

SYLLABUS

For

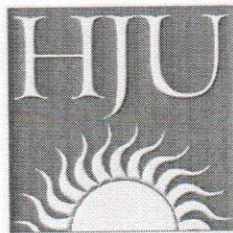
MA (Development Communication)

2023-25

(According to NEP, 2020)

(w.e.f. July, 2023)

DEPARTMENT OF DEVELOPMENT COMMUNICATION



**Haridev Joshi University of Journalism and Mass
Communication Jaipur**

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NEP-2020
2023-25
21/7/23
MD

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About the Department:

Development Communication plays a significant role in achieving the goal of sustainable development. Since the past few decades, new dimensions of this discipline have emerged. For achieving the developmental goals the need for and dependence on mass media – television, newspapers, radio, and now the internet, has increased. Alternative discourse regarding development is being preferred. On the one hand, the measure of development is changing, and on the other, localization and community interests are being given precedence in development.

The aim of the Department of Development Communication which operates in our University is to create a dialogue between the theory of development and its practical aspects. It aims to sensitize all the stakeholders concerning local needs and development planning. Students who have been educated and trained by our department will be an essential medium in this link.

It is important to note that heavy industrialization cannot be the only measure of development. The dominant development paradigm was challenged by alternative development efforts that began in the seventies and created a new horizon. The exchange of information was scrutinized anew for a better tomorrow. A new role of communication in social transformation is being visualized.

Development Communication aims to develop the ability of critical analysis of different theoretical perspectives. Through various programs conducted by the department, the students are made aware of using different audio-visual media. Along with this, the approaches for implementing their original thinking in development planning will be nurtured.

In this department, students will be trained to make documentaries especially based on the issues related to development. Besides, a deeper understanding of issues like global warming, poverty, population explosion, and the new economy will be imparted. The students will be made aware of the importance of communication in community development so that they connect to the requirements for local development. The students will be trained in such a way as to make them aware of policy formulation, as also to be able to make fundamental contributions to development.

Special lectures regarding Communication will be organized by the department where experts from this field, people from bureaucracy who implement government developmental schemes, planners from non-government organizations, and journalists will participate. Through these special lectures, students will be inspired to take exemplary steps in the field of development communication.

Research work undertaken by this department will be remarkable. The nature of research projects will be determined to materialize such development related projects and help achieve decisive results for practical problems. Innovative research projects will be conceived for different academic

institutions and government sectors which work out essential solutions on the community, village, and city levels. Research projects will also be conducted at the department level in which researchers will get significant opportunities.

To give a complete overview of the rural economy and its composition, the students will be taken on village tours. During this course, there will be a special focus on villages in Rajasthan. A special emphasis will be laid on understanding the different formats of processes like Gram Swaraj, Panchayati Raj, right to information, etc. The students will be prepared to underline the importance of the needs of rural society and its autonomy.

Critical analysis of development projects is an important responsibility inherent in Development Communication. With this perspective, the students will be trained to critically examine the need for different development projects and the role of communication in managing the hindrances in their implementation.

Admission and other general provisions

As per admission policy of the university

Eligibility Conditions

Graduation in any discipline with minimum 48%

Medium of instruction of the program

English and Hindi

Program Fees

As per university rules

Mobility option and credits transfers

Yes

Credits

Minimum 80 credits required in 4 semesters for obtaining the degree of PG.

Duration of the program

2 years minimum

Program Structure

The Academic Session 2023-24 and subsequent sessions thereafter in any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/ Bachelor degree / Post Graduate Diploma/ Master degree shall be based on

- (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit,
 - (d) Grading System, (e) Continuous Assessment (CA) and End of Semester Evaluation (EoSE),
- in to as well as for each of the educational component of an Academic Program called a course.

Course registration

As per the provisions of the university

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Examination Scheme and Grading

1. In any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degree shall be based on (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA) and External Assessment/End of Semester Evaluation (EA/EoSE), in toto as well as for each of the educational component of an Academic Program called a course.
2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.
3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.
4. **Award of MA Degree:**
 - (a) To pass One Year MA (Level 6.5) after 4 Year bachelor (Hons.) degree, a student is required to earn 40 credits including 20 credits of DCC (compulsory) course.
 - (b) To pass Two Year MA (Level 6.5) after 3 Year bachelor degree, a student is required to earn 80 credits including 40 credits of DCC (compulsory) course.
5. If a student earns course credit from any other institution or MOOC portal, then
 - (a) it has to be in equivalence with the course being run by the University.
 - (b) the credit value shall be in accordance with University’s credit framework.
 - (c) Such credits shall be added in the respective Semester, only when concerned grade sheet is presented to University within 10 days of the final course (paper) of that EA/EoSE. Otherwise said credits shall be added in the subsequent Semester.

Pre-requisites for III Semester (II Academic Year)

Promotion in MA Program: In MA (Two Year) Program after three year Bachelor Degree, to get promoted to the III Semester, that is at the end of first academic year to Level-6.5, a student is required to earn 40 credits including 20 credits of Discipline Centric Core (Compulsory) courses in chosen discipline

Grading: Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

Letter Grade		Grade Point	Marks Range	SGPA/CGPA
O	Outstanding	10	90%-100%	9.5to10.00
A+	Excellent	9	80%-89.99%	8.5to9.49
A	Verygood	8	70%–79.99%	7.5to8.49
B+	Good	7	60%–69.99%	6.5to7.49
B	Aboveaverage	6	50%–59.99%	5.5to6.49
C	Average	5	45%–49.99%	4.5to5.49
P	BelowAverage/Pass	4	40%–44.99%	4.00to4.49
F	Fail	0	<40%	
U	UnfairMeans	0		
W	Withdrawn	0		
X	Absent	0	Absent	

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Computation of SGPA and CGPA

- (a) To determine the grade, marks obtained both in EA/EoSE as well as Internal Assessment/Continuous Assessment (IA/CA) shall be considered.
- (b) The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
- (c) Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
- (d) Grade will be awarded according to the method given below:

Credit Point earned for the Course = No. of Credits Assigned to the Course X Grade point secured for the Course

SGPA (Semester Grade Point Average) = Total credit points earned by a student in a Semester Total credits assigned for that Semester

CGPA (Cumulative Grade Point Average) = The total number of credit Points earned in all Semesters the total number of credits assigned in all the Semesters

SGPA and CGPA shall be rounded off to 2 decimal points.

For Example:

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point = Credit points earned
MA-JMC (EM) 101	6	74	A	8	6X8=48
MA-JMC (EM) 102	6	58	B	6	6X6=36
MA-JMC (EM) 103	6	67	B+	7	6X7=42
MA-JMC (EM) 104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the Semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

SGPA = 174/24 = 7.25

CGPA = 636/96 = 6.62

There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent (even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

Conversion of CGPA to Percentage:

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.

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Program Structure

SEMESTER	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective Course (GEC)	Dissertation/Project/Field Study/On Job Experience/Community Engagement Experience/SEM/Research Credit Course	Total Credits
I	Indian Societies and Development 6 Credits	Contemporary India 6 Credits OR Ethics and Laws on Social Issues 6 Credits	Environment and Climate Change 6 Credits OR Photography 6 Credits OR MOOC (Society and Media) 4 Credits	Community Engagement and Development /CEE 2 Credits	30 Credits
	Understanding Communication 6 Credits				
	Sustainable Development 6 Credits				
II	Development and Media 6 Credits	Computer Applications and Multimedia Skills 6 Credits OR Communication for Development 6 Credits	Folk Media 6 Credits OR Intercultural Studies 6 Credits	Project/ Case Study 4 Credits	28 Credits
	Communication Research 6 Credits				
III	Development in Rajasthan 6 Credits	Creative Writing 6 Credits OR Public Health Communication 6 Credits	Film Appreciation 6 Credits OR Script Writing 6 Credits OR MOOC (Intellectual Property) 4 Credits	OJE/Internship 2 Credits	30 Credits
	Gender and Media 6 Credits				
IV	Advocacy and Social Mobilization 6 Credits	Data Journalism 6 Credits OR Documentary film Making 6 Credits	Contemporary Rajasthan 6 Credits OR Social Justice, Human Rights and Civil Liberties 6 Credits	Dissertation/Documentary 4 Credits	28 Credits
TOTAL CREDITS					116

Total MOOC- Candidates may earn required credits from MOOC courses in 1st and 3rd semesters at his/her own expense. Students will be encouraged to do those courses as recognized and recommended by the BOS. 1. Media and Society- and 2. Intellectual Property Law.

Lateral Entry- Lateral entry in 2 Year Post Graduate program will be allowed to those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized institutions. The equivalence committee will recommend the list of such institutions.

Program

Name of the Program: MA (Development Communication)

About the program:

The course of study that combines the ideas of development communication represents a dual novelty. A rare conception in terms of formulation, it provides a rich opportunity to negotiate between the global-national history and the current predicament of development along with the role of communication in it. The development with capital 'D' was fashioned in the mirror of West's own trajectory of progress in the post-war era. Presented to and accepted by the then emerging states of Asia, Africa and Latin America for their liberation from economic backwardness and unproblematic ushering into the epoch of modernity, it achieved initial success, but later encountered practical and theoretical crises from which it never recovered fully. However, just before its imminent subside, with the advent of globalisation the idea of development staged a comeback with the communication revolution as its main vector.

Postcolonial India too went full throttle into the dream of modernised development with a national communication system for understanding the need of the people and for evolving and sharing a consensus on national plans. The efforts in this information intensive human development strategy were to discover and implement procedures that may effectively train and mobilise the human resources. Development of a communication infrastructure permitting the flow of information throughout a society in that sense was an important prerequisite. Through the strategic focus on the big industrialization, the Indian State achieved admirable success in charting out a path of development necessary for a traditional society with a huge demographic proportion and mind boggling socio-cultural plurality. A few problems remained, such as over dependence on the state sector, sluggish social participation and systemic bottlenecks. But, these limitations failed to dampen the national enthusiasm and with the policies of state welfarism guiding the agenda, India strode proudly in the comity of nations.

In a sense, the Indian experience was unique because in other parts of the world newly independent nations neither achieved sufficient capitalist growth nor social equity. This adverse experience of development strategy there forced several scholars in India also to recall the traditional wisdom of ecology friendly ways of living. Likes from Gandhi, Vinoba, Nehru, Ambedkar to Paulo Frere, Evan Illich, Michel Foucault, Wolfgang Sachs, Arturo Escobar etc provided master-texts in this context.

This combo-course is designed to inculcate the deep understanding about the phenomenon of Maldevelopment, practices of Climate-Smart Agriculture, plight of small farmers, migrant labour,

concepts of Earth System Governance, Eco-modernism, Green Economy, Sustainable Development, De-growth, Prakritik Swaraj, Small is Beautiful, Ecological Democracy and various other alternatives to the present deprecated state in which our Globe and Globalised Polity finds it presently. Besides, this course can go a long way in helping aspiring students to get a clue as to why health system of most third world countries failed to become people friendly, why electoral democracy became another victim of hierarchical machinations, why adult education fell short of required literacy revolution, and about many inegalitarian ills the states and societies of third world suffer from.

Here comes the discipline of social work and networks of communication that can play a defining role in bringing the fruits of development to the common masses in a planned manner. India has seen a plethora of non-governmental organisations and various social movements. Certainly in the context of development, the ideas and the practices related to social work represent the possibilities of a number of positive results.

