability in the dynamic broadcast industry.

IMCJCT1202: INTRODUCTION TO RADIO

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	History and Evolution of Radio		15
	1.1	Invention and development of radio as a mass medium, Growth of radio broadcasting in India and worldwide	
	1.2	Role of All India Radio (AIR) and Prasar Bharati, Radio during freedom struggle and post-independence nation building	
	1.3	Characteristics of radio as an audio medium, Strengths and limitations of radio	
	1.4	Structure and organization of a radio station, Audience analysis: rural, urban, community	
2.0	Radio Formats and Genres		15
	2.1	News bulletins, talk shows, interviews, Drama, features, documentaries	
	2.2	Educational and development programs, Music programming, radio magazines,	
	2.3	Principles of writing for the ear, Script writing: news, features, jingles, public service announcements (PSAs)	
	2.4	Voice culture, pronunciation, modulation, clarity, Anchoring and announcing skills	
3.0	Contemporary Trends in Radio		15
	3.1	FM radio and private channels	
	3.2	Community radio: role in grassroots communication	
	3.3	Internet radio, podcasting, and streaming	
	3.4	Future of radio in the digital age	
4.0	Radio Production Techniques		15
	4.1	Studio equipment: microphones, mixers, consoles, digital editing software, Use of music, sound effects, and silence, Basics of sound recording and editing.	
	4.2	Recording and editing short radio programs, Voice exercises and practice sessions	
	4.3	Visit to AIR / FM / Community Radio station	
	4.4	Group project: Producing a 10-minute radio show	
		Total	**60**

Evaluation Pattern

Internal Assessment (40%)

Assignments, script writing tasks, presentations, practical exercises

End Semester Exam (60%)

Theory questions + analysis of radio programs

Practical/Project (if included separately)

Radio production and viva

Recommended Readings

P.C. Chatterji – *Broadcasting in India*

H.R. Luthra – *Indian Broadcasting*

Uma Narula – *Mass Communication: Theory and Practice*

Carole Fleming – *The Radio Handbook*

Y.K. D'Souza – *Communication Today*

IMCJCT1203: PUBLIC RELATIONS

Course Objectives:

1) To introduce students to the principles and practices of Public Relations.
2) To understand the role of PR in organizations, government, and society.
3) To develop skills in writing, campaign planning, and media relations.
4) To prepare students for careers in PR, corporate communication, and media management.

Course Outcomes:

After completing this course, students will be able to:

1) After completing this course, students will be able to:
2) Explain the role and importance of PR in society and organizations.
3) Interpret key theories and ethical principles of PR.
4) Write professional press releases, speeches, and PR kits.
5) Organize press conferences, events, and media briefings.
6) Design and execute a PR campaign for a product, service, or cause.
7) Analyze PR practices in government, corporate, NGO, and international contexts.
8) Evaluate successful PR campaigns and apply lessons to new strategies.
9) Use social media and digital tools for PR and reputation management.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Demonstrate knowledge of the concepts, history, and principles of Public Relations.

2) Distinguish PR from advertising, publicity, marketing, and propaganda.

3) Use press releases, media kits, newsletters, events, and digital PR effectively.

4) Write clear and professional PR content for media and organizational use.

5) Design, implement, and evaluate PR campaigns for various sectors.

6) Apply strategies to manage issues, crises, and reputation risks.

7) Exhibit ethical practices in PR, following IPRA and PRSI codes.

8) Explore PR opportunities in digital platforms, influencer engagement, and online reputation management.

9) Prepare for careers in corporate communication, media relations, PR agencies, NGOs, and government PR.

10) Cultivate continuous professional growth, leadership, and adaptability in a changing PR environment.

