

(BA-JMC)

Paper Code: (BA-JMC) 104

Subject: Media Laws and Ethics

A. Introduction

Objective: The objective of this course is Media ethics promotes and defends values such as a universal respect for life and the rule of law and legality.

COBA-JMC 104.1	On completion of this course, the student should be able to define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
COBA-JMC 104.2	explain reasonable restrictions in freedom of press
COBA-JMC 104.3	describe the need & importance of the Press Council of India
COBA-JMC 104.4	utilize knowledge gained in coverage of judicial proceedings, Parliament, and State Legislature

C. Program Outcomes

PO1.	Media law determines what can be published and be broadcasted.
PO2.	Exhibit in-depth knowledge and sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
PO3.	Enhance and able to clearly communicate the content and context of their work visually, orally and in writing
PO4.	Censorship, privacy, intellectual property, defamation tort, etc, come under media law; it is a combination of multiple laws and ethics which is an important element for the media industry and journalism.
PO5.	Media law is the body of law that regulates the production and use of media.
PO6.	Create and Lead productive and proactive teams
PO7.	Demonstrate and work independently or collaboratively to achieve stated goals.

D. Program Specific Outcomes

PSO.1.	Media ethics: Issues of moral principles and values as applied to the conduct, roles, and *content of the mass media, in particular journalism ethics and standards and marketing ethics; also the field of study concerned with this topic.
PSO.2.	Apply legal It also touches on free speech and the first amendment because of influence from public airways. It regulates the entertainment industry but often overlaps with other media through intellectual pr laws.

PSO.3.	The depiction of violence and sex, and the presence of strong language. Ethical guidelines and legislation in this area are common and many media (e.g. film, computer games) are subject to ratings systems and supervision by agencies.
PSO.4.	There are new ethical issues due to the new image technology. Citizens now have the availability to take pictures and videos in easier and faster ways like smartphones which allow them to not only collect information but also edit and manipulate it.
PSO.5	The exercise of that freedom by individual journalists is a matter of personal choice and ethics. Modern democratic government subsists in representation of millions by hundreds. For the representatives to be accountable, and for the process of government to be transparent, effective communication paths must exist to their constituents.
PSO.6	Media law also extends to various legal fields, including but not limited to finance, corporate, intellectual property, privacy and publicity.

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1

(12 hours)

Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice

2. Press Laws Before and After Independence

3. Bill to Act: Case Study of Lokpal

4. Freedom of the Press and the Indian Constitution, Freedom of Speech, and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit 2:

(12 hours)

1. Press Commissions and Press Council of India

2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee

3. The State: Sedition-incitement to violence (section 124A IPC) Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

Unit 3:

(12 hours)

1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957

2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956

3. Prasar Bharati Act 1990 and Cinematograph Act 1952

4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)

5. Defamation, Libel & Slander (Case studies)

Unit 4:

(12 hours)

1. Defining Media Ethics: Social Responsibility of Press

2. Legal Rights and Responsibilities of Journalists

3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code

4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning

H. References

Suggested Readings & E-resources:

1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.

2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.

3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa & Co.

4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.

5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.

6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.

7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.
9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Laws and Ethics: Definition, Meaning & Concept	Lecture & Example method	CO1	MCQs&Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	
3	Press Laws Before and After Independence	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	The State: Sedition-incitement to violence (section 124A IPC)	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/ Discussion	CO1	
9	Prasar Bharati Act 1990 and Cinematograph Act 1952	Lecture & Example method	CO2	
10	<i>Continue</i>	Lecture& Example method	CO2	
11	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	Lecture/ Discussion	CO2	

12	<i>Continue</i>	Lecture/ Discussion	CO2	
13	Defining Media Ethics: Social Responsibility of Press	Lecture & Example method	CO2	
14	<i>Continue</i>	Lecture/	CO2	
15	Legal Rights and Responsibilities of Journalists	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example method	CO2	
17	Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament)	Lecture/ Discussion	CO2	
18	<i>Continue</i>	Lecture/ Discussion	CO2	
19	Article 194 (State Legislation)	Lecture/ Discussion & Example method	CO2	
20	<i>Continue</i>	Lecture	CO2	
21	Judiciary: Contempt of Court 1971	Lecture & Example method	CO2	
22	<i>Continue</i>	Lecture	CO 2	
23	Varghese Committee	Lecture & Example method	CO2	
24	<i>Continue</i>	Lecture/ Discussion	CO2	
25	P.C. Joshi Committee, Sengupta Committee	Lecture/ Discussion	CO3	
26	<i>Continue</i>	Lecture/ Discussion	CO3	
27	Young Persons Harmful Publications Act 1956	Lecture & Example method	CO3	
28	<i>Continue</i>	Lecture/ Discussion	CO3	
29	Cinematograph Act 1952	Lecture & Example method	CO3	
30	<i>Continue</i>	Lecture/ Discussion	CO3	
31	Press Council of India, AIR & Doordarshan Code	Lecture & Example method	CO3	