With the advent of new media technologies the idea of development has now acquired an entirely new perspective. It seems that fresh technological impetus has unleashed a new hope for more egalitarian developmental goals and processes by breaking the caste barriers and evils of communal sectarianism. The realisation of a just and secular society is possible only if a new communication theory commensurate with the dreams of a better world is formulated in near future. This course unveils the vistas of communication that are acutely needed for our current scenario.

Definition of Key Words

DSC-Discipline Specific Course
 DEC-Discipline Elective Course
 GEC-Generic Elective Course
 SGPA- Semester Grade Points Average
 CGPA-Cumulative Grade Point Average
 IOJ- Internship/On Job Experience
 DPR- Dissertation/Project/Research

Academic Year

2023-2025

Choice Based Credit System

Yes

Course –

Credits – 116

Credits Based Semester System – Yes

Credit Points

CGPA
Grade Point
Letter Grade
Program
Semester
Semester Grade Point Average (SGPA)
Transcript/Grade Card/or Certificate

Objectives of the Program

1. Describe the national and global environmental, economic and social issues and principles of different sustainable development frameworks
2. Apply the sustainable development principles during the planning of developmental activities
3. Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
4. Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
5. Students will be able to understand the research methods associated with the study of human communication.

Program Outcome (PO)

1. Student will be able to know about the various concepts of Development Communication.
2. Student will develop the basic understanding about Sustainable development goals and ways to achieve them.
3. Students will understand the concept of Human Rights and Gender.
4. Students will be able to analyze the various communication patterns which are used in development journalism.
5. To apply the objectivity and critical thinking for communicating to masses for actual social changes through a variety of mediums such as Short Films, Documentary Films, News Papers and TV.

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Program Specific Outcomes (PSO)

1. Understanding the fundamental interrelationships between developed and developing societies and mass communication.
2. Provide advanced knowledge on developmental theories and models across the world.
3. Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator. To develop the learner into competent and efficient communicator and ready professionals in developmental areas.
4. To inculcate professional ethics, values of Indian and global culture.
5. To prepare socially responsible media academicians, researchers, professionals with global vision.

Teaching Learning Approach

1. Lecture
2. Demonstration
3. Readings/written assignments
4. Group discussions/tutorial
5. Project work
6. Dissertation
7. Field Projects
8. Assessment:

Learning Outcome Index

Program Outcomes and Program Specific Outcomes

PEO	Program Mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PSO 1	3	2	2	1	2	1	--	3	3	1	2	1	1	2	2
PSO 2	3	3	2	1	2	1	2	2	3	1	2	1	2	2	3
PSO 3	3	2	3	2	1	1	2	2	3	1	2	2	1	2	2
PSO 4	3	3	1	-	1	2	2	2	3	2	2	3	3	2	3
PSO 5	3	--	1	1	2	3	-	1	3	2	3	1	2	1	3

3- High, 2-Significant, 1-Low

- | | | |
|------------------------------------|--|-------------------------------|
| 1. Disciplinary Knowledge | 2. Communication Skills | 3. Critical thinking |
| 4. Problem Solving | 5. Analytical Reasoning | 6. Research related skills |
| 7. Cooperation /Team work | 8. Scientific reasoning | 9. Reflective thinking |
| 10. Information/Digital literacy | 11. Self-directed learning | 12. Multicultural competence; |
| | 13. Moral and ethical awareness/ reasoning | |
| 14. Leadership readiness/qualities | 15. Lifelong learning | |

Semester wise Structure

SEMESTER	Course Code	Course Title	Category Code/ Type	Total Credit	Theory (Mark)	Practical (Mark)	Internal Mark	Total Marks
Semester-I	MDC9101T	Indian Societies and Development	DCC	6	70	-	30	100
	MDC9102T	Understanding Communication	DCC	6	70		30	100
	MDE9101T	Contemporary India	DSE	6	70		30	100
	MDE9102T	Ethics and Laws on Social Issues	DSE	6	70		30	100
	GEC9101T	Environment and Climate Change	GEC	6	70		30	100
	GEC9102T	Photography	GEC	6	70		30	100
		MOOC (Society and Media)	GEC	4				100
	DPR9101P	Community Engagement and Development	CEE	2				
Semester-II	MDC9201T	Sustainable Development	DCC	6	70		30	100
	MDC9202T	Development and Media	DCC	6	70		30	100
	MDE9201T	Computer Applications and Multimedia Skills	DSE	6	70		30	100
	MDE9202T	Communication for Development	DSE	6	70		30	100
	GEC9201T	Folk Media	GEC	6	70		30	100
	GEC9202T	Intercultural Studies	GEC	6	70		30	100
	DPR9201P	Project/ Case Study	DPR	4				
Semester-III	MDC9301T	Communication research	DCC	6	70		30	100
	MDC9302T	Development in Rajasthan	DCC	6	70		30	100
	MDE9301T	Creative Writings	DSE	6	70		30	100
	MDE9302T	Public Health Communication	DSE	6	70		30	100
	GEC9301T	Film Appreciation	GEC	6	70		30	100
	GEC9302T	Script Writing	GEC	6	70		30	100
		MOOC (Intellectual Property)		4				100
	IOJ9301P	OJE/Internship	IOJ	2				
Semester-IV	MDC9401T	Gender and Media	DCC	6	70		30	100
	MDC9402T	Advocacy and Social Mobilization	DCC	6	70		30	100
	MDE9401T	Data Journalism	DSE	6	70		30	100
	MDE9402T	Documentary film Making	DSE	6	70		30	100
	GEC9401T	Contemporary Rajasthan	GEC	6	70		30	100
	GEC9402T	Social Justice, Human Rights and Civil Liberties	GEC	6	70		30	100
	DPR9401P	Dissertation/ Documentary	DPR	4	70		30	100

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SYLLABUS

Course Code: MDC9101T

Credits: 6

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5	1	--

Indian Societies and Development

Course Objectives

1. To develop an understanding of Indian societies and intercultural legacy through cultural immersion.
2. To deepen knowledge of Indian perspectives of developmental issues through coursework, local engagement and independent projects.
3. To make students aware about the rural system of India, especially about community, caste, class and gender.
4. To provide analytical perspectives about the origin of societies.
5. To develop critical understanding about the genesis of development and its various contexts.

Course Outcome

1. Student will be able to know about the Indian societies.
2. Students will understand the concept of Indian Rural System.
3. Students will know the various perspectives of development and the human cost of development.
4. Students will be able to analyze various perspectives of human societies.
5. Students will develop critical understanding about the various schools of thoughts related to development process.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	1	--	--	2	3	3	2	3	1	2	1	3
CO2	3	1	2	--	1	2	2	2	3	2	2	1	2	1	3
CO3	2	3	3	1	--	1	2	2	3	1	3	1	2	1	3
CO4	2	2	2	--	2	1	2	1	2	1	2	--	2	1	3
CO5	1	1	1	--	2	-	2	3	3	2	3	--	2	1	3

3- High, 2- Significant, 1- Low

Unit I	Human Society
	Human Society. Types of society: Early Societies: Hunters and gatherers; Pastoral and agrarian; non-industrial civilizations and traditional states; knowledge society, Industrial societies, Individual and society: Early Development of the infant, Language learning, Socialization, Stages of Socialization, Agents of Socialization.
Unit II	Evolution of Indian Society
	Basics of Indian Philosophy and its various schools, Religious Groups in India, Impact of other religion. The Caste System Perspectives, Theories, Characteristics of Caste, Demerits of Caste system.
Unit III	Rural Social System
	Indian Villages, Characteristics, Agrarian Class Structure, Village Solidarity, Village Settlement Patterns, Land Tenure and Reforms, Problems of Villages Tribal Life in India, Elwin and Ghurye's perspective on Tribes, Geographical Distribution, Distinctive Characteristics, Tribal Problems, Tribal Movements, Tribal Welfare (Constitutional Safeguards), Social differentiation among Tribes.

Unit IV	Disparities and Missing Narratives
	Local approaches of Development, Assessing Development Outcomes, Critical appraisal of Development indicators and data, Social Cultural and Linguistic Diversities, Industrialization, Urbanisation, Displacement, Internally Displaced Persons in India, Problems of Big Dams, Mining Empowerment of Tribal, Women, Minorities and other marginalized sections. Role of NGOs and Community based organizations.

Suggested Reading:

1. Sociology of Development, Sheobahal Singh, Rawat Publication, New Delhi.
2. Indian Society, M Senthil Kumar and S Rijesh, Pearson India, New Delhi.
3. Understanding Indian Society, B S Baviskar and Tulsi Patel, Orient Blackswan Private Ltd., New Delhi.
4. Rural Sociology in India. A R Desai, Sage, New Delhi.
5. भारत में समाज, कंचन वर्मा, गलीबाबापब्लिकेशन, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

170

Course Code: MDC9102T
Credits: 6

L	T	P
5	1	--

Understanding Communication

Course Objectives:

1. To understand various concepts and forms of communication.
2. To develop an understanding about aspects of human communication.
3. To gain in-depth theoretical knowledge about Mass Communication.
4. To understand importance of barrier and feedback in a communication process.
5. To introduce students to usage and implementation of readership/ viewership survey

Course Outcomes:

1. Student will learn the concepts and forms of communication.
2. Student will develop an understanding about human communication, socialization and importance of effective communication.
3. Student will understand the importance and relevance of various theories of mass communication.
4. Students will understand the use of barriers and feedback in communication process.
5. Students will understand the technique of readership/ viewership survey

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	--	1	2	1	2	1	3	3	2	2	1	3	3
CO2	2	3	1	1	3	1	2	1	3	3	2	1	--	2	3
CO3	2	3	1	2	3	1	2	1	2	2	2	2	--	2	3
CO4	2	3	1	2	2	1	1	1	2	2	2	1	1	2	3
CO5	1	2	1	2	2	1	1	1	1	1	2	--	1	--	3

3- High, 2- Significant, 1- Low

Unit I	Key concepts of Communication
	Definition, Elements and functions, communication process, types of communication/form of communication-verbal, nonverbal, Formal, informal, Intra-personal, inter-personal and Group communication, Barriers in communication, feedback
Unit II	Human communication
	Evolution and growth, Communication and socialisation, Characteristics of Effective communication message- clarity, coherence, concise, language, credibility, completeness and accuracy. Models of communication: Aristotle Model, Laswell Model, Shannon and Weaver model, Spiral of Silence, Gate keeping Model
Unit III	Mass communication
	Definitions, Elements, Functions- Education, information, entertainment, persuasion, Characteristics and reach of various Media- Print, Electronic, Web media, Effects of mass media, Readership Survey, Viewership Survey, BARC
Unit IV	Theories of Communication
	Hypodermic Needle theory, Uses and Gratification, Cultivation theory, Cognitive Dissonance Theory, Dependency Theory, Agenda setting theory, Limited effects theory, Normative Theories-Authoritarian, libertarian, Social Responsibility, Soviet Media, development communication and democratic participation theory

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Suggested Reading:

1. Mass Communication Theory: An Introduction; Denis McQuail, Sage, London.
2. Theories of Communication; M L Defleur and S Ball-Rokeach, Longman, New York.
3. Mass Communication in India; Keval J Kumar, Jaico Publishing House, Mumbai
4. भारत में जनसंचार, केवल जे कुमार, जैको प्रकाशन, मुंबई
5. संचार के सिद्धांत, आरमंड मेतालार्ट और मिशेल, ग्रन्थशिल्पी, नई दिल्ली
6. जनसंचार: सिद्धांत और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

