

DEPARTM ENT OF JOURNALISM AND MASS COMMUNICATION

SEMESTER -1 SYLLABUS

FACULTY OF ARTS

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

SEMESTER: 01 (B.A REGULAR AND HONORS)

**SUBJECT TITLE: BASICS OF GRAPHIC AND DESIGN: VISUAL
COMMUNICATION FOR MEDIA**

SUBJECT CODE:

Prerequisite:	Knowledge of the English Language studied till 12th Standard and Basic General Knowledge.
Rationale:	The course, emphasize building a solid foundation in visual communication and design principles, enabling students to create impactful projects. Mastery of DTP and multimedia tools, along with color theory application, prepares students for professional environments
Objectives:	• To introduce the fundamental principles of visual communication and design. • It covers design theory, layout skills, and practical applications of desktop publishing (DTP) and multimedia tools. • To provide hands-on experience in using industry-standard software to produce a range of design materials. • To create visually appealing and develop an awareness of emerging trends, in media, advertising, and graphic design.

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
-	-	4	2	-	60		20	20	100

Unit	Topic	Weightage	Teaching Hrs.
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1	Introduction to Visual Communication • Visual Communication: Meaning, Definition, and Philosophy. • Need and Importance of Visual Communication: Exploring its role in media and society. • Application Areas of Visual Communication: Examining various fields where visual communication is essential, such as advertising, education, and digital media.	16%	10
2	Trends and Future of Visual Communication • Latest Developments in Visual Communication: Reviewing technological advancements in VR, AR, and interactive media. • Future of Visual Communication: Discussing emerging trends, challenges, and opportunities in the field, including AI and automation in design.	12%	6
3	Fundamentals of Design and Layout • Concept and Theory of Design and Graphics: Basic theories behind effective design. • Basic Elements and Principles of Graphics: Core principles like balance, contrast, rhythm, and unity. • Design and Layout: Application of design principles and layout structures, focusing on print and digital formats.	16 %	10
4	Color Theory and Application in Design • Use of Colors in Design: Understanding color theory, color psychology, and its application in various media. • Color in Design and Layout: Practical insights on color harmony, contrast, and accessibility in design projects.	16%	10
5	Desktop Publishing (DTP) and Multimedia • Introduction to DTP: Basic concepts and the role of DTP in media production. • Multimedia: Characteristics and Functions: Understanding multimedia elements (text, audio, video, and animation) and their integration.	20 %	12

	• DTP Software Tools: Overview of key software in DTP - InDesign, CorelDraw, Photoshop, and Illustrator.		
6	Specialized Design Projects • Designing Logos and Emblems: Techniques and principles for effective branding elements. • Designing Stationery, Book-Jackets, Tags, Leaflets, and Folders: Practical exercises on creating various design materials for personal and professional use. • Portfolio Development: Encouraging students to create a portfolio showcasing design work across these areas.	20 %	12
	<i>Total Weightage and Teaching Hours</i>	100%	60

References:

1.	Graham, L. (2012). Basics of design: Layout & typography for beginners. Cengage Learning.
2.	Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (2004). Handbook of visual communication: Theory, methods, and media. Routledge.
3.	Ambrose, G., & Harris, P. (2019). <i>Design Thinking for Visual Communication</i> (2nd ed.). Bloomsbury Visual Arts.
4.	White, A. W. (2022). <i>The Elements of Graphic Design: Space, Unity, Page Architecture, and Type</i> (2nd ed.). Allworth Press.
5.	Lupton, E. (2015). <i>Graphic Design: The New Basics</i> (2nd ed.). Princeton Architectural Press.

Course Outcomes:

No.	Course Outcome
CLO1	Comprehend the Role of Visual Communication: Understand the meaning, significance, and various applications of visual communication.
CLO2	Apply Principles of Design and Layout Effectively: Utilize foundational design principles and layout strategies for impactful visual projects.