32	Continue	Lecture	CO3	
33	TRAI, BCCC, News Broadcasters Association (NBA)	Lecture/ Discussion	CO4	
34	Continue	Lecture	CO4	
35	News Broadcasters Association (NBA) and their functioning	Lecture/ Discussion	CO4	
36	Continue	Lecture/ Discussion	CO4	
37	Reasonable Restrictions Article 19 (2)	Lecture/ Discussion	CO4	
38	Continue	Lecture/ Discussion	CO4	
39	Legislature: Parliamentary Privileges - Article 361A	Lecture & Example method	CO4	
40	Continue	Lecture/ Discussion	CO4	
41	Legal and Ethical Issues	Lecture & Example method	CO4	
42	Unit 1 Revision	Discussion	CO1	
48	Unit 1 Revision	Discussion	CO1	
49	Unit 2 Revision	Discussion	CO2	
50	Unit 2 Revision	Discussion	CO2	
51	Unit 3 Revision	Discussion	CO3	
52	Unit 3 Revision	Discussion	CO3	
53	Unit 4 Revision	Discussion	CO4	
54	Unit 4 Revision	Discussion	CO4	
55	Test	Written/Oral	CO1	
56	Test	Written/Oral	CO2	
57	Test	Written/Oral	CO3	

J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBA-JMC 104.1	-	2	2	3	1	1	1						
COBA-JMC 104.2	2	2	1	2	1	1	2						
COBA-JMC 104.3	2	3	3	3	1	1	1						
COBA-JMC 104.4	2	2	2	3	3	1	1						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

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Second Semester

(BA-JMC)

Paper Code: (BA-JMC) 106

Subject: Still Photography

A. Introduction

Objective: The objective of this course is to pursue basic knowledge of photographic process, including the use and roles of professional services

COBA-JMC 106.1	On completion of this course, the student should be able to define Photography
COBA-JMC 106.2	describe the parts of a digital camera and their functions
COBA-JMC 106.3	describe various lights and lighting applications
COBA-JMC 106.4	demonstrate proficiency of knowledge in Photo Journalism

C. Program Outcomes

PO1.	Develop and use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
PO2.	Exhibit in-depth knowledge and sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
PO3.	Enhance and able to clearly communicate the content and context of their work visually, orally and in writing
PO4.	Develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways.
PO5.	Development of skill and technique and present professionally.
PO6.	Create and Lead productive and proactive teams
PO7.	Demonstrate and work independently or collaboratively to achieve stated goals.

D. Program Specific Outcomes

PSO.1.	Demonstrate, understanding speak and write about photography in a critical way.
PSO.2	Solve challenging photographic problems by controlling natural, strobe light sources.

PSO.3.	Develop a workflow for processing, archiving, and editing images using current software
PSO.4.	use a professional level digital camera effectively
PSO.5	construct a body of thoughtfully designed, well-crafted photographs based around a central theme or exploration
PSO.6	formulate a plan to market, promote, and price their work in the photography industry

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1**(12 hours)**

Photography: Definition, Meaning & Concept

Brief History of Photography

Types of Cameras: Digital vs Film

Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography

Unit 2:**(12 hours)**

Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder

Camera Control and Adjustment

Exposure- Aperture, Shutter, ISO

Depth of Focus and Depth of Field

Measurement of light -Exposure Metering System

Composition and Perspective

Type of Lenses and Special Purpose Lenses

Camera Accessories

Unit 3:**(12 hours)**

Sources of Light: Natural and Artificial

Nature and Physical Properties of Light

Three Point Lighting: Key, Fill and Back

Lighting Aesthetics: Controlling Contrast through Lighting

Unit 4:**(12 hours)**

Photo Journalism: Definition and Concept, Role and Importance

Photo Stories, Photo Features and Photo Essays

Photo Appreciation

Photo Editing Tools, Morphing

Legal and Ethical Issues

H. References

Suggested Readings & E-resources:

1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. www.betterphotography.com/the international landscape photographer of the year
7. www.karltaylorphotography.com/photography-tips-training-structure

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO

1	Photography: Definition, Meaning & Concept	Lecture & Example method	CO1	MCQs&Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	
3	Brief History of Photography	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	Types of Cameras: Digital vs Film	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/ Discussion	CO1	
9	Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder	Lecture & Example method	CO2	
10	<i>Continue</i>	Lecture& Example method	CO2	
11	Camera Control and Adjustment	Lecture/ Discussion	CO2	
12	<i>Continue</i>	Lecture/ Discussion	CO2	
13	Exposure- Aperture, Shutter, ISO	Lecture & Example method	CO2	
14	<i>Continue</i>	Lecture/	CO2	
15	Depth of Focus and Depth of Field	Lecture & Example method	CO2	

16	<i>Continue</i>	Lecture & Example method	CO2	
17	Measurement of light - Exposure Metering System	Lecture/ Discussion	CO2	
18	<i>Continue</i>	Lecture/ Discussion	CO2	
19	Composition and Perspective	Lecture/ Discussion & Example method	CO2	
20	<i>Continue</i>	Lecture	CO2	
21	Type of Lenses and Special Purpose Lenses	Lecture & Example method	CO2	
22	<i>Continue</i>	Lecture	CO 2	
23	Camera Accessories	Lecture & Example method	CO2	
24	<i>Continue</i>	Lecture/ Discussion	CO2	
25	Sources of Light: Natural and Artificial	Lecture/ Discussion	CO3	
26	<i>Continue</i>	Lecture/ Discussion	CO3	
27	Nature and Physical Properties of Light	Lecture & Example method	CO3	
28	<i>Continue</i>	Lecture/ Discussion	CO3	
29	Three Point Lighting: Key, Fill and Back	Lecture & Example method	CO3	
30	<i>Continue</i>	Lecture/ Discussion	CO3	
31	Lighting Aesthetics: Controlling Contrast through Lighting	Lecture & Example method	CO3	
32	<i>Continue</i>	Lecture	CO3	