172

Course Code: MDE9101T
Credits: 6

L	T	P
4	1	1

Contemporary India

Course Objectives

1. To impart a general understanding of Indian political system and constitution
2. To provide a basic knowledge of Indian economic system
3. To make students aware of global and contemporary issues
4. To make students aware about democratic process of the country.
5. To inculcate constitutional values among the students

Course Outcome

1. Students will be able to understand Indian political system and features of Indian Constitution
2. They will have a basic understanding of Indian Economic system
3. Students will be aware of global and contemporary issues
4. Students will learn about the democratic process of the country
5. Students will become a sensitive and caring human being as per the values of constitution

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	2	3	3	3	2	2	2	3	2	3	3	2	1	3
CO2	2	2	3	2	3	2	2	2	3	2	3	2	2	1	3
CO3	2	2	3	2	3	2	2	2	2	2	3	3	2	1	3
CO4	2	2	3	2	3	2	2	2	2	2	3	2	2	1	3
CO5	3	2	3	3	3	2	2	2	2	2	3	1	2	1	3

3- High, 2- Significant, 1- Low

UNIT-I	Constitution of India
	Constitution of India; Key Features, Fundamental Rights and Duties; Directive Principles of State Policy; Democracy and Election System
UNIT- II	Indian Economy
	Economic System of India; Impact of Liberalization, Privatization and Globalization; NITI Aayog, RBI, Finance Ministry; Unemployment and Agrarian Crisis
UNIT- III	Contemporary Issues
	Communalism Vs Secularism ; Criminalization and Corporatization of Politics; Politicization of Caste; Freedom and Autonomy of Media; Women Empowerment and Gender Issues
UNIT- IV	Global Context
	Terrorism and Insurgencies; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbors; UN, SAARC, BRICS

PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organise group discussions on contemporary topics.

Suggested Readings:

- 1 Constitution of India: A Handbook for Students; Subhash Kashyap, Vitasta Publishing Pvt. Ltd., New Delhi
- 2 Our Political System; Subhash Kashyap, National Book Trust, New Delhi
- 3 Plutocracy, Cronyism and Populism: Facet of Neo-liberalism in India; Kamal Nayan Kabra, Vitasta Publication, New Delhi
- 4 Trends Of Socio-Economic Changes in India; M.K. Chaudhuri, IAS, Shimla
- 5 समकालीन भारत; सवाल और सरोकार; कमल नयन काबरा, प्रकाशन संस्थान, नई दिल्ली
- 6 उदारीकरण की राजनीति; राजकिशोर, वाणी प्रकाशन, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MDE9102T

Credits: 6

L	T	P
5	1	--

Ethics and Laws on Social Issues

Course Objectives

1. To explain the meaning and importance of media ethics.
2. To study major laws related to mass media and journalism.
3. To learn and understand the relevance of various laws related to social and environmental issues.
4. To understand ethical theories of relevance to media- consequentialism.
5. To understand important laws and acts related to Social Issues.

Course Outcome

1. Students will understand the meaning, concept and importance of ethics in media.
2. Students will study various laws of media and journalism.
3. Students will develop an understanding of laws related to social issues in in India.
4. Students will read in detail about the ethical theories of relevance to media- consequentialism.
5. Students will read the acts related to Social Issues.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	1	2	1	1	2	3	1	2	2	3	1	3	3	3
CO2	2	1	2	1	1	2	1	1	2	2	3	1	3	3	2
CO3	2	1	2	--	1	2	1	1	2	3	3	1	3	3	2
CO4	--	1	2	--	1	2	2	1	3	3	3	1	3	3	2
CO5	2	1	2	--	1	2	2	1	3	3	3	1	2	3	2

3- High, 2- Significant, 1- Low

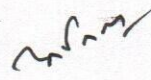
Unit I	Media Ethics
	Meaning, Definition, Need for Media ethics, Ethical Theories of relevance to Media-Consequentialism, Deontology, Ethical considerations for media- Objectivity, Fairness, Truth, Crass commercialism, Sensationalism and Privacy, Press council guidelines on communal writings, Editorial autonomy and Independence.
Unit II	Media Laws
	Press Commissions, Press Council Act, Media Council, Guidelines of Press Council, Reasonable restrictions on Media, Privileges of Media Personnel, The Indian Penal Code, Defamation, Contempt of Court, Working Journalists Act, Cinematograph Act, Drug and Magic Remedies Act, Cable TV Act, IT Act, IT (Guidelines for intermediaries and Digital Media Ethic Code) Rules 2020.
Unit III	Laws related to Social Issues- I
	Right to Education, Prohibition of Child Marriage Act, child labour (prohibition and regulation) Act, POCSO, Dowry prohibition Act, Sexual harassment of women at workplace, Indecent representation of Women act, Equal pay for equal work, SC/ST (Prevention of Atrocities Act), Right to Information Act.
Unit IV	Laws related to Social Issues- II
	Environment Protection Acts, Wildlife protection Act, forest conservation Act, Biological diversity Act, National Green Tribunal, Land Acquisition Act, Manual scavenging rehabilitation Act, Juvenile Justice Act, Rajasthan Prevention of witch-hunting Act.

Suggested Reading:

1. Media Ethic: Truth, Fairness and Objectivity, Pranjoy Guha Thakurta, OUP, New Delhi.
2. Media law and Ethics, M Neelamalar, PHI learning, New Delhi.
3. Social Development: Reflections on the concept and the Indian experience, S L Sharma
4. पर्यावरण विधि, डॉ. जयराम उपाध्याय, सेन्ट्रल लॉ पब्लिकेशन

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9101T
Credits: 6

L	T	P
4	1	1

Environment and Climate Change

Course Objectives

1. To understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. To develop critical thinking and analytical skills in evaluating environmental issues.
3. To acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. To develop storytelling techniques and multimedia skills for engaging environmental reporting.
5. To understand the ethical responsibilities of environmental journalists and the impact of media coverage on public perception and policy-making.

Course Outcome

1. Students will understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. Students shall develop critical thinking and analytical skills in evaluating environmental issues.
3. Students shall acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. Students will be introduced to storytelling techniques and multimedia skills for engaging environmental reporting.
5. Students will get to understand the impact of media coverage on public perception and policy-making.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	--	-	1	1	1	1	2	1	--	3
CO2	--	--	3	2	2	2	1	2	2	1	1	2	-	--	2
CO3	3	2	--	1	2	3	-	2	2	-	2	2	1	2	2
CO4	--	--	3	2	1	1	-	1	2	-	3	3	1	2	1
CO5	3	--	--	3	3	1	-	2	3	-	1	3	-	1	1

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Environmental Science
	Basics of environmental science and key environmental concepts, Understanding environmental policy and regulations, Interdisciplinary approaches in environmental reporting, Accessing and interpreting scientific research for journalistic purposes, Defining environmental journalism and its role in society, Historical overview and milestones in environmental reporting, Environmental challenges and the journalist's role in addressing them, Ethical considerations in environmental journalism .
UNIT- II	Climate Science and Terminology
	Understanding climate change and its impacts, Key scientific concepts and

	terminology, Interpreting climate data and reports, Reporting on Climate Change Impacts, Covering the impacts of climate change on communities, ecosystems and economies, Adaptation and mitigation strategies, Human stories of climate change
UNIT- III	Environment Communication
	Highlighting successful environmental initiatives and innovations, Engaging audiences in sustainable lifestyle choices, Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System in Rajasthan; Concepts of Gochar and Oran Balancing the need for urgency with accuracy in environmental reporting Reporting on sustainable development and clean technologies
UNIT- IV	Debating Climate change
	Industrialisation and Climate change; Green House gases and Global Warming; Impact of Climate change on Earth—Glacier melting, Ocean and Rivers; United Nations Framework Convention on Climate change—UNFCCC; Kyoto Protocol, Paris Agreement, CoPs Communicating climate change to diverse audiences Covering international climate negotiations and agreements

PRACTICALS/ ASSIGNMENTS:

Practical assignments and field visits to environmental sites

Investigative reporting projects on local environmental issues

Suggested Readings

- 1 The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- 2 Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- 3 Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi
- 4 The Politics of Climate change and Global Crisis, Mortgaging our Future, Bidwai, Prafull, Orient Blackswan, New Delhi
- 5 भूमि, जल, वन और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 6 जीवन संपदा और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 7 आज भी खरे हैं तालाब, अनुपम मिश्र, , गांधी शांति प्रतिष्ठान, नई दिल्ली।
- 8 प्राचीन भारत के महान वैज्ञानिक, गुणाकर मुले, ज्ञान विज्ञान प्रकाशन, नई दिल्ली।
- 9 विज्ञान संचार, डॉ. मनोज कुमार पटेरिया तक्षशिला प्रकाशन नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: GEC9102T
Credits: 6

L	T	P
4	1	1

Photography

Course Objectives

1. To familiarize students with the fundamental concepts of photography.
2. To introduce students to the creative aspects of photography.
3. To train students about various tools and techniques used in photography.
4. To provide in depth knowledge of practical photography.
5. To apprise students about skills of photo journalism.

Course Outcomes

1. Students will learn the essential concepts of photography.
2. Learners will develop an understanding about the importance of creative approach in photography.
3. Students will demonstrate the use of digital still camera.
4. Students will gain practical knowledge of the subject.
5. Students will learn skills of photo journalism.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	1	1	1	2	1	2	3	3	3	3	2	3
CO2	3	3	2	1	1	1	2	1	2	3	3	3	3	2	3
CO3	2	3	2	1	1	1	2	1	2	3	3	3	-	1	3
CO4	2	3	2	1	1	1	2	1	2	3	3	3	-	1	3
CO5	3	3	2	1	1	1	2	1	2	3	3	3	-	1	3

3- High, 2- Significant, 1- Low

UNIT-I	Fundamentals of Photography
	History of Photography: Camera Obscura to Calotype (Talbotype) to the Daguerreotype process; Types of photographic cameras and their structure: Box Camera, Polaroid Camera, TLR, SLR, DSLR. Growth of photography in India, Eminent photographers and their works. Types of Photography- Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, product and advertising photography.
UNIT- II	Tools and techniques of Photography
	Parts and functions of Camera: Viewfinder, Shutter Speed, Aperture, ISO, flash, mode dial (shooting modes in digital camera), White Balance, focal length, Tripod etc; Camera Movements- Panning, Tilting; Basic rules of composition- Rule of the thirds, shapes, lines and perspective; Types of lenses- Wide Angle Lens, Zoom Lens, Telephoto lens, Macro Lens, Fish-eye Lens; Camera shots and angles.
UNIT- III	Creative aspects of photography
	Importance of lighting, Understanding the exposure triangle, Time Lapse Photography, Frame within frame, Brenizer Method, Motion Blur, Shadow play, silhouettes, Understanding the relationship between aperture and depth of field, Selective

	focusing, Double exposure, Filters and Effects.
UNIT- IV	Introduction to Photo Journalism
	Development of Photo Journalism in India, Planning for News Photography, Photo Feature/Photo Essay, writing photo captions, Photo editing techniques- Cropping, Color Correction, Contrast, Compression, Resizing; Basics of Photoshop, Essential Qualities of a Photo Journalist, Ethics in Photo Journalism

Suggested Readings:

1. The digital photography Book , Scott Kelby , Peachpit Press
2. Photo Journalism: The professional’s approach; Kenneth Kobre; Focal Press
3. Unframe: Discovering image practices in South Asia, Rahaa Allana; Harper Collins
4. My Land and its people; Raghu Rai; Vadehra Art Gallery
5. The Photographer’s Eye: Composition and design for better digital photos; Michael Freeman; Focal Press
6. Learning to see creatively: Design, color and composition in photography; Bryan Peterson; Amphoto Books
7. प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
8. फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
9. फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
10. डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
11. फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

Magazines: Better Photography, National Geographic

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: ~~SSS-201~~
Credits: 4

L	T	P

MOOC

Society and Media

(Syllabus of this course is designed by CEC, New Delhi)

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Course Code: DPR9101P
Credits: 2

L	T	P
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Community Engagement and Development (CEE)

Course Objectives

1. To engage students in community life of the society.
2. To observe various aspects of any community.
3. To learn about the traditions and culture of the community.
4. To understand problems and prospects of the community.
5. To sensitize about needs of the community.