IMCJCT1203: PUBLIC RELATIONS

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Public Relations		15
	1.1	Definition, nature, scope, and importance of PR, Theoretical foundations of PR	
	1.2	PR vs. Advertising, Marketing, Publicity, and Propaganda, Role and functions of a Public Relations Officer (PRO)	
	1.3	PR ethics and professional codes of conduct (PRSI, IPRA, Corporate Social Responsibility (CSR) and PR	
	1.4	Two-way communication and relationship management, Evolution and growth of PR in India and abroad	
2.0	PR Tools and Techniques		15
	2.1	Press releases, press conferences, newsletters, brochures, house journals	
	2.2	Media relations: building and maintaining contacts with journalists	
	2.3	Event management, exhibitions, sponsorships	
	2.4	Digital PR: social media, online reputation managemens	
3.0	PR Writing and Communication		15
	3.1	Writing press releases, backgrounders, fact sheets	
	3.2	Speech writing, feature articles, opinion pieces	
	3.3	Preparing PR kits, media notes, FAQs	
	3.4	Crisis communication and issue management	
4.0	Planning and Managing PR Campaigns		15
	4.1	Government and public sector PR, Corporate PR and brand communication, PR for NGOs	
	4.2	Educational institutions, and healthcare sector PR, International PR and global communication strategies	
	4.3	Steps in PR campaign planning (research, objectives, strategy, implementation, evaluation), Budgeting and evaluation of PR effectiveness	
	4.4	Case studies of successful PR campaigns (national and international), Emerging trends in PR: influencer engagement, storytelling, AI in PR, Creating a PR portfolio (press kit, brochures, digital content samples)	
		Total	**60**

Evaluation Pattern

Internal Assessment (40%)

Assignments, PR writing tasks, presentations, group projects

End Semester Exam (60%)

Theory paper with analytical and application-based questions

Practical/Project Work (if separately evaluated)

PR campaign/project report and viva

Recommended Readings

Jethwaney, J. & Sarkar, N. – *Public Relations: Concepts and Cases*

Cutlip, S. M., Center, A. H., & Broom, G. M. – *Effective Public Relations*

Black, Sam – *Practical Public Relations*

Moore, Frazier – *Public Relations: Principles, Cases and Problems*

Newsom, Turk & Kruckeberg – *This is PR: The Realities of Public Relations*

IMCJCT1204: WRITING FOR MEDIA

Course Objectives:

1) To introduce students to the principles and practices of media writing.
2) To develop clarity, accuracy, and creativity in writing for different media platforms.
3) To provide hands-on practice in producing professional media content.

Course Outcomes:

After completing this course, students will be able to:

1) To introduce students to the principles and practices of media writing.
2) To develop clarity, accuracy, and creativity in writing for different media platforms.
3) To train students in adapting writing styles for print, broadcast, and digital media.
4) To provide hands-on practice in producing professional media content.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Demonstrate clarity, accuracy, fairness, and brevity in writing for different media.
2) Distinguish between writing for print, broadcast, digital, PR, and advertising.
3) Identify and incorporate news values, 5W + 1H, and inverted pyramid style in reporting.
4) Write reports, features, editorials, captions, scripts, and social media content.
5) Apply appropriate styles, tone, and format while writing for print, radio, TV, and digital platforms.
6) Produce engaging, innovative, and audience-focused media content.
7) Use SEO basics, multimedia writing techniques, and digital storytelling.
8) Ensure fairness, inclusivity, and credibility in all media outputs.
9) Prepare for careers in journalism, content writing, advertising, public relations, and digital media.
10) Cultivate adaptability and continuous skill enhancement in the changing media landscape.

IMCJCT1204: WRITING FOR MEDIA

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Fundamentals of Media Writing		15
	1.1	Characteristics of good media writing: clarity, brevity, accuracy, fairness	
	1.2	Differences between academic, literary, and media writing	
	1.3	News values and elements of a news story	
	1.4	Inverted pyramid style and 5W + 1H	
2.0	Writing for Print Media		15
	2.1	News reports, features, interviews, profiles	
	2.2	Editorials, opinion pieces, columns	
	2.3	Headlines, captions, leads	
	2.4	Writing for magazines and newsletters	
3.0	Writing for Broadcast Media and Digital New Media		15
	3.1	Principles of writing for the air (radio,TV and digital media) Radio news, bulletins, jingles, talk shows, and drama scripts, Online journalism: blogs, news portals, e-magazines	
	3.2	Language, style, and time constraints in broadcast writing, TV news reports, voice-overs, anchor scripts, and program rundowns, Writing for social media: posts, threads, storytelling, captions	
	3.3	Writing for podcasts, web series, and multimedia platforms	
	3.4	Copywriting for advertisements (print, radio, TV, digital), Slogans, taglines, jingles	
4.0	Practical Applications		15
	4.1	Reporting and feature writing exercises, Writing radio and TV news scripts	
	4.2	Writing social media content and blog posts	
	4.3	Group project: Producing a content portfolio (print + broadcast + digital)	
		Total	60

Evaluation Pattern

Internal Assessment (40%)