33	Photo Journalism: Definition and Concept, Role and Importance	Lecture/ Discussion	CO4	
34	<i>Continue</i>	Lecture	CO4	
35	Photo Stories, Photo Features and Photo Essays	Lecture/ Discussion	CO4	
36	<i>Continue</i>	Lecture/ Discussion	CO4	
37	Photo Appreciation	Lecture/ Discussion	CO4	
38	<i>Continue</i>	Lecture/ Discussion	CO4	
39	Photo Editing Tools, Morphing	Lecture & Example method	CO4	
40	<i>Continue</i>	Lecture/ Discussion	CO4	
41	Legal and Ethical Issues	Lecture & Example method	CO4	
42	<i>Unit 1 Revision</i>	Discussion	CO1	
48	<i>Unit 1 Revision</i>	Discussion	CO1	
49	<i>Unit 2 Revision</i>	Discussion	CO2	
50	<i>Unit 2 Revision</i>	Discussion	CO2	
51	<i>Unit 3 Revision</i>	Discussion	CO3	
52	<i>Unit 3 Revision</i>	Discussion	CO3	
53	<i>Unit 4 Revision</i>	Discussion	CO4	
54	<i>Unit 4 Revision</i>	Discussion	CO4	
55	<i>Test</i>	Written/Or al	CO1	
56	<i>Test</i>	Written/Or al	CO2	
57	<i>Test</i>	Written/Or al	CO3	

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBA-JMC 106.1	-	2	2	3	1	1	1						
COBA-JMC 106.2	2	2	1	2	1	1	2						
COBA-JMC 106.3	2	3	3	3	1	1	1						
COBA-JMC 106.4	2	2	2	3	3	1	1						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

Name:	Ms.Sushma Parmar
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Fourth Semester

Paper Code: (BA-JMC) 202

Subject: Basics of Advertising

A. Introduction

Objective: On completion of this course, the student should be able to: design, plan and produce advertisements for different mediums utilize skills acquired to conceptualise, plan and implement an ad campaign On completion of this course.

COBA-JMC 202.1	Define advertising and brand
COBA-JMC 202.2	Describe functions and types of advertising agency
COBA-JMC 202.3	Describe various elements of an advertisement
COBA-JMC 202.4	utilize knowledge gained to plan and design advertising campaign

C. Program Outcomes

PO1.	Understand and analyze the relevant research in advertising and marketing communication
PO2.	Develop advertising media buying and planning strategies
PO3.	Create and defend the strategy and execution of an ad campaign for a client
PO4.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication
PO5.	Demonstrate an understanding of the overall role advertising plays in the business world
PO6.	Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.
PO7.	Understand the attributes and benefits of new or established products.

D. Program Specific Outcomes

PSO.1.	Demonstrate an understanding of the overall role advertising plays in the business world.
PSO.2	Identify and understand the various advertising media.
PSO.3.	Demonstrate an understanding of how an advertising agency operates.
PSO.4.	Apply and recognize various targets reached by media.
PSO.5	Demonstrate an understanding of how media ratings are conducted.
PSO.6	Have an understanding of media costs.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1

(12 hours)

Advertising: Definition, Types and Functions
 .Models of Advertising Communication
 a. AIDA model

b. DAGMAR model

c. Maslow's Hierarchy Model

Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose

Ethical and Regulatory Aspects of Advertising: ASCI & AAI Code

Unit 2: (12 hours)

Creativity in Advertising: Concept and Importance

Elements of Advertisement: Copy, Slogan and Audio-Visual Elements

Concept of Brand; Segmentation, Targeting and Positioning

Advertising Appeals

Unit 3: (12 hours)

Advertising Agency: Concept, Types, Functions and various departments

Structure and Hierarchy of an Advertising Agency

Planning and Pitching in Advertising

Role and Functions of DAVP

Unit 4: (12 hours)

Media Planning and Scheduling

Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM.

Budgeting Process and factors affecting Advertising Budget

Advertising Campaign: Definition, Concept and stages of product Life Cycle

H. References

Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.

2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.

3. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.

4. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.

5. Mankad, N. (2006). Reinventing Advertising: The New Reality. Hyderabad, India: ICFAI University Press.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising: Definition, Types and Functions	Lecture & Example method	CO1	MCQs & Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	

3	Models of Advertising Communication	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	AIDA model	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	DAGMAR model	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/ Discussion	CO1	
9	Maslow's Hierarchy Model	Lecture & Example method	CO1	
10	<i>Continue</i>	Lecture & Example method	CO1	
11	Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose	Lecture/ Discussion	CO1	
12	<i>Continue</i>	Lecture/ Discussion	CO1	
13	Ethical and Regulatory Aspects of Advertising: ASCI & AAI Code	Lecture & Example method	CO1	
14	<i>Continue</i>	Lecture/	CO1	
15	Creativity in Advertising: Concept and Importance	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example method	CO2	
17	Elements of Advertisement: Copy, Slogan and Audio-Visual	Lecture/ Discussion	CO2	