Course Outcome

1. Students will engage in community life.
2. Students will observe various shades of community.
3. Students will develop an understanding about the traditions and culture of the community.
4. Students will understand problems and prospects of development process intervened in community life.
5. Students will develop perspectives about issues of community needs.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	1	2	3	2	1	3	2	3	2	3	3
CO2	3	3	2	3	1	2	3	2	2	3	2	2	2	3	3
CO3	3	3	2	2	1	2	3	2	1	3	--	3	2	3	3
CO4	3	3	3	2	2	2	3	2	1	3	--	2	2	3	3
CO5	3	3	3	2	2	2	3	2	1	3	--	3	2	3	3

3- High, 2- Significant, 1- Low

Social/ Community Engagement and Service In the weeks that follow, students will be expected to engage in outreach activities that shall enable them to put into practice some of the ethical considerations deliberated upon and imbibed in the course.

A list of suggested outreach activities is as follows:

- Adopt a village with the aim of cultural and ethical learning
- Discussing health and hygiene issues in a community
- Tutoring students
- Gender sensitisation
- Working on environmental issues
- Working with Child Care Centres such as Anganwadis and Balwadis
- Working with differently abled students
- Preserving cultural and heritage sites
- Spending time with senior citizens including in a Senior Citizens Home

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- Extending care to animals in animal welfare shelters
- Addressing issues relating to Reproductive Health
- Spreading awareness about adolescent health
- Addressing issues relating to mental health
- Health and nutrition awareness
- Swacchata Abhiyaan
- Sensitisation towards disease awareness
- Vriksharopan
- If required, students can share their experiences in the form of a Project Report.

Examination Scheme:

- Practical Assessment: 100 (70+30) Marks
Student has to submit a report at least 40 pages and present his/her work.
30 marks based on viva-voce based on project report.

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Course Code: MDC9201T
Credits: 6

L	T	P
5	1	--

Sustainable Development

Course Objectives

1. To introduce the concept of SDGs
2. To make students aware about the global challenges related to SDGs
3. To Plan effective strategy to counter the ongoing challenges of Climate Changes
4. To understand global movements around sustainability
5. To understand marginalized community movements

Course Outcome

1. Students will learn to have a deep understanding of the Sustainable Development Goals and how they support environmental and health protection worldwide
2. Students will identify what are the potential social and economic benefits of SDGs and how that relates to resilient and healthy communities
3. Students will learn to transform the needs of a community into new social and/or technological ideas to solve problems in a sustainable way (clean water, renewable energies, prevention of infectious diseases, enhancement of human comfort in buildings, enhancement of the built environment and protection of the natural ecosystems, etc.)
4. Students will get acquaint with the concept of global movements and sustainability
5. Students shall get in-depth knowledge on marginalised community, community and Citizen Movements.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	1	2	3	3	2	2	3	3	3
CO2	3	3	3	2	2	2	1	2	3	3	2	2	3	3	3
CO3	3	3	2	2	2	2	1	3	3	3	2	2	3	3	3
CO4	3	3	2	2	2	2	2	2	2	3	2	2	2	3	3
CO5	3	3	2	2	2	2	2	3	2	3	2	2	2	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Sustainable Development
	Concept of sustainability, SDGs, Factors governing sustainable development, Linkages among sustainable development- Environment and poverty , Determinants of sustainable development, Case studies on sustainable development, Population, income and urbanization, Health care, Food and agriculture, Materials and energy flows.
UNIT-II	Environment and Sustainable Development
	Status of environment, Environmental, Social and Economical issues, Need for sustainability, Nine ways to achieve sustainability, population, resources, development and environment
UNIT-III	Sustainable Development Indicators

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	Need for indicators, Statistical procedures, Aggregating indicators, Use of principal component analysis, Three environmental quality indices. Sufficiency, Income and Labor, Consumption and Lifestyles, Poverty and Inequality, Instruments for SD, Governance, Education and Science System, Climate Change, Biodiversity
UNIT-IV	Global Movements on Sustainability
	Global Movements, Biodiversity Conservation and management, Green Movements, Green and Eco Philosophy, Forest Movements, Gender Rights Movements, Marginalized community Movements, Equity, Community and Citizen Movements. Climate Disaster, Forest and Wildlife Protection

Suggested Readings :

1. The Science of Sustainable Development: Local Livelihoods and the Global Environment, (Biological Conservation, Restoration & Sustainability), Sayer, J. and Campbell, B., Cambridge University Press, London
2. Sustainable Development, Kirkby, J., O'Keefe P. and Timberlake, Earth scan Publication, London
3. An introduction to sustainable development, Peter P. Rogers, Kazi F. Jalal, John A. Boyd, Glen Educational Foundation
4. Sustainable development goals: an Indian perspectives, Somnath Hazra and Anindya Bhukta, Springer
5. सतत विकास एवं पर्यावरण संरक्षण, डॉ. मुनेश कुमार और डॉ. सुनील कुमार वर्मा, वाची प्रकाशन
6. सतत सामाजिक विकास, डॉ. शैलेश कुमार सिंह, डॉ. संजय कुमार पासवान और प्रो. एच के सिंह, नालंदा प्रकाशन

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

20/11/23

Course Code: MDC9202T
Credits: 6

L	T	P
5	1	--

Development and Media

Course Objectives:

1. To teach the concept and meaning of development.
2. To discuss and deliberate on core areas of development in Indian context.
3. To do in depth study about development reporting.
4. To do comparative study of developed and developing societies.
5. To understand the elements of news in reference with development and rural reporting.

Learning Outcomes:

1. Students will gain understanding about the meaning and concept of development.
2. To make them aware contemporary issues and concerns related to development.
3. Students will learn how to do development journalism and write on various aspects of development.
4. Students will do a comparative study of developed and developing societies.
5. Students will know the basics of news writing.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	2	2	3	3	2	3	2	3	2	3
CO2	3	3	2	3	3	2	2	2	3	2	3	2	3	2	3
CO3	3	3	3	2	2	2	2	3	3	2	3	2	3	2	3
CO4	3	2	3	2	2	2	2	2	3	2	3	2	3	2	3
CO5	3	3	3	2	2	2	2	3	3	2	3	2	3	2	3

3- High, 2- Significant, 1- Low

Unit I	Introduction to Development
	Concept of Development, Developed and developing societies: socio-economic gaps and its implications, Role of institutions in development- Government, Media and Social Institutions; Planning commission in India, NITI Aayog, Rights approach to development.
Unit II	Core Concerns of Development
	Poverty and Hunger, Agriculture, Food Security, Education, Health and Well Being, Water, Sanitation, Pollution, Child Labour, Environmental Issues, Climate Change, Problem of Displacement, Marginalized Sections of Society- Women, Children, LGBTQ and Minorities, Self-Governance, Panchayati Raj, Livelihood Security, Clean Energy.
Unit III	Development Journalism
	Meaning and concept, Essential skills for reporting development, Challenges and responsibilities of development reporting, Rural reporting, Constructive criticism in reporting, Writing development news for rural audience, Public Service Broadcasting in India- Doordarshan, All India Radio
Unit IV	News writing
	Elements of News: Timeliness, Proximity, Prominence, Consequence, Progress, Oddity, Conflict, Human Interest; Different sources of news; Structure of news report: Headline, Intro/Lead, Types of Intro/Lead, Body; Writing News Scripts, Elements of News script for television: Anchor Link, Voice over, Byte, Piece-to- Camera; Features – Meaning and Types, Interviews, Importance of data interpretation, News Angle, Attribution Quote, Background and Context, flair in language.

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Suggested Reading:

1. A manual of Development Journalism, Alan B Chalkley, Vikas Publication, New Delhi.
2. Everybody loves a good Drought, P Sainath, Penguin, New Delhi.
3. भारत में जनसंचार, केवल जे कुमार, जैको प्रकाशन, मुंबई
4. संचार के सिद्धांत, आरमंड मेतलार्त और मिशेल, ग्रन्थशिल्पी, नईदिल्ली
5. जनसंचार: सिद्धांत और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

2/2/2025

Course Code: MDE9201T
Credits: 6

L	T	P
4	1	1

Computer Applications and Multimedia Skills

Course Objectives

1. To develop the basic knowledge of computer operations
2. To get the skills to work with MS word and Excel
3. To acquire the skills to work with MS Power Point and prepare presentations
4. To excel in working with various tools of Photoshop
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject

Course Outcome

1. Student is well versed with basic computer operations
2. Learner has developed capabilities to work with MS Word and MS Excel
3. Student has acquired the skills to prepare presentations using MS Power Point
4. Student has developed skills to work with Adobe Photoshop
5. Students has depth understanding about hardware and software

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO2	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO3	3	2	1	2	1	1	2	2	1	3	3	1	1	2	3
CO4	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3
CO5	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3

3- High, 2- Significant, 1- Low

UNIT-I	Computer Basics
	Definition, Generation and Basic components of computers, Input/ Output devices and other peripherals, Introduction to Hardware and Software, Introduction to Operating Systems: Linux, Mac OS, Windows, Functions and Feature of Operating System Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing
UNIT-II	Introduction to MS word and Excel
	Microsoft Word-Components of MS Word, features of Microsoft word, shortcut keys of MS Word and Descriptions, Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions
UNIT - III	Basics of MS Power Point and Outlook
	Microsoft Power Point- Components of MS PowerPoint, features of PowerPoint, Views, Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer
UNIT-IV	Introduction to Image Processing

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Adobe Photoshop, Coral Draw, Pixels, Resolution, Color Modes and Models Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and saving in different File Formats.

PRACTICALS/ ASSIGNMENTS:

Projects of the Software Studied Photo correction, Resizing, Cropping, Layering, Burning and Dodging

Suggested Readings:

1. Step by Step Computer Applications- John Roche, Gill & Macmillan
2. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
3. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
4. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
5. कम्प्युटर फंडामेंटल्स, प्रदीप के सिन्हा, प्रीती सिन्हा, बीपीबी पब्लिकेशन्स, नई दिल्ली
6. आई टी टूल्स एवं एप्लिकेशन्स, सतीश जैन, शशांक जैन डॉ. मधुलिका जैन, बीपीबी पब्लिकेशन्स , नई दिल्ली
7. एडोब फोटोशॉप 7, बीपीबी एडिटोरियल बोर्ड, बीपीबी पब्लिकेशन्स, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MDE9202T
Credits: 6

L	T	P
5	1	--

Communication for Development

Course Objectives

1. Understand the concept of Communication for development and its significance.
2. Explore different communication theories and frameworks relevant to C4D.
3. Analyze the role of media in shaping public opinion and fostering Development
4. Develop skills in researching, writing, and reporting on social issues.
5. Learn effective interviewing techniques for covering C4D stories.