Assignments, writing tasks, presentations, quizzes

End Semester Exam (60%)

Theory questions + applied writing exercises

Practical/Project Work (if separately evaluated)

Portfolio submission and viva

Recommended Readings

Bruce D. Itule & Douglas A. Anderson – *News Writing and Reporting for Today's Media*

Melvin Mencher – *News Reporting and Writing*

George A. Hough – *News Writing*

Frank Barton – *The News Manual*

James Glen Stovall – *Writing for the Mass Media*

IMCJGE1201: MEDIA AND SOCIETY

Course Objectives:

1) To introduce students to the relationship between media and society.
2) To understand how media shapes culture, politics, economy, and public opinion.
3) To critically analyze media's role in social change, development, and democracy.
4) To encourage students to examine contemporary issues of media ethics, ownership, and audience impact.

Course Outcomes:

After completing this course, students will be able to:

1) Explain the role and functions of media in society.
2) Interpret key media-society theories and apply them in practical contexts.
3) Analyze media's impact on democracy, politics, and public opinion.
4) Evaluate the relationship between media, economy, and globalization.
5) Assess representations of gender, caste, and minorities in media texts.
6) Examine the role of media in education, health, social change, and movements.
7) Critically engage with the impact of new media, ICTs, and participatory culture.
8) Identify ethical challenges such as fake news, misinformation, privacy, and surveillance.
9) Conduct small research projects and content analyses on media and society issues.
10) Demonstrate critical thinking and media literacy as socially responsible media consumers and producers.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Demonstrate knowledge of how media influences and is influenced by social, cultural, political, and economic structures.
2) Evaluate representation of gender, caste, class, religion, and minorities in media.
3) Assess the role of media in political communication, public opinion, and governance.
4) Use media theories like Agenda Setting, Cultivation, Uses & Gratifications, and Spiral of Silence in real-world analysis.
5) Identify how media contributes to social movements, development, and education.
6) Analyze the social impact of digital platforms, participatory culture, and citizen journalism.
7) Address issues of media accountability, fake news, privacy, and surveillance.
8) Apply critical insights in careers related to journalism, communication research, media policy, or content creation.

IMCJGE1201: MEDIA AND SOCIETY

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Media and Society		7
	1.1	Nature and functions of mass media in society, Media as the "fourth estate"	
	1.2	Theories of media-society relationship: Agenda Setting, Cultivation, Uses & Gratifications, Spiral of Silence	
	1.3	Media ownership, monopoly, and corporatization	
2.0	Media, Culture, and Social Change		8
	2.1	Media, Culture, and Social Change, Media's role in education, health, and development	
	2.2	Media and social movements (environmental, feminist, human rights)	
	2.3	Globalization and cultural imperialism, Media, advertising, and consumer culture	
	2.4	Media, censorship, and freedom of expression, Media convergence and citizen journalism	
3.0	Media Ethics and Contemporary Issues		8
	3.1	Impact of new media and ICTs on society	
	3.2	Digital divide and access issues,	
	3.3	Media ethics and accountability, Fake news, misinformation, and fact-checking	
	3.4	Future of media and society in the digital era	
4.0	Practical Applications		7
	4.1	Content analysis of newspapers, TV, or digital platforms on a social issue	
	4.2	Debate: "Media – Watchdog or Market Player?"	
	4.3	Mini research project on media representation (gender, caste, or region)	
		Total	30

Evaluation Pattern

Internal Assessment (40%)

Assignments, presentations, class participation, mini-projects

End Semester Exam (60%)

Theory paper with descriptive, analytical, and case-study questions

Recommended Readings

Denis McQuail – *McQuail's Mass Communication Theory*

James Curran & Jean Seaton – *Power Without Responsibility: Press, Broadcasting and the Internet in Britain*

Keval J. Kumar – *Mass Communication in India*

Stanley J. Baran – *Introduction to Mass Communication: Media Literacy and Culture*

Marshall McLuhan – *Understanding Media: The Extensions of Man*

IMCJSC1201: ANCHORING

Course Objectives:

1) To provide hands-on training in anchoring across media platforms and live events.

2) To enhance students' voice, body language, stage presence, and confidence.

3) To develop skills in scripting, ad-libbing, and audience interaction.

4) To prepare students for careers in TV, radio, events, digital platforms, and stage anchoring.

Course Outcomes:

After completing this course, students will be able to:

1) Demonstrate effective voice modulation, pronunciation, and clarity suitable for anchoring.