	Elements			
18	<i>Continue</i>	Lecture/ Discussion	CO2	
19	Concept of Brand; Segmentation, Targeting and Positioning	Lecture/ Discussion & Example method	CO2	
20	<i>Continue</i>	Lecture	CO2	
21	Advertising Appeals	Lecture & Example method	CO2	
22	<i>Continue</i>	Lecture	CO 2	
23	Advertising Agency: Concept, Types, Functions and various departments	Lecture & Example method	CO3	
24	<i>Continue</i>	Lecture/ Discussion	CO2	
25	Structure and Hierarchy of an Advertising Agency	Lecture/ Discussion	CO3	
26	<i>Continue</i>	Lecture/ Discussion	CO3	
27	Planning and Pitching in Advertising	Lecture & Example method	CO3	
28	<i>Continue</i>	Lecture/ Discussion	CO3	
29	Role and Functions of DAVP	Lecture & Example method	CO3	
30	<i>Continue</i>	Lecture/ Discussion	CO3	
31	Media Planning and Scheduling	Lecture/ Discussion	CO4	
32	<i>Continue</i>	Lecture/ Discussion	CO4	
33	Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM.	Lecture/ Discussion	CO4	
34	<i>Continue</i>	Lecture/ Discussion	CO4	
35	<i>Continue</i>	Lecture/ Discussion	CO4	

		Discussion		
36	Budgeting Process and factors affecting Advertising Budget	Lecture/ Discussion	CO4	
37	<i>Continue</i>	Lecture/ Discussion	CO4	
38	<i>Continue</i>	Lecture/ Discussion	CO4	
39	Advertising Campaign: Definition, Concept and stages of product Life Cycle	Lecture/ Discussion	CO4	
40	<i>Continue</i>	Lecture/ Discussion	CO4	
41	<i>Continue</i>	Lecture & Example method	CO4	
42	<i>Unit 1 Revision</i>	Discussion	CO1	
48	<i>Unit 1 Revision</i>	Discussion	CO1	
49	<i>Unit 2 Revision</i>	Discussion	CO2	
50	<i>Unit 2 Revision</i>	Discussion	CO2	
51	<i>Unit 3 Revision</i>	Discussion	CO3	
52	<i>Unit 3 Revision</i>	Discussion	CO3	
53	<i>Unit 4 Revision</i>	Discussion	CO4	
54	<i>Unit 4 Revision</i>	Discussion	CO4	
55	<i>Test</i>	Written/Or al	CO1	
56	<i>Test</i>	Written/Or al	CO2	
57	<i>Test</i>	Written/Or al	CO3	

J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBCOM1 08.1	-	2	2	3	1	1	1						
COBCOM 108.2	2	2	1	2	1	1	2						

NAAC ACCREDITED



COBCOM 108.3	2	3	3	3	1	1	1						
COBCOM 108.4	2	2	2	3	3	1	1						
COBCOM 108.5	2	3	3	3	1	1	1						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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तेजस्वि नावधीतमस्तु
ISO 9001:2015 & 14001:2015



Fourth Semester

Paper Code: (BA-JMC) 204

Subject: Basics of Public Relations

A. Introduction

Objective: On completion of this course, the student should be able to: design, plan, and the objective of public relations is to not only voice your organization's message for different mediums utilize skills acquired to conceptualise, plan and implement an ad campaign. On completion of this course.

COBA-JMC 204.1	Defining Public Relations
COBA-JMC 204.2	Functions and Types of Publics
COBA-JMC 204.3	Evolution of Public Relations
COBA-JMC 204.4	utilize knowledge gained to plan and PR as a marketing tool campaign

C. Program Outcomes

PO1.	Understand and analyze the relevant research in advertising and marketing communication
PO2.	Develop advertising media buying and planning strategies
PO3.	Create and defend the strategy and execution of an ad campaign for a client
PO4.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication
PO5.	Demonstrate an understanding of the overall role advertising plays in the business world
PO6.	Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.
PO7.	Understand the attributes and benefits of new or established products.

D. Program Specific Outcomes

PSO.1.	They should be regarded as an ideal to aspire to, but they should always be realistic. An example of a SMART goal would be "to increase awareness of my brand from 20% to 40% among my target publics, within 10 weeks of campaign launch".
PSO.2	Identify and understand the various advertising media.
PSO.3.	Demonstrate an understanding of how an advertising agency operates.
PSO.4.	Apply and recognize various targets reached by media.
PSO.5	Demonstrate an understanding planning and designing a public relations campaign
PSO.6	Role and importance of Public Relations

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1

(12 hours)

1. Defining Public Relations: Functions and Types of Publics
2. Evolution of Public Relations
3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
4. Ethics in PR, PRSI Code, IPRA

Unit 2:

(12 hours)

1. PR agency: Concept, Structure and Functions
2. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3. Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4. Use of Digital Media and Emerging trends in PR

Unit 3:

(12 hours)

1. Role and Responsibility of PRO
2. PR in Public and Private sector (CSR)
3. Role of PR in Education and Health sector
4. Role of PR in Political Parties and Election Campaigns

Unit 4:

(12 hours)

1. Evolution of Corporate Communications
2. Corporate Communications and Public Relations
3. Defining PR Pitch and Campaign
4. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation

H. References

1. Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
4. Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
5. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
6. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.

7. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.

8. Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com 9. www.tv-handbook.com/index.html 10. www.cengagebrain.co.nz/content/zett

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Define Public Relations	Lecture & Example method	CO1	MCQs & Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	
3	Describe role and importance of Public Relations	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	Describe the functions of PR agency	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	Evolution of Public Relations	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/	CO1	

		Discussion		
9	Issue Management, Lobbying, Corporate Social Responsibility	Lecture & Example method	CO1	
10	<i>Continue</i>	Lecture & Example method	CO1	
11	Publicity and PR as a marketing tool	Lecture/ Discussion	CO1	
12	<i>Continue</i>	Lecture/ Discussion	CO1	
13	Ethics in PR, PRSI Code, IPRA	Lecture & Example method	CO1	
14	<i>Continue</i>	Lecture/ Discussion	CO1	
15	PR agency: Concept, Structure and Functions	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example method	CO2	
17	Media Relations: Multi-Media Release (press, audio, video, and social media)	Lecture/ Discussion	CO2	
18	<i>Continue</i>	Lecture/ Discussion	CO2	
19	Press Conference, Press Kit, Press Briefings and Familiarizing Tours	Lecture/ Discussion & Example method	CO2	
20	<i>Continue</i>	Lecture	CO2	

21	Tools & Techniques for Public Relations: House Journal,	Lecture & Example method	CO2	
22	<i>Continue</i>	Lecture	CO 2	
23	Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions	Lecture & Example method	CO3	
24	<i>Continue</i>	Lecture/ Discussion	CO2	
25	Use of Digital Media and Emerging trends in PR	Lecture/ Discussion	CO3	
26	<i>Continue</i>	Lecture/ Discussion	CO3	
27	Role and Responsibility of PRO	Lecture & Example method	CO3	
28	<i>Continue</i>	Lecture/ Discussion	CO3	
29	PR in Public and Private sector (CSR)	Lecture & Example method	CO3	
30	<i>Continue</i>	Lecture/ Discussion	CO3	
31	Role of PR in Education and Health sector	Lecture/ Discussion	CO4	
32	<i>Continue</i>	Lecture/ Discussion	CO4	
33	Role of PR in Political Parties and Election Campaigns	Lecture/ Discussion	CO4	
34	<i>Continue</i>	Lecture/ Discussion	CO4	

		Discussion		
35	<i>Continue</i>	Lecture/ Discussion	CO4	
36	Evolution of Corporate Communications	Lecture/ Discussion	CO4	
37	<i>Continue</i>	Lecture/ Discussion	CO4	
38	<i>Continue</i>	Lecture/ Discussion	CO4	
39	Corporate Communications and Public Relations	Lecture/ Discussion	CO4	
40	<i>Continue</i>	Lecture/ Discussion	CO4	
41	<i>Continue</i>	Lecture & Example method	CO4	
42	<i>Unit 1 Revision</i>	Discussion	CO1	
48	<i>Unit 1 Revision</i>	Discussion	CO1	
49	<i>Unit 2 Revision</i>	Discussion	CO2	
50	<i>Unit 2 Revision</i>	Discussion	CO2	
51	<i>Unit 3 Revision</i>	Discussion	CO3	
52	<i>Unit 3 Revision</i>	Discussion	CO3	
53	<i>Unit 4 Revision</i>	Discussion	CO4	
54	<i>Unit 4 Revision</i>	Discussion	CO4	
55	<i>Test</i>	Written/Or al	CO1	
56	Test	Written/Or al	CO2	

57	Test	Written/Or al	CO3	
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J..Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBCOM2 04.1	-	2	2	3	1	1	1						
COBCOM 204.2	2	2	1	2	1	1	2						
COBCOM 204.3	2	3	3	3	1	1	1						
COBCOM 204.4	2	2	2	3	3	1	1						
COBCOM 204.5	2	3	3	3	1	1	1						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

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Fourth Semester

Paper Code: (BA-JMC) 206

Subject: TV Programming & Production

A. Introduction

Objective: On completion of this course, the student should be able to: define TV as a medium of mass communication and distinguish and differentiate various TV programme formats or describe the process of production of TV programme.

COBA-JMC 206.1	define TV as a medium of mass communication
COBA-JMC 206.2	distinguish and differentiate various TV programme formats
COBA-JMC 206.3	describe the process of production of TV programme
COBA-JMC 206.4	utilize & gained knowledge.

C. Program Outcomes

PO1.	Arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire program.
PO2.	To enlighten the learners about the core competencies in Media Studies.
PO3.	To familiarize the students with current affairs, discovery, lifestyle, cooking shows and children's programs, television encourages scientific and cultural curiosity.
PO4.	To inculcate the values and ethics of Journalism and Mass communication.
PO5.	Communicate effectively, articulate accurately and present professionally.
PO6.	To impart necessary skills to become competent reporters, anchors and program producers.
PO7.	Optimize resources and the scheduling of resources to meet production demand.

D. Program Specific Outcomes

PSO.1.	The program will make the learners responsible citizens sensitive to human issues.
PSO.2	Apply legal A The program shall provide expertise to the learners giving them an opportunity to lead a career of reporters and anchors.
PSO.3.	Enhance the core competencies required to meet the skills of the journalism profession.
PSO.4.	To inform, educate and entertain. In carrying out these functions, broadcasting organizations are guided by certain codes, ethics and practice
PSO.5	The program results in imparting an all roundness.
PSO.6	The program empowers the students to Broadcasters that should know that their fate is in their own hands. The way they are held and treated will depend on their own behaviors and performance.