Course Outcomes

1. Students shall understand the concept of C4D and its significance in journalism.
2. Students shall explore different communication theories and frameworks relevant to C4D
3. Students will analyze the role of media in shaping public opinion and fostering C4D
4. Students shall develop skills in researching, writing, and reporting on social issues.
5. Students will learn effective interviewing techniques for covering C4D stories.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	3	3	3	3	3	2	3	2	3	3
CO2	3	3	3	3	3	2	2	2	2	2	2	2	2	1	3
CO3	3	2	2	3	3	2	2	2	2	-	2	2	2	1	3
CO4	3	2	2	2	2	2	2	2	2	-	2	2	2	1	3
CO5	3	3	2	3	2	3	3	3	2	1	-	-	-	3	2

3- High, 2- Significant, 1- Low

Unit I	Development Discourse Models of development- Capitalist Model, socialist Model and Developing world model, Gandhian Model of development and distributive justice- Gram Swaraj, Trusteeship Theory, Dignity of Labour; Alternative models- Dependency and Participatory model, Communitarian model of development.
Unit II	Development Communication Theories of development communication: Mass Media and Modernisation, Prominent theoreticians: Daniel Lerner, Wilbur Schramm and Everett Rogers. Indicators of development: Economic and social, Barriers to development- Social, Economic and Cultural.
Unit III	Approaches to Development Communication Diffusion/Extension Approach, Mass Media, Development support communication, Institutional, Localised and planned strategy in government, non-government/ corporate sector.
Unit IV	Communication and Development Concept of Communication for Behaviour change, Public Awareness media campaigns- Case Study: Pulse polio initiative, Covid Pandemic, Indian experience of communication for development- SITE, Krishi Darshan

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Suggested Reading:

1. Development Communication- Theory and Practice, Uma Narula, Har Anand Publication, New Delhi.
2. Communication for Development: Theory and Practice for Empowerment and Social Justice, Srinivas Raj Melkote, Sage Publication, New Delhi
3. Development Discourse: Issues and Concerns, T. K. Oommen. Regency Publications
4. संचार और विकास, प्रो. श्यामाचरण दुबे, प्रकाशन विभाग, नई दिल्ली
5. मानव विकास, डॉ. एम के सोलंकी, SBPD प्रकाशन

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

20/10/23

Course Code: GEC9201T
Credits: 6

L	T	P
5	1	--

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Folk Media

Course Objectives

1. To study and understand various forms of Traditional and Folk Media.
2. To explain students about forms and popular practices of Folk culture in Rajasthan.
3. To understand the role and relevance of folk and alternative media in social development.
4. Students will get introduced to the tools of Alternative media
5. Students will get to know about popular folk music and dance in Rajasthan.

Course Outcome

1. Students will learn about different forms of Folk and Alternative media.
2. They will develop an understanding about folk practices of Rajasthan.
3. They will study the importance and role of folk media in social development.
4. Students will understand the tools of Alternative media
5. Students will get introduced to folk music and dance in Rajasthan.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	3	2	1	3	3	3	3	3	2	3
CO2	3	3	2	2	2	3	3	1	3	2	3	3	2	2	3
CO3	3	3	3	2	2	3	2	1	3	3	3	3	2	3	3
CO4	3	3	2	2	2	3	2	1	3	2	3	3	2	2	3
CO5	3	3	3	2	2	3	2	1	3	3	3	3	2	3	3

3- High, 2- Significant, 1- Low

Unit I	Folk Media - Concept and Forms
	Traditional Folk Media – meaning, characteristics, its difference from Mass Media, Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal, Traditional Media in India: Regional diversity, relevance, future.
Unit II	Folk Media and Social Development
	Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.
Unit III	Alternative Media
	Neighborhood newspapers, wall newspapers, graffiti, bulletin boards. Social Media and citizen journalism: role of blogging in alternative journalism, Social messaging and journalism.

Unit IV	Popular Folk Music and Dance of Rajasthan
	Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, Kachhi Ghodi, Terah Taal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari, Folk Musical Instruments in Rajasthan, Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes (Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghoralio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.)

Suggested Readings:

1. Folk Media for Development, Dr. N. Usha Rani
2. Traditional Folk Media In India : Practice & Relevance, Dr. Raghvendra Mishra
3. Traditional Folk Songs, Shyam Parmar
4. Folk Arts and Social Communication, DurgadasMukhopadhya
5. Folk Media & Communication, H.K. Ranganath

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: GEC9202T
Credits: 6

L	T	P
4	1	1

Intercultural Studies

Course Objectives

1. To understand and engage in the theories, practices and field of intercultural communication.
2. To develop skills to research, observe and analyze intercultural communication in everyday life and media discourse.
3. To learn how to engage in aware, reflexive and responsible discussion with others who are culturally different from us.
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication.
5. To develop cultural sensitivity and awareness.

Course Outcome

1. Students will become more culturally sensitive and aware.
2. Students will be able to analyze media content in the context of intercultural communication.
3. They will make sense of everyday cultural exchanges and will analyze the content of popular media.
4. Students will understand the politics of culture, power and the image.
5. Students will know about Co-culture and Cross-culture phenomenon.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	3	2	2	3	2	3	3	2	3	3
CO2	3	3	3	2	2	3	2	2	3	2	3	3	2	2	3
CO3	3	3	3	2	2	2	2	2	3	2	3	3	3	2	3
CO4	3	3	3	2	2	3	2	2	3	2	3	3	3	3	3
CO5	3	3	3	2	2	2	2	2	3	2	3	3	2	2	3

3- High, 2- Significant, 1- Low

UNIT-I	Intercultural Studies
	Intercultural Studies, Role of Stuart Hall in popularizing intercultural Studies, Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict. The Culture Industry, Frankfurt School
UNIT-II	Cross-Cultures
	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon
UNIT-III	Identity
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology
UNIT-IV	Politics and Culture
	The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race and Religion)

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Suggested Practicals:

Analysis of regional media: Language, content, symbolism.
Translation of reports and media content.

Suggested Readings :

2. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
3. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, West view Press, Colorado
4. Communication and Culture, Tony Schirato and Susan Yell, Sage Publication, New York
5. Cultural Studies 1983: A Theoretical History, Stuart Hall, Duke University Press
6. The culture industry : selected essays on mass culture, Theodor W. Adorno

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark.
Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: DPR9201P
Credits: 4

L	T	P
	1	3

Project

Course Objectives

1. To experience working through any Media organization.
2. To understand the functioning of the Media.
3. To observe professional and behavioral patterns of Media Persons.
4. To prepare report about the experience and learning.
5. To analyze internal communication process and thinking of any organization.

Course Outcome

1. Students will gain experience of working in any media organization.
2. Students will understand the functioning of media.
3. Students will get practical knowledge of the media industry.
4. Students will enhance their writing skills and making reports.
5. Students will understand the process of internal communication.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	3	2	2	3	2	2	1	3	2	3
CO2	3	3	2	3	3	2	2	2	3	2	2	1	3	2	3
CO3	3	3	2	3	3	2	2	2	3	2	2	1	2	2	3
CO4	3	3	2	3	2	2	3	3	2	3	2	1	2	2	3
CO5	3	3	2	3	2	2	3	3	2	3	2	1	2	2	3

3- High, 2- Significant, 1- Low

During his/her project work student has to undertake study of the working procedure of various Media organizations and needs to prepare a report on the basis of his study and observations. Here it is pertinent to mention that the aforementioned study will be undertaken by the student at his/her own expense. The Project report prepared may be either hand written or typed. The choice of the institution where the study is to be undertaken will be with the permission of the Department. Students will be given assignment for project work. They have to submit the project as a part of the internal and external exam.

Examination Scheme: 70 Marks for work and 30 marks for presentation

Signature

Course Code: MDC9301T
Credits: 6

L	T	P
4	1	1

Communication Research

Course Objectives

1. To understand the concepts of communication research.
2. To gain an understanding about various methods and tools of media research.
3. To familiarize students with the process of research.
4. To understand research as a tool of news reporting in Journalism
5. To understand use of primary and secondary data in journalism

Course Outcome

1. Students will gain conceptual knowledge of communication research.
2. Students will learn about various methods of media research.
3. Students will understand the process of research.
4. Students understand research as a tool of news reporting in Journalism
5. Students shall know the process of utilizing primary and secondary data in journalism

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	3	3	2	3	3	3	2	2	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3	2	2	3	2	3
CO3	3	2	3	3	3	3	2	3	3	3	2	2	3	3	3
CO4	3	2	3	3	3	3	2	3	3	2	2	2	3	2	3
CO5	3	2	3	3	3	3	2	3	3	3	2	2	3	3	3

3- High, 2- Significant, 1- Low

Unit I	Key Concepts in Research
	Meaning, Concept, Definitions Of Research, Importance And Characteristics of Research; Types- Basic Research, Applied Research, Action Research, Quantitative And Qualitative Research; Universals Of Research: Data, Concepts, Constructs, Variables; Types Of Variables; Electronic Media Research, Media Effects Research ; Research As A Tool Of News Reporting In Journalism.
Unit II	Research Process
	Steps In Research Process; Arriving At A Research Problem; An Idea/Topic; Concretising the idea and Finalizing Research Problem; Considerations In Problem Selection: Interest, Relevance, Significance, And Cost And Time Factors; Review Of Literature; Formulating Study Objectives, Research Questions; Hypothesis – Research Hypothesis And Null Hypothesis/Alternative Hypothesis; Research Proposal
Unit III	Research Methods
	Methods In Research- Survey Method, Content Analysis Method, Case Study Method, Observation Method, Interview Method, Selecting A Research Design, Types Of Research Design: Exploratory Or Formulative Studies, Descriptive Studies,

	Diagnostic Studies, Experimental Studies, Features Of A Good Research Design
Unit IV	Sampling and Statistics
	Sampling- Meaning, Population And Sample Size, Sampling Methods: Probability And Non-Probability Probability Sampling Procedures – Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling; Non-Probability Sampling Methods: Convenience/Accidental Sample, Quota Sampling, Snowball Sampling, Characteristics Of Samples; Sample Size Adequacy; Sampling Error, Statistical Methods: Measure Of Central Tendency/Averages: Arithmetic Mean, Median Mode, Measures of Variations, Statistical Tests

Practical/Assignments:

Students will prepare a news report using primary and secondary data.

Ideation of research topic.

Practice of statistical methods.

Suggested readings:

1. Research methods, Ram Ahuja, Rawat Publications, Jaipur
2. Introducing Communication Research, Donald Treadwell, Sage Publications
3. Quantitative Research in Communication, Allen Mike, Sage Publications
4. संचार शोध और मीडिया, धनंजय चोपड़ा, लोकभारती प्रकाशन, इलाहाबाद
5. संचार और मीडिया शोध, डॉ. विनीता गुप्ता, वाणी प्रकाशन, नई दिल्ली
6. मीडिया शोध, डॉ. मनोज दयाल, हरियाणा साहित्य अकादमी, पंचकूला

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MDC9302T
Credits:6

L	T	P
5	1	-

Development in Rajasthan

Course Objectives:

1. To find out main issues of development in Rajasthan.
2. To explain the specific needs of development in Rajasthan.
3. To enable students about the culture and other perspectives of Rajasthan.
4. To acquaint students with political history of Rajasthan.
5. To introduce students with biodiversity and its conservation in Rajasthan.