2) Use body language, gestures, and expressions to engage audiences on stage and on-camera.

3) Anchor different formats including news bulletins, cultural events, talk shows, and digital platforms.

4) Prepare scripts, cue cards, and adapt to teleprompter-based presentations.

5) Apply improvisation techniques (ad-libbing/extempore) to manage live anchoring challenges.

6) Coordinate with technical teams for smooth stage/studio anchoring.

7) Record and present a professional anchoring portfolio showcasing multiple formats.

Programme Outcomes (POs)

By the end of this practical course, students will be able to:

1) Demonstrate proficiency in voice modulation, stage presence, and live performance.

2) Exhibit strong verbal and non-verbal communication skills.

3) Perform effectively in news, events, talk shows, sports, and digital media.

4) Handle live audiences, unexpected questions, and real-time challenges.

5) Work with teleprompters, studio setups, and digital recording tools.

6) Build a practical portfolio for careers in television, radio, event management, and online platforms.

IMCJSC1201: ANCHORING

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Basics of Anchoring (Introductory Workshop)		8
	1.1	Meaning and scope of anchoring, Qualities of a good anchor	
	1.2	Ice-breaking and confidence-building exercises, Voice modulation, diction, pronunciation	
	1.3	Breathing exercises for anchors, Art of pauses, emphasis, and clarity	
	1.4	Gestures, posture, and eye contact, Movement on stage and camera presence	
2.0	Scripting and Improvisation (Writing + On-spot Practice)		7
	2.1	Preparing scripts and cue cards	
	2.2	Teleprompter training	
	2.3	Handling unexpected situations and live errors	
3.0	Formats of Anchoring (Practical Demonstrations)		7
	3.1	**News anchoring** – TV and radio bulletin reading	
	3.2	**Event anchoring** – cultural programs, debates, and seminars	
	3.3	**Talk shows and interviews** – handling guests and audiences	
	3.4	**Sports anchoring/commentary** – live and recorded style	
	3.5	**Digital anchoring** – podcasts, YouTube, and social media lives	
4.0	Final Production & Portfolio		8
	4.1	Mock news bulletin production in studio	
	4.2	Anchoring a mock cultural / college event	
	4.3	Recording a short podcast or digital video anchoring segment	
	4.4	Group project: Anchoring and producing a 15-minute recorded program	
		Total	30

Evaluation Pattern

Internal Assessment (40%)

Voice tests, news reading, role play exercises, class participation

End Semester Exam (60%)

Practical Exam : Live anchoring performance (news/event/interview) Reflection on skills and challenges faced

No heavy theory paper – focus on demonstrations and performance

Recommended Resources

News bulletins on Doordarshan, NDTV, BBC, CNN, All India Radio

TED Talks and professional anchoring shows

Online courses/podcasts on voice training and stage presentation

CCC**MCJ**1201:

(NCC/ NSS /Sports/ Culture /Health Wellness /Yoga Education/ Fitness)

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Syllabus on SRTMUN webside

BA MCJ SECOND YEAR FOURTH SEMISTER AS PER NEP 2020 (60-40 PATTERN)

IMCJCT1251: MEDIA LAW AND ETHICS

Course Objectives:

1) To make students aware of constitutional provisions relating to freedom of speech and expression.

2) To familiarize students with media ethics, press codes, and professional conduct.

3) To enable students to analyze real-world case studies and ethical dilemmas.

Course Outcomes:

After completing this course, students will be able to:

1) Explain the constitutional basis of freedom of speech and expression in India.

2) Interpret key media laws such as the Contempt of Court Act, RTI Act, IT Act, and Copyright Act.

3) Analyze the role of regulatory bodies like PCI, CBFC, and BCCC.

4) Identify ethical issues such as privacy violations, sensationalism, and fake news.

5) Develop media content with an awareness of legal boundaries and ethical values.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Demonstrate knowledge of the constitutional, statutory, and regulatory provisions governing media in India.

2) Use relevant laws and ethical codes in journalism, broadcasting, advertising, and digital media.

3) Uphold values like accuracy, fairness, objectivity, and social responsibility.

4) Address legal and ethical issues of social media, cyber laws, and online content.

5) Advocate freedom of expression while respecting rights, privacy, and cultural diversity.