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1

(12 hours)

1. Brief Historical Background of Television in India
2. Characteristics and Importance of Television
3. Various Formats of TV programmes
4. Stages of Programme Production

Unit 2:

(12 hours)

1. Ideation, Programme Brief, Objectives, Synopsis, Research - Recce and Treatment
2. Scripting a Programme: Story Boarding and Script Breakdown
3. Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan
4. Budgeting

Unit 3:

(12 hours)

1. Steps involved in production and utilization of a TV programme
2. Production Personnel: Role and Responsibilities in Studio & Location Shoot
3. Single Camera Shoot
4. Multi Camera Shoot

Unit 4:

(12 hours)

1. Video Editing: Concept and Process
2. Basics of Continuity Editing
3. Idea to Screen
4. Pretesting and Evaluation: Tools and Techniques

H. References

Suggested Readings & E-resources:

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
4. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press, 13 edition.
5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.
7. Zettl, H. (2005). Television Production Handbook, Cengage Learning.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
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1	Brief Historical Background of Television in India	Lecture & Example method	CO1	MCQs & Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	
3	Characteristics and Importance of Television	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	Various Formats of TV programmes	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	Stages of Programme Production	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/ Discussion	CO1	
9	Ideation, Programme Brief, Objectives, Synopsis, Research - Recce and Treatment	Lecture & Example method	CO2	
10	<i>Continue</i>	Lecture & Example method	CO2	
11	Scripting a Programme: Story Boarding and Script Breakdown	Lecture/ Discussion	CO2	
12	<i>Continue</i>	Lecture/ Discussion	CO2	
13	Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan	Lecture & Example method	CO2	
14	<i>Continue</i>	Lecture/	CO2	
15	Budgeting	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example	CO2	

		method		
17	Steps involved in production and utilization of a TV programme	Lecture/ Discussion	CO3	
18	<i>Continue</i>	Lecture/ Discussion	CO3	
19	Production Personnel: Role and Responsibilities in Studio & Location Shoot	Lecture/ Discussion & Example method	CO3	
20	<i>Continue</i>	Lecture	CO3	
21	Single Camera Shoot	Lecture & Example method	CO3	
22	<i>Continue</i>	Lecture	CO3	
23	Multi Camera Shoot	Lecture & Example method	CO3	
24	<i>Continue</i>	Lecture/ Discussion	CO3	
25	Video Editing: Concept and Process	Lecture/ Discussion	CO4	
26	<i>Continue</i>	Lecture/ Discussion	CO4	
27	Basics of Continuity Editing	Lecture & Example method	CO4	
28	<i>Continue</i>	Lecture/ Discussion	CO4	
29	Idea to Screen	Lecture & Example method	CO4	
30	<i>Continue</i>	Lecture/ Discussion	CO4	
31	<i>Continue</i>	Lecture/ Discussion	CO4	
32	Pretesting and Evaluation: Tools and Techniques	Lecture/ Discussion	CO4	
33	<i>Continue</i>	Lecture/ Discussion	CO4	
34	<i>Continue</i>	Lecture/ Discussion	CO4	
35	<i>Continue</i>	Lecture/ Discussion	CO4	

36	Unit 1 Revision	Discussion	CO1	
37	Unit 1 Revision	Discussion	CO1	
38	Unit 2 Revision	Discussion	CO2	
39	Unit 2 Revision	Discussion	CO2	
40	Unit 3 Revision	Discussion	CO3	
41	Unit 3 Revision	Discussion	CO3	
42	Unit 4 Revision	Discussion	CO4	
48	Unit 4 Revision	Discussion	CO4	
50	Test	Written/Oral	CO2	
51	Test	Written/Oral	CO3	

J. Course Articulation Matrix: (Mapping of COs with POs & PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBA-JMC 206.1	-	2	2	3	1	1	1						
COBA-JMC 206.2	2	2	1	2	1	1	2						
COBA-JMC 206.3	2	3	3	3	1	1	1						
COBA-JMC 206.4	2	2	2	3	3	1	1						

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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Sixth Semester

(BA-JMC)

Paper Code: (BA-JMC) 304

Subject: Global Media: An Overview

A. Introduction

Objective: On completion of this course, the student should be able to:

To understand the role of global media and communication process in public policy development at the local ,national, regional, and global level.

COBA-JMC 304.1	describe the global communication system post World War II.
COBA-JMC 304.2	explain the changing trends in global information flow.
COBA-JMC 304.3	utilize knowledge gained to analyse major media concerns for India On completion of this course.
COBA-JMC 304.4	utilize & gained knowledge .

C. Program Outcomes

PO1.	To apprise the learners of the utility of different areas in Media Studies like Television, Radio, print and Digital media.
PO2.	To enlighten the learners about the core competencies in Media Studies.
PO3.	To familiarize the students with the diverse socio- economic and linguistic cultures.
PO4.	To inculcate the values and ethics of Journalism and Mass communication.
PO5.	Communicate effectively, articulate accurately and present professionally.
PO6.	To impart necessary skills to become competent reporters, anchors and program producers.
PO7.	To empower the students to become efficient managers of Public Relations and Ad agencies.

D. Program Specific Outcomes

PSO.1.	The program will make the learners responsible citizens sensitive to human issues.
PSO.2	Apply legal The program shall provide expertise to the learners giving them an opportunity to lead a career of reporters and anchors.
PSO.3.	Enhance the core competencies required to meet the skills of the journalism profession.
PSO.4.	The program produces a sensible humane professional who rises above the call of duty.
PSO.5	The program results in imparting an all roundness.
PSO.6	The program empowers the students to the contemporary industrial realities.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-1

(12 hours)

Global Communication: North-South Divide

Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITAR-TASS & UPI

Barriers to the flow of News and Information

MacBride Commission: Recommendations for NWICO

Unit 2:

(12 hours)

Media Imperialism & Localisation of Global Media

International Multimedia Giants: NEWSORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network

Global Television and Cultural Imperialism: CNN and MTV

International Practices on Visual Coverage and Regulations in Media Exchange

Unit 3:

(12 hours)

News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar

Government & Private Sector Media Conglomerates

Entertainment: Local, Global and Hybrid

Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet

Protocol TV (IPTV) CAS

Unit 4:

(12 hours)

Reporting International Issues and Conflicts

Media Conglomerates and Monopolies

Democratizing Communication; Vertical to Horizontal Communication through Internet

Journalism

Global Challenges in the New Information Age

H. References

Suggested Readings & E-resources:

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates.

2. Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.

3. Doyle, G. (2011). Understanding Media Economics. London: Sage Publication

4. Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State

Press.

5. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.

6. Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting,

Government of India

7. www.media-studies.ca/articles/resonance and the global village

8. www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village

9. www.un-documents.net/macbride-report

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Global Communication: North-South Divide	Lecture & Example method	CO1	MCQs & Subjective Assessment
2	<i>Continue</i>	Lecture & Example method	CO1	
3	Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI	Lecture & Example method	CO1	
4	<i>Continue</i>	Lecture & Example method	CO1	
5	Barriers to the flow of News and Information	Lecture & Example method	CO1	
6	<i>Continue</i>	Lecture & Example method	CO1	
7	MacBride Commission: Recommendations for NWICO	Lecture & Example method	CO1	
8	<i>Continue</i>	Lecture/ Discussion	CO1	
9	Media Imperialism & Localisation of Global Media	Lecture & Example method	CO2	
10	<i>Continue</i>	Lecture & Example method	CO2	
11	International Multimedia Giants: NEWS CORP, DISNEY, AOL-	Lecture/ Discussion	CO2	

	TIMEWARNER, VIACOM, Star Network			
12	<i>Continue</i>	Lecture/ Discussion	CO2	
13	Global Television and Cultural Imperialism: CNN and MTV	Lecture & Example method	CO2	
14	<i>Continue</i>	Lecture/	CO2	
15	International Practices on Visual Coverage and Regulations in Media Exchange	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example method	CO2	
17	News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar	Lecture/ Discussion	CO3	
18	<i>Continue</i>	Lecture/ Discussion	CO3	
19	Government & Private Sector Media Conglomerates	Lecture/ Discussion & Example method	CO3	
20	<i>Continue</i>	Lecture	CO3	
21	Entertainment: Local, Global and Hybrid	Lecture & Example method	CO3	
22	<i>Continue</i>	Lecture	CO3	
23	Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS	Lecture & Example method	CO3	
24	<i>Continue</i>	Lecture/ Discussion	CO3	
25	Reporting International Issues and Conflicts	Lecture/ Discussion	CO4	

26	<i>Continue</i>	Lecture/ Discussion	CO4	
27	Media Conglomerates and Monopolies	Lecture & Example method	CO4	
28	<i>Continue</i>	Lecture/ Discussion	CO4	
29	Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism	Lecture & Example method	CO4	
30	<i>Continue</i>	Lecture/ Discussion	CO4	
31	<i>Continue</i>	Lecture/ Discussion	CO4	
32	Global Challenges in the New Information Age	Lecture/ Discussion	CO4	
33	<i>Continue</i>	Lecture/ Discussion	CO4	
34	<i>Continue</i>	Lecture/ Discussion	CO4	
35	<i>Continue</i>	Lecture/ Discussion	CO4	
36	<i>Unit 1 Revision</i>	Discussion	CO1	
37	<i>Unit 1 Revision</i>	Discussion	CO1	
38	<i>Unit 2 Revision</i>	Discussion	CO2	
39	<i>Unit 2 Revision</i>	Discussion	CO2	
40	<i>Unit 3 Revision</i>	Discussion	CO3	
41	<i>Unit 3 Revision</i>	Discussion	CO3	
42	<i>Unit 4 Revision</i>	Discussion	CO4	
48	<i>Unit 4 Revision</i>	Discussion	CO4	
49	<i>Test</i>	Written/Or al	CO1	
50	<i>Test</i>	Written/Or al	CO2	
51	<i>Test</i>	Written/Or al	CO3	

J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBA-JMC 304.1	-	2	2	3	1	1	1						
COBA-JMC 304.2	2	2	1	2	1	1	2						
COBA-JMC 304.3	2	3	3	3	1	1	1						
COBA-JMC 304.4	2	2	2	3	3	1	1						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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Sixth Semester

(BA-JMC)

Paper Code: (BA-JMC)306

Subject: Environment Communication

A. Introduction

Objective: The role of Environmental Communication in education and academia is centered around goals through pedagogy. These are aimed at trying to increase ecological wakefulness, support a variety of practice-based ways of learning and building a relationship of being environmental change.

COBA-JMC 106.1	understand development as an issue of Man v/s Nature and man as part of nature
COBA-JMC 106.2	understand development as an issue of Man v/s Nature and man as part of nature
COBA-JMC 106.3	describe the concept, structure and functions of Ecosystem
COBA-JMC 106.4	describe causes, effects and control measures for Environmental Disasters.

C. Program Outcomes

PO1.	Develop comprehensive understanding of environment in India.
PO2.	utilize knowledge gained to conserve natural resources for human welfare.
PO3.	Articulate the interconnected and interdisciplinary nature of environmental studies
PO4.	Demonstrate an integrative approach to environmental issues with a focus on sustainability;
PO5.	Communicate complex environmental information to both technical and non-technical audiences
PO6.	Understand and evaluate the global scale of environmental problems; and
PO7.	Demonstrate awareness of ethical issues and sensitivity towards social and environmental challenges.