Course Outcomes:

1. Student will be able to know about the issues of development in Rajasthan.
2. Create perspectives of development in Rajasthan.
3. To enable students to understand the issues around the specific projects of development.
4. Students will learn about the history, art and politics of Rajasthan
5. Students will get introduced biodiversity and its conservation in Rajasthan.

Course mapping																
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	
CO1	3	3	2	2	2	2	2	2	3	3	3	3	3	3	3	
CO2	3	3	2	2	2	2	2	2	3	3	3	3	2	3	3	
CO3	3	3	2	2	2	3	2	2	3	3	3	3	2	3	3	
CO4	3	3	2	2	2	3	2	2	3	3	3	3	3	3	3	
CO5	3	3	2	2	2	3	2	2	3	3	3	3	2	3	3	

3- High, 2- Significant, 1- Low

Unit I	Development : Landscape in Rajasthan
	Rajasthan: an introduction, Politics, History, Art and Culture, Society, Recent development and issues in service sector of Rajasthan, Demographic Scenario of the State and its impact on Rajasthan Economy, Panchayati Raj
Unit II	Biodiversity in Rajasthan
	Biodiversity and its conservation with special reference to the state of Rajasthan, Water Conservation with special reference to the Traditional Systems in the State of Rajasthan, Agriculture, Horticulture, Forestry, Dairy and Animal Husbandry with special reference to Rajasthan, Wetland & Sanctuary.
Unit III	Issues of Development
	Sustainable and Inclusive Growth, Current Social Challenges, Issues related to Youth, Women, Children, Old Age People, Minority, Weaker Sections, Tribal Farmers, Labourers and Professionals in Rajasthan. Gender Equality, Women Empowerment, Human Rights, Social Justice, Land Acquisition, Challenges pertaining to Urbanisation, Demographic imbalances, Regional imbalances and Social Conflicts.
Unit IV	Contemporary Scenario in Rajasthan
	Important Issues of Development with Special Reference to Rajasthan Infrastructure & Resources of Rajasthan- Current Status, Issues & Initiatives Various National Missions, Projects and Schemes of Rajasthan- Their Objectives and Impact, labour code.

Suggested Reading:

1. Tribal Development in Rajasthan, Prakash Chandra Mehta, Shiv Shakti Books, Jaipur.
2. A rural Manifesto: Realizing India's future through her village, Feroze Varun Gandhi, Rupa Publication India, New Delhi.
3. Social-Economic Profile of Rural India (Series-III) Vol-1, C Ashok vardhana and Varunendra Vikram Singh Concept Publication, New Delhi.
4. राजस्थान: भूगोल, अर्थव्यवस्था एवं राज-व्यवस्था, एच डी सिंह और चित्रराव, प्रथम प्रकाशन, जयपुर

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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200

Course Code: MDE9301T
Credits: 6

L	T	P
5	1	-

Creative Writing

Course Objective

1. The distinction between creative and non-creative writing is that between informing and revealing;
2. Style is that handling of language which expresses the content best;
3. It is distinguishable from a superficial emotion by its recurrent and empathic nature;
4. It is concretized through an intermix of sharpened experience, observation and imagination;
5. It can be cultivated and developed into a short story or a poem.

Course Outcome

1. They will learn distinction between creative and non-creative writing
2. Students will understanding handling of language which expresses the content best
3. They will understand superficial emotion by its recurrent and empathic nature
4. They will understand role of observation and imagination in creative writing
5. They will learn to cultivated and developed short story or a poem

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	3	2	2	3	2	3	2	3	3	3
CO2	3	3	2	2	3	3	2	2	3	2	3	2	3	3	3
CO3	3	3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO4	3	3	2	2	3	2	2	2	3	-	3	3	3	2	3
CO5	3	3	2	2	3	2	2	2	3	-	3	3	3	2	3

3- High, 2- Significant, 1- Low

Unit I	Basics of Writing
	Introduction, The birth of writing and its importance, Types of writing and their functions, The substance of writing : Content, Form, Structure, Style ; Some tips to an aspiring writer, Read in order to write, Allow your experience to ripen, Write about your experience differently, Start with your diary, Visualization, outline and design; Some do's and don'ts. Directness, Clarity: Keep your reader in mind; Relation between language and clarity, Authenticity and Credibility.
Unit II	Creativity in Writing
	Origins of the creative impulse, Genuineness of the creative impulse, The creative impulse as distinct from political and social motivation, Preparation for writing: Marshalling of relevant facts concerning locale, atmosphere and characters, Combining experience, observation and imagination; Additional criteria for selection of themes : Themes for short stories, Themes for poetry The importance of opening: False starts, Different genres and conventions, The opening as a unit of composition; Planned narratives and openings: The opening in the novel, The opening paragraph or paragraphs; The opening and the short story : Different types and targets, General hints and suggestions, The narrative modes

	The meaning of climax: an illustrative story: The story moves towards its climax, Resolution of the crisis.
Unit III	Language and Writing
	Choice of a situation: Grouping of experience ; Happy or unhappy, Other possible classifications, Readability-a writer's ultimate goal, Make your beginning interesting, Ambiguity and suspense, Minutiae and readability, The importance of sustaining the reader's interest, Language and readability, Conclusion : Closed ending, Open ending.
Unit IV	Proof Reading and Copy Editing
	Proof-reading: The necessity for proof-reading, Methodology: Meet the deadlines scrupulously, Proof correction symbols, Editing: The word and its meaning, Kinds of editing: Copy editing-its historical background, General editing. Notes and footnotes, Methodology : Preparing a note about a book, Preparing a note for periodicals and composite books, Preparing a note for unpublished documents. Notes acknowledging permission, Special typing for footnotes, Be consistent in footnotes.

Suggested readings:

- 1 Beach, J.W. Twentieth Century Novel: Studies in Technique. Ludhiana: Lyall Book, Depot, 1965
- 2 Greene, Ellin and Wge Shannon. Storytelling: A Selected Annotated Bibliography. Garland Publications, Garland Reference Library of Social Sciences, 1986.
- 3 Hopper, Vincent F. and Cedric Gale. Essentials of w&ing. 3rd ed. (LC 6 1-8 198), Baron Pubs., 1983.
- 4 Jackson, Donald. The Story of Writing(1ISBN 0-8008-0172-5) Pentalic, Taplinger, 1981.
- 5 Lyman, Edna. What to Tell and How to Tell it. (3rd ed.), rpt. of 191 1 ed., Gale University Press, 197 1.
- 6 Maybury, Barry. Writdrs Workship: Techniques in Creative Writing, Batsford, 1979.
- 7 Quigley, Pat. Creative Writing1 1: A Handbook of Techniques for Effective, W riting, Potentials Development, 1983.
- 8 Robinson, Mable L. Creative Writing: The Story Form. ed. Helen Hull, 1978, Arden Library.
- 9 Whitney. Guide to Fidtion Writing, London: Popular Press, no date listed.
- 10 McAUister, Constance. Creative Writing Activities (Nos. 2-6), 1980.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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202

Course Code: MDE9302T
Credits: 6

L	T	P
4	1	1

Public Health Communication

Course Objectives

1. To understand the concept of Health and its Determinants
2. To introduce Health Communication and study various theories and models of behavior change and communication.
3. To familiarize students with the importance of Effective Health Communication.
4. To understand the process of planning, implementation, and evaluation of a Health Communication Program.
5. To provide case study-based learning to communicate public health effectively.

Course Outcome

1. Students will become more aware of the concept of Health and its determinants.
2. Students will be familiar with the Health Communication process and the various theories of behavior change and communication.
3. Students will be able to appreciate the role effective public health communication plays in society.
4. Students will learn to conceptualize and develop plans for programs on Public Health Communication keeping in mind all its aspects.
5. Students will be able to use creativity and available tools for preparation of effective IEC material.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	3	3	3	3	3	2	2	3	3
CO2	3	3	2	2	2	2	3	3	3	3	3	2	2	3	3
CO3	3	3	2	2	2	2	3	3	3	3	3	2	2	2	3
CO4	3	3	2	3	2	3	3	3	3	3	3	-	2	2	3
CO5	3	3	2	3	2	3	3	3	3	2	3	-	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Health and its Determinants
	Concept and Meaning of Health, Social Determinants of Health, Other Determinants of Health
Unit II	Health Communication: An Introduction
	Concept of Health Communication, Health Communication as a process, Key Areas of Communication, What Health Communication can and cannot do? Communication for Behaviour Change, Theories and Models of Behaviour Change: Diffusion of innovation theory, Social Cognitive Theory, Health Belief Model
Unit III	Effective Public Health Communication
	Audience Segmentation and Analysis, Concept of Information, Education and Communication (IEC), Differentiating between tailoring and targeting messages in context of message creation., Characteristics of effective health messages, including rules for using text, visuals, and quantitative data, Strengths and weaknesses of different media channels

	used in health communication., Social inequities in use of media
Unit IV	Public Health Communication Programs: Process, Implementation and Evaluation
	Planning a Health Communication Intervention, Factors affecting success of Content production and dissemination, Drafting timetables, budget, and work plans, Planning a program launch., Measures and Procedures of Outcome Evaluation

Practicals:

- Analysis of media reports regarding Health Communication: Language and content.
- Case Study and Simulation-based learning.
- IEC Preparation

Suggested Readings:

1. Park and Park’s Textbook of Preventive and Social Medicine, 26th Edition
2. Health Communication: From Theory to Practice, Renata Schiavo, Jossey Bass Publications
3. Public Health Communication: Critical Tools and Strategies, Claudia Parvanta, David E. Nelson, Richard N. Harner, First Edition, 2017
4. Primers and Presentations provided.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: GEC9301T
Credits: 6

L	T	P
3	2	1

Film Appreciation

Course Objectives

1. To develop the basic knowledge of language of Cinema.
2. To understand the basics of film theories
3. To acquire the skills to write film reviews with technical know-how
4. To develop concepts about film screening as a public sphere
5. To know about historical and milestones films

Course Outcome

1. Student has learnt the basic language of cinema and its uses in critical appreciation of films
2. Learner has developed capabilities to write technical film review
3. Student has acquired the skills to analyse films on the basis of film theories
4. Students will develop understanding about various film screening movements
5. Students will watch some important and historically significant films.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	3	2	2	2	3	2	3	3	3	2	3
CO2	3	3	3	2	3	2	2	2	3	2	3	3	3	2	3
CO3	3	3	3	2	3	2	2	2	3	3	3	3	3	2	3
CO4	3	3	3	2	3	3	2	2	3	3	3	3	3	2	3
CO5	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Films
	Social and Cultural significance of films, Key Concepts in Cinema Studies, Formal elements of filmmaking: Cinematography, Editing, Direction, Sound, Music, Acting, Film and Genre, Thematic content, Aspects of cinema, Ideology in Cinema, Character in Cinema
UNIT- II	Traditions in World Cinema
	German Expressionism, Italian New- Realism, French New Wave, Spanish Cinema, British New Wave, Chinese Cinema, Iranian Cinema, Masters of World Cinema, Narrative and Power, Important Awards and Festivals
UNIT- III	Indian Cinema
	Brief History of Cinema in India, Mythological Cinema, Pioneers of Indian Cinema: Bimal Roy, Guru Dutt, Raj Kapoor, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Hindi Film Music, Film sequels, remakes and cult films, Parallel Cinema, Middle Cinema, Stardom: Making and Meaning
UNIT- IV	Contemporary Trends
	Film Consumption, Spaces of Cinema Going, Cinema in Digital age, Growth of Regional Cinema, Digital Platforms and Popularity of OTT Short Movies, Audience Shifting to OTT, Experiments on OTT, Writing Movie Reviews

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Feature's story, Book review, Film review, Translation Exercises.