IMCJCT1251: MEDIA LAW AND ETHICS

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Media Laws in India		15
	1.1	Importance of media laws in democracy, Freedom of speech and expression (Article 19(1)(a))	
	1.2	Reasonable restrictions (Article 19(2)), Role of judiciary in protecting press freedom	
	1.3	Press and Registration of Books Act, 1867, Contempt of Court Act, 1971	
	1.4	Official Secrets Act, 1923, Working Journalists Act, 1955, Right to Information Act, 2005	
2.0	Broadcasting and Digital Media Laws		15
	2.1	Cable Television Networks (Regulation) Act, 1995	
	2.2	Prasar Bharati Act, 1990	
	2.3	IT Act, 2000 (with amendments on digital content, cyber laws, social media regulations)	
	2.4	Copyright Act, 1957 (as amended)	
3.0	Media Councils and Regulatory Bodies		15
	3.1	Press Council of India – Powers and functions	
	3.2	Broadcasting Content Complaints Council (BCCC)	
	3.3	Film Certification Board (CBFC) – censorship and controversies	
	3.4	Self-regulation vs Government regulation	
4.0	Media Ethics, Contemporary Issues & Case Studies		15
	4.1	Meaning and importance of ethics in media, Press Council guidelines, NBA code, etc.	
	4.2	Trial by media and its impact, Fake news, misinformation, and ethical reporting	
	4.3	Freedom vs responsibility debate, Global perspective: Comparative media laws (US, UK, India)	
	4.4	Case studies of famous legal disputes (Emergency press restrictions, Defamation cases, Internet bans, etc.)	
		Total	**60**

Evaluation Pattern

Internal Assessment (40%)

Class tests, assignments, case study presentations, debates

End Semester Exam (60%)

Written theory exam with case-based questions

Recommended Readings

Basu, D.D. – *Law of the Press in India*

B.N. Pandey – *Constitutional Law of India*

Durga Das Basu – *Introduction to the Constitution of India*

Justice P.B. Sawant – *Report of Press Council of India on Ethics*

Barendt, Eric – *Freedom of Speech*

Relevant Bare Acts (RTI Act, IT Act, Copyright Act, etc.)

IMCJCT1252: INTRODUCTION TO TELEVISION

Course Objectives:

1) To familiarize students with the structure, genres, and formats of television.

2) To provide knowledge of television production processes and technologies.

3) To understand the role of television in society, politics, culture, and entertainment.

4) To prepare students for further specialization in broadcast journalism, production, and media studies.

Course Outcomes:

After successful completion of this course, students will be able to:

1) Explain the role of television as a mass medium in education, information dissemination, politics, culture, and entertainment.

2) Analyze the technical elements of television production including camera, lighting, sound, and scripting.

3) Apply analytical and critical thinking skills through reviews, programme analysis, and case studies of television shows.

4) Understand the economics of television, including advertising, TRPs, sponsorship, and convergence with OTT platforms.

Programme Outcomes (POs)

By the end of this programme, students will be able to:

1) Analyze the role of television in shaping public opinion, culture, and social change.

2) Identify and interpret different genres and formats of television content with a critical perspective.

3) Apply basic concepts of television production techniques such as scripting, camera, lighting, and editing.

4) Recognize the economic and commercial aspects of television, including TRPs, advertising, and sponsorship models.

5) Lay a strong foundation for careers in television journalism, production, direction, or advanced media studies.

IMCJCT1252: INTRODUCTION TO TELEVISION

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Origin and Growth of Television		15
	1.1	Invention of television and early experiments	
	1.2	History of Indian television – SITE experiment, Doordarshan era, cable and satellite boom, OTT transition	
	1.3	Evolution of television globally (BBC, CNN, etc.)	
	1.4	Government regulation and policies (Prasar Bharati Act, Cable TV Networks Regulation Act)	
2.0	Television as a Medium		15
	2.1	Characteristics of television as a mass medium	
	2.2	Role of television in education, information, and entertainment	
	2.3	Role of TRP, advertising, and sponsorships	
	2.4	Self-regulation and ethical practices in TV content	
3.0	Genres and Formats		15
	3.1	News bulletins, talk shows, panel discussions	
	3.2	Dramas, soap operas, reality shows, game shows	
	3.3	Documentaries, educational programmes, children's content	
	3.4	Sports and live event broadcasting	
4.0	Television Production Process		15
	4.1	Stages of production: pre-production, production, post-production	
	4.2	Basics of camera, lighting, and sound for TV	
	4.3	Script writing for television formats	
	4.4	Role of producer, director, anchors, and crew	
		Total	**60**