CLO3	Utilize DTP and Multimedia Tools: Develop proficiency in desktop publishing software and multimedia techniques, integrating text, audio, and visuals.
CLO4	Create Professional Design Projects: Produce a variety of design assets, including logos, emblems, stationery, and promotional materials.
CLO5	Analyze and Apply Color Theory: Use color psychology and theory effectively to enhance the aesthetic and functional appeal of designs.

FACULTY OF ARTS

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

SEMESTER: 01 (B.A. REGULAR & HONORS)

SUBJECT TITLE: INTRODUCTION TO NEWSROOM: STRUCTURE, ROLES AND WORKFLOWS

Credits: 4 (Theory + Practical)

Prerequisite:	Knowledge of the English Language studied till 12th Standard and Basic General Knowledge.
Rationale:	In today's rapidly evolving media landscape, the newsroom serves as the core of journalistic activity—where information is gathered, processed, verified, and disseminated across platforms. For students pursuing journalism or media studies, understanding the internal dynamics of a newsroom is essential for building the competencies needed to thrive in professional news environments
Objectives:	To equip students with the skills and knowledge for effective use in newsroom for gathering, producing, editing, and publishing news content, fostering adaptability and creativity in digital-first journalism environments.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/Week	Tutorial Hrs/Week	Lab Hrs/Week	Hrs/	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	-	4	-	4	65	25	20	20	30	150

Course Content			
Sr.	Topics	W	T
1	Unit 1: : Newsroom Ecosystem Theory: - Overview of a modern newsroom (TV, print, digital) - Hierarchy in the newsroom (editorial, production, technical) - Convergence and integrated newsrooms 24-hour news cycle and breaking news dynamics Practical: - Visit to a local newsroom or virtual tour - Create an organizational chart of a newsroom - Interview a newsroom professional (guest lecture or recorded)	20	18
2	Unit 2: Roles and Hierarchies Theory: - News values and what makes news - Sources of news: beats, agencies, social media - Field reporting and press conferences - Verification and fact-checking Practical: - Attend a mock press conference and file a news report - Prepare a beat diary on assigned topics - Practice verifying facts using tools like Google Fact Check, reverse image search	20	18
3	Unit 3: Newsroom Workflow & News Production Theory: - Inverted pyramid and basic news story structure - Headlines, leads, and body writing - Differences between print, TV, and digital writing - Introduction to style guides (AP/Reuters) Practical: - Write a news article (100–300 words) from a provided brief - Edit peer-written articles using a style sheet - Re-write the same story for digital and TV formats	20	18

4	Unit 4: Technology in the Newsroom Theory: • Role of a news editor • Copy editing: grammar, facts, structure • Newsroom software and CMS (intro only) • News selection and editorial meetings Practical: • Participate in a simulated editorial meeting • Use editing symbols and proofread a news copy • Create a 1-day news rundown (TV or online)	20	18
	Unit 5: Ethics, Law, and Professional Practice Theory: • Importance of visuals in news • Basics of news photography, video editing, and infographics • Writing captions, headlines, video scripts • TV production basics (rundown, teleprompter, live reporting) • Journalistic ethics and code of conduct • Legal basics: defamation, copyright, privacy • Handling misinformation and fake news • Crisis situations: disaster coverage, war reporting, bias handling Practical: • Create a multimedia story using text, photo, and video • Shoot and edit a 1-minute video report using phone or editing software • Add headlines, captions, and B-roll to a raw news package • Analyze 2 news stories from an ethical lens • Conduct a role-play on handling newsroom crisis (e.g., misinformation correction) • Simulate a breaking news event and practice newsroom coordination	20	18
	Total Weightage and Teaching Hours	100 %	90

References

Books

1. *Inside the Newsroom* – David Ryfe

2.	<i>The Elements of Journalism</i> – Bill Kovach & Tom Rosenstiel
3.	Reuters / AP Stylebook
4.	Fact-checking tools: Google Fact Check, InVID, TinEye
5.	Free tools: Canva (infographics), CapCut (video editing), WordPress (for news blogs)