Suggested Readings:

- 1 Bose, Mihir . Bollywood: a history. Tempus. 2006
- 2 Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press
- 3 Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985
- 4 Ray Satyjit, Deep Focus, Reflections on Cinema, Harper &Collins .
- 5 फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली
- 6 हिंदी सिनेमा का बदलता स्वरूप, दिलचस्प, भारतीय पुस्तक न्यास परिषद्, नई दिल्ली
- 7 हिंदी सिनेमा के सौ वर्ष, दिलचस्प, भारतीय पुस्तक न्यास परिषद्, नई दिल्ली
- 8 सिनेमा का सफर, श्याम माथुर, राजस्थान हिंदी ग्रंथ अकादमी
- 9 भारतीय सिनेमा, महेंद्र मिश्र, अनामिका प्रकाशन, प्रयागराज
- 10 भारतीय सिनेमा, दीप भट्ट, अनामिका प्रकाशन, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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206

Course Code: GEC9302T
Credits: 6

L	T	P
5	1	-

Script Writing

Course Objective

1. Outline the purpose or focus of a typical script for an audio video program
2. Distinguish between the various formats of program
3. Explain the purposes of the formats
4. Trace the various stages of development (in the process of writing a script)
5. Develop your own script for a specific purpose

Course Outcome

1. Students will learn typical script writing for an audio video program
2. They will understand Distinguishing between the various formats of program
3. They will learn the purposes of the script formats
4. It will help students Trace the various stages of development of script
5. They will learn Developing their own script for a specific purpose

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	2	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Introduction to Script
	Writing Proposals, Synopsis, Treatment, Step-outline, Loglines and Outliner; Spec Scripts, Characterization, Character designing: personality, goal, conflict- internal and external, motivation, reluctant hero, iron will, underdog, and imperfections.
Unit II	Characters and Script
	Character's Arc- change and transformation, Audience Identification and voyeurism, types of Characters, key flaws, secondary Characters
Unit III	Structure of Story Telling
	Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot.
Unit IV	Script Design
	Non Linear structures and Multiple narrative. Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point-of-view; Use of sound in Script

20/11/23

Suggested readings:

- Adventures in The Screen Trade by William Goldman, Grand Central Publishing (March 10,1989)
- Four Screenplays with Essays: Marathon Man, Butch Cassidy and the Sundance Kid, Applause Books (May 1,2000)
- 500 Ways to Beat the Hollywood Script Reader by Jennifer M. Lerch, Fireside Books, 1999.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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208

Course Code: ~~110301~~

Credits: 4

L	T	P

MOOC

Intellectual Property

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Course Code: IOJ9301P
Credits: 2

L	T	P
--	--	2

On Job Experience

Course Objective

1. To get working experience in media or NGO.
2. To understand nuances of media industry.
3. To understand work environment of organizations.
4. To showcase skills honed through learning.
5. To build industry specific career connections.

Course Outcome

1. Students will get experience of working in media or any NGO.
2. Students will understand the basic nuances of the industry.
3. Students will understand the work environment of the organization.
4. Student will showcase their skills and knowledge.
5. Students will make the contacts for their further career developments.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	2	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the University. In this, students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning.

Examination Scheme: 70 Marks for work and 30 marks for presentation

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Course Code: MDC9401T
Credits: 6

L	T	P
5	1	--

Gender and Media

Course Objectives:

1. To study the academic discourse and perspectives on women studies.
2. To deliberate on contemporary issues and debates in the domain of women studies.
3. To understand the role and placement of mass media in the gender narrative.
4. To understand important laws related to women
5. To understand the nuances of portrayal of women in media.

Course Outcome

1. Students will learn the concepts and perspectives on women studies.
2. They will critically examine various issues and debates related to women studies.
3. They will understand the role played by media in creating various narratives related to gender.
4. Students will understand the nuances of portrayal of women in media.
5. Students will get to know about important laws related to women.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	3	2	3	2	3	3	3	2	3	2	3
CO2	3	3	3	2	3	2	3	2	3	3	3	2	3	2	3
CO3	3	3	3	2	3	2	3	2	3	3	3	2	3	2	3
CO4	3	3	3	2	2	2	-	2	3	3	3	3	2	2	3
CO5	3	3	3	2	2	2	-	-	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Gender and Women Studies
	Women studies: Nature and scope, issues and challenges; Feminism, History of feminism, feminist theory and rise of Feminism- Liberal Feminism, Radical Feminism, Marxist Feminism, Socialist Feminism, Cultural Feminism; feminist movements, Gender and Politics, Social construction of gender and gender roles, Patriarchal practices in India, Social differences of class, gender and race; Women's literacy; Sex ratio; Employment and women, Social status of LGBTQIA+ in India
Unit II	Women and Media
	Socio-economic status of women, Portrayal of women on television, Portrayal of women in advertisements, Print media and women's issues, commodification of women, stereotyping, Media and Gender debates in India, Role of media in women empowerment, Gender and Cinema.
UNIT-III	Women and Historical Perspective
	Women in India: Ancient, Medieval and Modern Times: An overview of changing status, Women in pre-independence era: Social reform movements of 19 th Century and status of women, Role and participation of women in India's freedom struggle, Women in Post-independence India- Status of women in society (rural , urban) and Indian culture , Women issues in India. Cinema and Gender

UNIT-IV	Women and Laws
	Women and family laws: Divorce laws, maintenance laws, inheritance, guardianship and adoption; Dowry prohibition act, Indecent representation of women (prohibition) Act, PCPNDT act, Prevention of domestic violence act, Sexual harassment of women at workplace (Prevention, prohibition and redressal) act 2013, National commission for women, Rajasthan state commission for women.

Suggested Readings:

1. Handbook of Gender and Women's Studies, Kathy Davis, Mary Evans and Judith Lorber, Sage Publication, New York
2. Portrayal of Women in Media and Literature, A. M. Nawale and S. Vashisht, Author Press, New Delhi
3. Gendering Caste: Through a Feminist Lens (Theorizing Feminism), Uma Chakravarti, Sage Publications, New Delhi
4. Indian Women: A Historical Perspective, A. Kumar, South Asia Books, New Delhi
5. महिला मीडिया एवं सांस्कृतिक परिदृश्य, डॉ. हरिदास व्यास, रॉयल पब्लिकेशंस
6. महिला एवं अपराधिक विधि, डॉ. बसंती लाल बेबल, सेन्ट्रल लॉ पब्लिकेशंस
7. वाया मीडिया: एक रोमिंग कोरिस्पोंडेंट की डायरी, गीता श्री, वाणी प्रकाशन, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MDC9402T
Credits: 6

L	T	P
5	1	--

Advocacy and Social Mobilization

Course Objectives:

1. Students will understand and articulate the relationships between social movements and the media system, from various standpoints within social movement studies.
2. Demonstrate knowledge of the major shifts in research approaches to media & mobilization over time.
3. Apply theoretical and methodological tools of social movement research to a specific social movement.
4. Plan, research, and complete a substantive project that contributes to comparative analysis of some aspect of social movement media, grounded in a concrete movement case and linked to the social movement studies literature. Final projects may take the form of a paper and/or a research tool.
5. To introduce students to the importance of media as tool for advocacy

Course Outcomes:

1. Students will understand a range of approaches that sociologists and scholars of collective behavior use to define and analyze social movements.
2. Students will be experienced in applying such abstract analytical tools to rich empirical case studies of social movements from the 20th and 21st centuries.
3. Student will have a firm grasp on how cultural explanations of protest and social movements relate to other Approaches that emphasize the structural, material, and rational aspects of collective behavior.
4. Students will be able to design campaigns for social change.
5. Students will learn how to use social media as tool for advocacy.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	2	2	3	2	2	1	3	3	2	3	3
CO2	3	3	3	3	2	2	3	2	2	1	3	3	2	3	3
CO3	3	3	3	3	2	2	3	2	2	1	3	3	2	3	3
CO4	3	3	3	3	2	2	3	2	2	2	3	3	2	3	3
CO5	3	3	3	3	2	2	3	2	2	2	3	3	2	3	3

3- High, 2- Significant, 1- Low

Unit I	Understanding Social Mobilization
	Social Movements, Political Movements, Mobilization, Solidarity, Organization, Identity, Resources, Framing, Collective Memory, Narrative, Networks and Organizations, Forms of Protest, and Performance.
Unit II	Various Social Movements
	Arab Spring, IAC Movement, Occupy Wall Street, Green Movements, New Social Movements, Feminism, Worker's Rights, Black Live Matters, Movements by Minorities Community, Civil Rights Movement, RTI, Anti-CAA, Farmers Movement in India,
Unit III	Advocacy & Social Mobilization

	Advocacy, Alliance building, Grass roots community mobilization. Social Media and Digital Advocacy: Utilizing media platforms for advocacy campaigns, including strategies for increasing reach, engagement and mobilization. Campaign Planning: Strategy and tools Awareness raising activities, Children's participation, Mobilization of social partners, Celebrity Involvement, Mobilizing political will.
Unit IV	Case Studies
	Narmada Bachao Andolan, Chipko Movement, Khejarli Movement in Rajasthan, Pulse Polio Campaign, Aadhar Card, Swacch Bharat, Covid Vaccination Drive

Suggested Reading:

1. Political communication and mobilization: The Hindi media in India, Tabrez Ahmad Neyazi, Cambridge University Press, Cambridge.
2. Social Media Analytics, Mathew Ganis and Avinash Kohirkar, Pearson Education India, Noida.
3. Indian Social: How Social Media is Leading the Change and changing the Country, Ankit Lal, Hachette India, New Delhi,
4. सोशल मीडिया: संपर्क क्रांति का कल, आज और कल, स्वर्ण सुमन, हार्पर हिंदी, नई दिल्ली
5. भारत में सामाजिक आन्दोलन, घनश्याम शाह, सेज हिंदी, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MDE9401T
Credits: 6

L	T	P
3	2	1

Data Journalism

Course Objectives

1. To introduce students to the recent trend in news media-Data Journalism
2. To teach them about the art of storytelling with the use of data
3. To apprise students about the role of digital technology in data driven news rooms
4. To make them aware about the future scope of Data Journalism
5. To develop an understanding about new ways of data presentation and data processing

Learning Outcomes

1. Students will gain knowledge about the concept and practice of Data Journalism.
2. Students will create data driven stories.
3. Students will understand the changing structure of newsroom in contemporary times.
4. Learners will understand the significance of Data Journalism.
5. Students will demonstrate the use of data visualization tools and techniques.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	3	-	3	2	-	3	3	1	2	2	2	2
CO 2	3	2	3	2	-	3	2	-	3	3	2	1	3	2	3
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	3	2	2
CO 4	3	3	2	2	-	3	2	-	2	3	2	2	3	2	3
CO 5	3	2	3	2	-	3	1	-	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Data Journalism
	Concept, Meaning, Evolution and Growth of Data Journalism, Sector Specific Data- Health & Wellness, Crime, Development, Education, Economy, Audience etc. Significance of Data Journalism, Changing workflow of News Rooms: Role of Digital Technology and data driven newsrooms.
UNIT- II	From Data to Story
	Finding the Story in Data- News Angle, Contextualizing the Data and Importance of Critical Thinking; Data sources - Surveys, Reports, Census, Newspaper/ News Website, Library, Online platforms and social media. Processing the data: Data Scraping, Data Cleaning, organising and analyzing the data. Techniques of Data Presentation- Word Cloud, Flow Chart, Pie Chart, Tables, Line Graphs, Histogram, Maps, Scatter Plots etc
UNIT- III	Data Visualisation
	Understanding the importance of Visuals – Presentation style and form. Techniques of visualization: Graphics, Animations, Videos, Info graphics, Use of

	Multimedia. Online tools for data processing: MS Excel, Spreadsheets, Data Wrapper, Piktochart etc.
UNIT- IV	Future Prospects and Scope of Data Journalism
	Challenges for Data Journalism: Access to quality data, Constraints of a traditional newsrooms; Importance of Data Literacy in the digital age, Understanding Big Data and Machine Learning, Ethical issue of Data Privacy and Surveillance

Practical: Students will use data visualization tools to create news stories from data.