Evaluation Pattern

Internal Assessment (40%)

Assignments, programme analysis, presentations

End Semester Exam (60%)

Written theory paper (concepts + case-based questions)

Recommended Readings

Keval J. Kumar – *Mass Communication in India*

P.C. Chatterji – *Broadcasting in India*

Andrew Crisell – *Understanding Television*

Mitchell Stephens – *A History of News*

M. Seetha – *Television in India: Changes and Challenges*

IMCJCT1253: CORPORATE COMMUNICATION

Course Objectives:

1) To introduce the principles, scope, and importance of corporate communication.
2) To prepare students for professional roles in public relations, HR, corporate affairs, and media management.

Course Outcomes:

After successful completion of this course, students will be able to:

1) Analyze and manage crisis situations using communication frameworks to restore and protect the corporate reputation.
2) Utilize digital and social media tools for corporate communication, online reputation management, and cross-cultural interactions in global corporations.
3) Participate in simulations, role-plays, and presentations to build confidence and professionalism in communication.

Programme Outcomes (POs)

Upon completion of the undergraduate programme, students will be able to:

1) Demonstrate critical thinking and problem-solving skills by analyzing communication challenges in corporate settings.
2) Develop leadership and teamwork abilities by collaborating on projects and participating in organizational simulations.
3) Apply ethical and socially responsible communication practices, especially in areas like CSR and crisis management.
4) Use modern communication technologies and digital tools for brand management, online engagement, and global outreach.
5) Prepare for professional careers in public relations, human resources, corporate affairs, and media management with confidence and competence.

IMCJCT1253: CORPORATE COMMUNICATION

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Fundamentals of Corporate Communication		15
	1.1	Definition, nature, scope and functions of corporate communication	
	1.2	Difference between corporate communication, public relations, and marketing communication	
	1.3	Corporate branding and identity building	
	1.4	Corporate social responsibility (CSR) communication	
2.0	Digital and Global Corporate Communication		15
	2.1	Role of digital and social media in corporate communication	
	2.2	Cross-cultural communication in multinational corporations	
	2.3	New trends in corporate communication	
	2.4	Case studies of corporate crises (global and Indian)	
3.0	Internal and External Communication		15
	3.1	Evolution of corporate communication, Communication within organizations	
	3.2	Role in business and society, Channels and tools: memos, circulars, intranet, newsletters, reports	
	3.3	Employee engagement and motivation through communication	
	3.4	Communication with stakeholders, investors, and customer,	
4.0	Practical Applications		15
	4.1	Preparing corporate speeches and presentations	
	4.2	Designing communication strategies for CSR campaigns	
	4.3	Media relations: press releases, press conferences, corporate advertising writing skills	
	4.4	Mock press conference / role-play exercises	
		Total	60

Evaluation Pattern

Internal Assessment (40%)

Assignments, case studies, presentations, practical exercises

End Semester Exam (60%)

Written theory paper (conceptual + case-based questions)

Recommended Readings

Paul A. Argenti – *Corporate Communication*

Jaishri Jethwaney – *Corporate Communication: Principles and Practice*

Cornelissen, Joep – *Corporate Communication: A Guide to Theory and Practice*

Otis Baskin & Craig Aronoff – *Public Relations: The Profession and the Practice*

Riel & Fombrun – *Essentials of Corporate Communication*

IMCJCT1254: MEDIA MANAGEMENT

Course Objectives:

1) To introduce students to the principles and practices of managing media organizations.
2) To familiarize students with structures, functions, and operations of print, broadcast, digital, and entertainment media.
3) To prepare students for leadership roles in the evolving media landscape.

Course Outcomes:

After successful completion of this course, students will be able to:

1) Analyze organizational structures and workflows of different media industries.
2) Evaluate media policies, regulations, and ethical frameworks affecting management decisions.
3) Demonstrate strategic thinking in areas like branding, marketing, audience research, and content distribution.
4) Design innovative business models for print, electronic, and digital media enterprises.

Programme Outcomes (POs)

Upon completion of the undergraduate programme, students will be able to:

1) Demonstrate a comprehensive understanding of the structures, functions, and operations of print, broadcast, digital, and entertainment media industries.
2) Develop and implement strategies for marketing, audience engagement, and brand building in traditional and digital media platforms..
3) Understand global media trends, digital transformations, and emerging technologies to adapt to changing industry landscapes.
4) Commit to responsible media practices that respect diversity, uphold democratic values, and contribute to sustainable development.