D. Program Specific Outcomes

PSO.1.	Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving
PSO.2	Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.
PSO.3.	understanding the relationship between humans and their environment
PSO.4.	understand responsible environmental policy and practice
PSO.5	Understand environmental problems in local, regional, national, and global communities;
PSO.6	create sustainable solutions for local and global communities..

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit 1:	(12 hours)
Environment: Definition, Scope and Importance	
Environment Communication: Definition, Concept and Need for Public Awareness	
Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)	
Role of Individual and Media in Conservation of Natural Resourcesnit-1	
Unit 2:	(12hours)
Ecosystem: Concept, Structure and Functions	
Ecological Succession: Types and Stages	
Biodiversity: Definition and Concept	
a. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts	
b. Endangered and Endemic Species of India	
Role of Multi- Media in Sensitising Masses towards Ecosystem	
Unit 3:	(12 hours)
Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine,	
Noise, Thermal Pollution and Nuclear hazards	
Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment	
Disaster Management: Concept, Need and Importance; Role of NDMA	
Media Intervention in Disaster Management	
Unit 4:	(12 hours)
Industrialisation, Consumerism and Development.	
Global Warming and Climate Change: Shift to Alternate Sources of Energy.	
Environment and Social Movements: Chipko Movement, Narmada BachaoAndolan	
Media, Environment and Human Welfare.	

H. References

- Text Books**1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Environment: Definition,	Lecture & Example	CO1	MCQs&Subjective

	Scope and Importance.	method		Assessment
2	Continue	Lecture & Example method	CO1	
3	Environment Communication: Definition, Concept and Need for Public Awareness	Lecture & Example method	CO1	
4	Continue	Lecture & Example method	CO1	
5	Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)	Lecture & Example method	CO1	
6	Continue	Lecture & Example method	CO1	
7	<i>Role of Individual and Media in Conservation of Natural Resourcesnit-1</i>	Lecture & Example method	CO1	
8	Continue	Lecture/ Discussion	CO1	
9	<i>Ecosystem: Concept, Structure and Functions</i>	Lecture & Example method	CO2	
10	Continue	Lecture & Example method	CO2	
11	Ecological Succession:	Lecture/	CO2	

	Types and Stages	Discussion		
12	<i>Continue</i>	Lecture/ Discussion	CO2	
13	Biodiversity: Definition and Concept	Lecture & Example method	CO2	
14	<i>Continue</i>	Lecture/	CO2	
15	Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife,	Lecture & Example method	CO2	
16	<i>Continue</i>	Lecture & Example method	CO2	
17	<i>Continue</i>	Lecture/ Discussion	CO2	
18	Man-wildlife conflicts	Lecture/ Discussion	CO2	
19	<i>Continue</i>	Lecture/ Discussion & Example method	CO2	
20	Endangered and Endemic Species of India	Lecture	CO2	
21	<i>Continue</i>	Lecture & Example method	CO2	
22	Role of Multi- Media in Sensitising Masses towards Ecosystem	Lecture	CO 2	
23	<i>Continue</i>	Lecture &	CO2	

		Example method		
24	Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine,	Lecture/ Discussion	CO3	
25	Continue	Lecture/ Discussion	CO3	
26	Noise, Thermal Pollution and Nuclear hazards	Lecture/ Discussion	CO3	
27	Continue	Lecture & Example method	CO3	
28	Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment	Lecture/ Discussion	CO3	
29	Continue	Lecture & Example method	CO3	
30	Disaster Management: Concept, Need and Importance; Role of NDMA	Lecture/ Discussion	CO3	
31	Continue	Lecture & Example method	CO3	
32	Media Intervention in Disaster Management	Lecture	CO3	

33	Continue	Lecture/ Discussion	CO3	
34	<i>Continue</i>	Lecture	CO3	
35	<i>Industrialisation, Consumerism and Development</i>	Lecture/ Discussion	CO4	
36	Continue	Lecture/ Discussion	CO4	
37	Global Warming and Climate Change: Shift to Alternate Sources of Energy.	Lecture/ Discussion	CO4	
38	Continue	Lecture/ Discussion	CO4	
39	Environment and Social Movements: Chipko Movement, Narmada BachaoAndolan	Lecture & Example method	CO4	
40	Continue	Lecture/ Discussion	CO4	
41	<i>Continue</i>	Lecture & Example method	CO4	
42	Media, Environment and Human Welfare	Discussion	CO4	
48	Continue	Discussion	CO4	
49	<i>Continue</i>	Discussion	CO1	
50	Unit 1 Revision	Discussion	CO1	
51	Unit 1 Revision	Discussion	CO2	

52	Unit 2 Revision	Discussion	CO2	
53	Unit 2 Revision	Discussion	CO3	
54	Unit 3 Revision	Discussion	CO3	
55	Unit 3 Revision	Written/Or al	CO3	
56	Unit 4 Revision	Written/Or al	CO4	
57	Unit 4 Revision	Written/Or al	CO4	
	Class Test			

J. Course Articulation Matrix: (Mapping of COs with POs & PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBA-JMC 106.1	-	2	2	3	1	1	1						
COBA-JMC 106.2	2	2	1	2	1	1	2						
COBA-JMC 106.3	2	3	3	3	1	1	1						
COBA-JMC 106.4	2	2	2	3	3	1	1						

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

NAAC ACCREDITED



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Institute of Management & Technology
Affiliated to GGSIP University & an 'A' Grade College by DHE, Govt. of NCT Delhi
Approved by BCI & NCTE Recognised under 2(f) of UGC Act of 1956



- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

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