Course Learning Outcome

No.	Course Outcome
CLO1	Describe the organizational structure, functions, and workflow of a newsroom across print, broadcast, and digital platforms..
CLO2	Identify and explain the roles and responsibilities of editorial staff involved in news production.
CLO3	Demonstrate the ability to gather, verify, and write news stories using appropriate news formats and journalistic style.
CLO4	Edit news copy for clarity, accuracy, grammar, and ethical standards, following professional newsroom practices.
CLO5	Produce basic multimedia news content (text, photo, video) using digital tools and newsroom software

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SEMESTER: 01 (B.A. REGULAR & HONORS)

**SUBJECT TITLE: MEDIA TECHNOLOGY & INNOVATION: EVOLUTION,
IMMERSION & AI FUTURES**

SUBJECT CODE:

Prerequisite:	Knowledge of the English Language studied till 12th Standard and Basic General Knowledge.
Rationale:	To provide students with a broad view of the evolution of mass media with special emphasis on the development of mass media in India, AI, and new technologies.
Objectives:	Develop a coherent understanding of the early forms of communication, such as smoke signals and semaphores, used in ancient societies. Apply key aspects of oral communication in real-life scenarios. Apply the key concepts surrounding the role of AI, TV and Radio in real-life situations through the knowledge acquired.

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
4	0	0	4	60	0	20	20	0	100

Unit	Topic	Weightage	Teaching Hrs.
1	Pre-Print Era: - Communication – History, Definitions, Effective Communication – Essential Components, Elements of Communication - Evolution of Communication: - Fires, Smoke Signals, and Horns (Pre-historic Era) - Pigeon Posts - Signal Lamps - Hydraulic and Maritime Semaphores - Characteristics of Oral Cultures and Oral Communication	16.66%	10
2	Print Media: - Brief History of Printing - First Newspapers – Earliest to Modern Era - Development of Printing in India - Newspapers During Freedom Movement in India - Print Media after Independence In India	16.66%	10

	Major Landmarks in Print Media		
3	Radio: - Radio as a medium of mass communication - Early Years: Sound Recording, Telegraphy and Wireless - History, Growth & Development of Radio Broadcast in India - War Years - Underground Radio Congress - AIR at Independence - AIR in the late 1990s and early 2000s - Radio Committees: Chanda Committee, Verghese Committee - FM Broadcasting in India - Community Radio, Campus Radio, Digital Audio Broadcasting - Broadcasting Policy, Code & Ethics	16.66%	10
4	Television: - History and Development of Television in India - SITE - Nationalization of Doordarshan and Color TV - Educational TV Channels in India - Era of Privatization - Emergence of Foreign Satellite Channels and Cable Networks - Direct to Home DTH - Recent Developments in Television	16.66%	10
5	Internet, and AI: - Historical background of Internet - The Internet and the Future of Mass Media - Media Convergence - Artificial Intelligence – History, Applications	16.66%	10
6	Multimedia, Immersive Media, and Digital Storytelling: - Multimedia: History, Uses, Applications, Types - Immersive Media: Augmentative Reality (AR), Virtual Reality (VR) – Uses, Applications - Digital Storytelling: - Basic Components - Steps Involved in Successful Digital Storytelling - Techniques: - Script Writing - Audio-Visual Elements - Storytelling Using Digital Tools: - Story Maps - Canva - Book creator - Microsoft Sway	16.66%	10

	Total Weightage and Teaching Hours	100%	60
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References Books

1.	Black J. & Bryant, J. (2006). Introduction to mass communication. USA; WC Brown
2.	Joshi U. (1997). Mass Communication and Media, Anmol Prakashan Publishers
3.	Kumar, K. J. (2020). Mass Communication in India (5th ed.). Jaico Publishing House
4.	Melvin L. (1997). Theories of Mass Communication, Rokeach Longman Publication
5.	Miller, C. H. (2019). Digital Storytelling 4e: A creator's guide to interactive entertainment. CRC Press.

Course Learning Outcomes:

No.	Course Outcome
CLO1	Recall key concepts in media technology and innovation
CLO2	Apply nuances and techniques of oral communication in practical scenarios
CLO3	Analyze trends and challenges in digital media.
CLO4	Articulate multimedia tools and techniques
CLO5	Create innovative media content using digital storytelling tools