Suggested Readings:

1. Impactful Data Visualisation; Kavitha Ranganathan; Penguin Books.
2. The Data Journalism Handbook: Towards a Critical Data Practice; Liliana Bounegru , Jonathan Gray; Amsterdam University Press.
3. Data + Journalism: A Story Driven Approach to Learning Data Reporting; Mike Reilley, Samantha Sunne; Routledge
4. The Data Journalism Handbook ; Bonegru, L., Chambers, L., and Grey, J.; USA: O' Reily Press.
5. Ethics for Digital Journalists: Emerging Best Practices, (1St ed.); Craig, D., and L. Zion ; Routledge, 2015

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MDE9402T
Credits: 6

L	T	P
3	2	1

Documentary Film making

Course Objectives

1. To acquaint students with conceptual framework of documentary film making.
2. To give practical training of scriptwriting for documentary.
3. To engage students in the practical component of conceptualizing, shooting and editing a documentary film..
4. To acquaint students with practical knowledge of film making.
5. To acquaint students with steps of pre and post production

Course Outcome

1. Students will gain theoretical knowledge about the art and craft of documentary film making.
2. Each student will get practical training in producing documentary film.
3. Students will get well versed in the technical and aesthetic aspects of film making.
4. Students will get practical knowledge of film making, light and script writing.
5. Students will be thoroughly familiar with steps of pre and post production

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	3	3	3	2	3	3	3	3	2	2	3
CO2	3	3	3	2	3	3	3	2	3	3	3	3	2	2	3
CO3	3	3	3	2	2	3	3	2	3	3	3	3	2	2	3
CO4	3	3	3	2	2	3	3	2	3	3	3	3	2	2	3
CO5	3	3	3	2	2	3	3	3	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Documentary Pre-Production
	Documentary Film- Meaning, Concept And Styles- Participatory, Expository, Observational And Performative, Research And Data Collection (Archives, Library, Case Studies), Writing For Documentary: Concept, Treatment, Script, Proposal And Budgeting, Funding.
Unit II	Documentary Production and Post Production
	Production: Shooting Script, Location Research, Shooting Schedule And Shot Breakdown, Camera Techniques And Sound For Documentary, Types Of Shots, Basic Concepts Of Editing- Timeline, Cut-In Cut Away, Jump Cut, Transitions, Sound Effects, Visual Effects. Editing Tools; Video Editing Software
Unit III	Ethics for Documentary Film Making
	Honor the Subject, Protecting the Vulnerable, Honesty and Truthfulness, Respecting the Viewer
Unit IV	Documentary and Contemporary Issues
	Thematic Categorization; Terrorism, War, Human Rights, Communalism, History, Politics, Culture Some Prominent Documentary Film Directors; Michal Moor, Joshua Oppenheimer, Anand Patwardhan, Rakesh Sharma, K. P. Sasi, Yusuf Saeed

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Practical and Assignment:

Students will prepare short documentary on any theme of 8 to 15 Minutes

Suggested Readings:

1. Filming Reality: The Independent Documentary Movement in India by Shoma A. Chatterjee
2. Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
3. Producing Videos, Martha Mollison, Viva Books
4. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9401T
Credits: 6

L	T	P
3	2	1

Contemporary Rajasthan

Course Objectives:

1. To introduce students to the state.
2. To prepare the student for participation in social, political, economic and cultural activities of Rajasthan.
3. To equip the student with knowledge to act as a brand ambassador of the state in India and abroad.
4. To help a student acquaint himself with development yardsticks
5. To educate a student about an efficient system of governance.

Learning Outcomes:

1. The student would know about cultural, historical, demographic, social, political, geographical and economic contribution of the state.
2. The student will be able to participation in most spheres in the state.
3. The student will demonstrate greatness of the state outside the state and the country by creating engagements with the state.
4. The student will be able to compare efficacy of systems.
5. Students will be able to attempt the future of the state.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	2	2	1	1	2	3	2	1	3	3
CO2	3	3	2	2	2	2	2	1	1	2	3	2	1	3	3
CO3	3	3	2	2	1	2	2	1	1	2	3	2	1	3	3
CO4	3	3	2	2	1	2	2	1	1	2	3	2	1	3	3
CO5	3	3	2	2	1	2	2	2	1	2	3	2	1	2	3

3- High, 2- Significant, 1- Low

Unit I	Overview of Rajasthan
	Brief Introduction to society, culture, history, economy, politics, geography and demography.
Unit II	Development in Rajasthan
	Progress of Rajasthan on all 17 Sustainable Development Goals; ranking in Human Development Index; ranking in happiness index; ranking in Ease of Business Index, ranking in corruption index, status of equality index
Unit III	Potential of Rajasthan
	Bio diversity, cultural diversity, tourism, minerals, diversified agriculture, NCR and port proximity, road and rail networks, internet penetration, cross-border trade possibility and strategic advantage
Unit IV	Future of Rajasthan

Availability of water resources; boosting healthcare and quality education; social, political and economic development institutions, attracting foreign investment ,high skill capabilities, improving governance ensuring transparency, efficiency, service guarantees, development of rural and small-scale industries, Top industrialists from Rajasthan, Scope and Challenges

Practical Assignments:

1. Carrying out surveys to capture demographic dynamics, changes in politics, society and culture.
2. Preparing news and feature reports on the related issues.
3. Working with institutions related to development.
4. Attending conferences and seminars related to contemporary Rajasthan.
5. Organizing brainstorming sessions on future of Rajasthan or participating in such other program.

Suggested Readings:

1. Rajasthan economic survey, statistical abstract and budget, CAG reports, Vidhan Sabha proceedings, NITI Ayog documents, Central government reports.
2. Reports of financial institutions and research bodies on Rajasthan.
3. SDG reports from the UN.
4. Newspaper and magazine website and archives.
5. Reports of business bodies on Rajasthan, Reports of consulting organizations like Deloitte, KPMG, PWC, E&Y.
6. Contemporary Rajasthan: Dr LR Bhatia
7. Sujas, DIPR, Jaipur

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: GEC9402T
Credits: 6

L	T	P
3	2	1

Social Justice, Human Rights and Civil Liberties

Course Objectives

1. To develop understanding of history of human rights to relate it with the current times
2. To inculcate the basic postulates of universal declaration of human rights
3. To acquire the knowledge about international conventions and their implications
4. To make student learn and civil liberties as a journalist to comprehend and write issues in the correct perspective
5. To develop understanding of history of human rights to relate it with the current times

Course Outcome

1. Student will learnt the basics of human rights and their history
2. Learner will developed understanding towards international conventions and international Organizations
3. Student will developed the skills to analyze the human rights crisis situations
4. Student will learnt to comprehend the universal code for human rights
5. Students will develop understanding about various civil liberties organizations across the globe

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	1	1	2	2	3	3	3	2	3
CO2	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO3	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO4	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO5	3	3	3	2	2	2	1	1	2	2	2	2	3	2	3

3- High, 2- Significant, 1- Low

UNIT- I	Conceptual Understanding of Social Justice
	Concept and Meaning of Social Justice, Affirmative Actions, Constitutional Provisions, Protective Discrimination
UNIT- II	Human Rights; History and Evolution
	Concepts and Evolution of Human Rights; Magna Carta, Bill of Rights, UDHR 1948, ICCPR-1966, UN Conventions on Economic, Social and Cultural Rights. Environmental rights-1966
UNIT- III	International Conventions
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment of punishment; Slavery- slave trade- forced-bonded or compulsory labor; Traffic in person-drugs-arms and prostitution; Elimination of racial discrimination; Abolition of Death penalty; Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, Domestic Violence, Rights of accused and suspected person, Rights of LGBTQIA+

2/2/23

UNIT- IV	Civil Liberties Organizations
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), PUCL, APCLC, HRF, PUDR, CPDR Women, children rights and child labour and abuse ; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), Persons with Disability, Indigenous Tribal People, Older People, War affected person ; Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts ; Police atrocities: Violation of Human Rights and their Remedies ;

PRACTICALS/ ASSIGNMENTS:

Case Studies: Preparation and presentation

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया, मिक्की, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: DPR9401P
Credits: 4

L	T	P
1	1	2

Dissertation/Documentary

Course Objectives

1. To develop basic understanding about the process of writing dissertation.
2. To get equipped with skill to apply research methodology and analysis.
3. To familiarize with qualitative aspects of research.
4. To develop vision and skills to make documentary.
5. To develop understanding about the importance of documentary.

Course Outcome

1. Student will develop the understanding about the basics of research.
2. Students will be able to demonstrate their research and analytical skills.
3. Student will develop understanding about qualitative aspects of research.
4. Students will be able to develop the vision and skills for making documentary.
5. They will understand the importance of documenting the incidents of present.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	3	1	2	3	2	3	2	2	3	2	3
CO2	2	2	2	2	3	1	2	3	2	2	2	2	3	2	3
CO3	2	3	2	3	3	1	1	3	2	3	3	3	2	2	3
CO4	2	3	2	3	2	3	1	3	2	2	3	3	2	3	3
CO5	2	3	2	3	2	3	1	3	2	3	2	3	2	3	3

3- High, 2- Significant, 1- Low

GUIDELINES FOR DISSERTATION

Structure of the Dissertation

- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

(Give Roman Page No. from Title page to Preface)

The dissertation should be divided into several sections/chapters relating to:

1. Introduction

- Statement of the Problem

- Rationale
 - Theoretical Connection
 - Objectives
 - Research Questions
 - Hypothesis (optional)
 - Scope and Limitations
2. Review of Literature
 3. Methodology
 4. Chapters Based on Objectives
 5. Major Outcomes and Discussion
 6. Conclusion & Recommendations
 7. References

Appendices

Formalities of Submission

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation.

Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5 line space on single side of the A-4 size paper with 1 inch margin on all sides.

One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bund will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

Examination Scheme: 50 Marks Dissertation, 20 Marks Presentation and 30 Marks Viva-voce.
OR
DOCUMENTARY

Documentary should be of 10 to 15 Minutes on any Social or Developmental Issues.

Examination Scheme: 70 Marks Documentary and 30 Marks Viva-voce.

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