IMCJCT1254: MEDIA MANAGEMENT

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Media Management		15
	1.1	Definition, nature, and scope of media management	
	1.2	Growth and characteristics of media as an industry	
	1.3	Structure and functions of media organizations (print, broadcast, digital, OTT, advertising, PR)	
	1.4	Media ownership patterns: monopoly, oligopoly, conglomerates, cross-media ownership	
2.0	Media Policy, Regulation, and Ethics		15
	2.1	Government policies on print, broadcast, and digital media	
	2.2	Regulatory bodies: Press Council of India, TRAI, BARC, ASCI	
	2.3	Ethical dilemmas in media management: sensationalism, paid news, fake news	
	2.4	Issues of censorship, self-regulation, and corporate social responsibility	
3.0	Emerging Trends and Digital Media Management		15
	3.1	Audience measurement techniques: TRP, circulation, web analytics, social media metrics	
	3.2	Content strategy for web, social, OTT, and mobile platforms	
	3.3	Artificial Intelligence, automation, and analytics in media management	
	3.4	Future of media businesses: convergence, participatory media, Web3	
4.0	Human Resource and Organizational Management in Media		15
	4.1	Labor laws, wage structures, and unions in media industries	
	4.2	Recruitment, training, and talent management in media	
	4.3	Structure of editorial, production, marketing, and distribution teams	
	4.4	Case studies: Business models of newspapers, TV channels, OTT platformsf	
		Total	60

Evaluation Pattern

Internal Assessment (40%)

Assignments, case studies, presentations, practical exercises

End Semester Exam (60%)

Written theory paper (conceptual + case-based questions)

Recommended Readings

Albarran, A. B. *Management of Electronic Media*

Picard, R. G. *Media Economics: Concepts and Issues*

Dennis, E. E., & Merrill, J. C. *Media Debates: Issues in Mass Communication*

Vir Bala Aggarwal & V. S. Gupta. *Handbook of Journalism and Mass Communication*

Croteau, D., & Hoynes, W. *The Business of Media*

Mehta, Nalin. *India on Television* (for Indian case studies)

Choudhary, N. *Media Management: A Casebook Approach*

IMCJGE1251: TRANSLATION SKILLS

Course Objectives:

1) To develop practical skills in translating texts across different genres.
2) To make students aware of linguistic, cultural, and contextual challenges in translation.
3) To train students in using translation tools and digital resources.
4) To prepare students for careers in translation, media, publishing, and related industries.

Course Outcomes:

After successful completion of this course, students will be able to:

1) Translate texts from source to target language effectively, maintaining accuracy and style.
2) Identify and resolve linguistic and cultural challenges in translation.
3) Apply translation skills in diverse fields like literature, media, business, and technical writing.
4) Use translation technologies and online resources to enhance efficiency.

Programme Outcomes (POs)

Upon completion of the undergraduate programme, students will be able to:

1) Demonstrate a sound understanding of translation theories, methods, and approaches across literary and non-literary texts.
2) Recognize and resolve cultural and contextual challenges in translation, ensuring cultural nuances are preserved.
3) Uphold ethical standards of accuracy, fidelity, and respect for intellectual property in translation practices..
4) Prepare for professional roles as translators, interpreters, content localizers, or language specialists in publishing, media, corporate, and government sectors.
5) Cultivate the ability to continuously adapt to evolving languages, digital tools, and global translation demands.

IMCJGE1251: TRANSLATION SKILLS

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Translation		7
	1.1	Meaning, nature, scope, and importance of translation	
	1.2	History and evolution of translation studies (global & Indian context)	
	1.3	Types of translation: literal, free, literary, technical, machine-assisted	
	1.4	Role of translator as mediator of language and culture	
2.0	Theories & Principles of Translation		8
	2.1	Classical and modern theories of translation	
	2.2	Key concepts: equivalence, fidelity, adaptation, domestication vs. foreignization	
	2.3	Ethics of translation	
	2.4	Standards of quality, accuracy, and ethics in professional translation	
3.0	Translation Practice – Literary and Non-Literary Texts		8
	3.1	Translation of short stories, poems, and plays, Style, idioms, metaphors, and cultural expressions in literary translation	
	3.2	Translation of newspapers, advertisements, press releases, business communication	
	3.3	Translation in media and journalism (subtitles, dubbing, news reports)	
	3.4	Career opportunities for translators (freelancing, corporate, government, UN, NGOs)	
4.0	Translation Tools & Technologies		7
	4.1	Use of dictionaries, glossaries, and terminology databases	
	4.2	Computer-Assisted Translation (CAT) tools (Trados, MemoQ, Google Translate – critical evaluation)	
	4.3	Machine Translation vs. Human Translation	
	4.4	Role of AI and digital platforms in modern translation	
		Total	**30**

Evaluation Pattern

Internal Assessment (40%)

Assignments, case studies, presentations, practical exercises

End Semester Exam (60%)

Written theory paper (conceptual + case-based questions)

Recommended Readings

Bassnett, Susan. *Translation Studies*

Catford, J. C. *A Linguistic Theory of Translation*

Nida, Eugene. *Toward a Science of Translating*

Lefevere, André. *Translation, History, Culture*

Mukherjee, Sujit. *Translation as Discovery*

Baker, Mona. *In Other Words: A Coursebook on Translation*

Online resources: CAT tools tutorials, National Translation Mission (India)

IMCJSC1251: DOCUMENTARY MAKING

Course Objectives:

1) To introduce students to the history, philosophy, and aesthetics of documentary cinema.
2) To develop creative and technical skills in documentary ideation, scripting, shooting, and editing.
3) To provide hands-on training in planning and producing short documentary films.

Course Outcomes:

After successful completion of this course, students will be able to:

1) Develop ideas, scripts, and storyboards for documentary projects.
2) Critically evaluate documentaries in terms of aesthetics, ethics, and impact.
3) Demonstrate teamwork, creativity, and technical proficiency in documentary production.

Programme Outcomes (POs)

Upon completion of the undergraduate programme, students will be able to:

1) Generate original documentary ideas and critically analyze films in terms of style, narrative, ethics, and socio-political impact.
2) Demonstrate competence in camera work, sound recording, editing, and post-production tools relevant to documentary production.
3) Collaborate in multi-disciplinary teams, showing leadership, time management, and organizational skills in documentary production.
4) Identify funding opportunities, distribution channels, and entrepreneurial pathways to establish themselves as independent documentary filmmakers.

IMCJSC1251: DOCUMENTARY MAKING

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0	Introduction to Documentary		7
	1.1	Definition, meaning, and scope of documentary	
	1.2	Difference between fiction and non-fiction cinema	
	1.3	Role of documentaries in society, politics, and education	
2.0	Documentary Genres & Styles		7
	2.1	Genres: Biographical, historical, investigative, social issue, travel, wildlife, cultural documentaries	
	2.2	Expository, Observational, Participatory, Reflexive, Poetic, Performative modes (Bill Nichols' framework)	
	2.3	Historical development of documentary (global & Indian context)	
3.0	Research, Idea Development & Production Techniques		8
	3.1	Selecting subjects and themes, Research methods: primary and secondary sources, Writing proposals, treatments, and script outlines	
	3.2	Storyboarding and visual planning, Ethical considerations in representation of subjects	
	3.3	Role of director, producer, cinematographer, and crew in documentary production	
	3.4	Documentary editing principles: continuity vs. montage	
4.0	Practical Project		8
	4.1	Camera techniques, Sound in documentary, Lighting, Editing	
	4.2	Students conceptualize, plan, shoot, and edit a short documentary (8–12 minutes).	
	4.3	Distribution: Film festivals, broadcast television, OTT platforms, YouTube, social media	
	4.4	Funding and grants for documentary projects (NFDC, PSBT, international bodies)	
		Total	**30**

Evaluation Pattern

Internal Assessment (40%)

Class participation & attendance: 5%

Assignments (film reviews, proposals, script writing): 15%

End Semester Exam (60%)

Final Documentary Film Project (practical, 80%)

Recommended Readings

Nichols, Bill. *Introduction to Documentary*

Winston, Brian. *Claiming the Real: The Documentary Film Revisited*

Barnouw, Erik. *Documentary: A History of the Non-Fiction Film*

Renov, Michael. *Theorizing Documentary*

Aufderheide, Patricia. *Documentary Film: A Very Short Introduction*

Anand Patwardhan's documentaries (India)

Films of Michael Moore, Louis Theroux, Werner Herzog (global case studies)

VECEVS125: **Environmental Studies**

Syllabus on SRTMUN webside