Paper code: -   Total Credit-6

Max.Marks:25+75=100

Unit 1 Concept of communication

Concept of communication, type of communication, principles & model of communication, Development of journalism, Development of print media, editorial page of news paper, Development of radio, Development of television, film and new media. Types of media ownership- sole , joint, capital, company, trust & society, Concept of news, reporting & news agencies, miscellaneous area of reporting, concept of 5W and 1H, writing for news paper.

Unit-2 Freedom of speech and expression and media

Concept of Fourth Estate, Freedom of speech and expression: main features, scope, and importance of Article 19, Interpretation of article19: Defining the freedom of the press and media, Supreme Court judgments related to Article19, Right to Information Act 2005: Right to Know, Fundamental rights and duties in Indian constitution.

Unit 3 various types of media bodies

Role and function of various Media units of the Ministry of Information & Broadcasting, Prasar Bharti, AIR, Door-Darshan, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity, Photo Division, Publications Division, Research Reference & Training Division, Song & Drama Division, Office of the Registrar of Newspapers for India (RNI), Press Council of India, Press Information Bureau (PIB), Indian Institute of Mass Communication (IIMC), Films Directorate of Film Festivals (DFAI), Films Division (FD), Central Board of Film Certification, Children's Film Society, India Film and Television Institute of India, Pune (FTII).

Unit 4 trands of information in media

Misinformation and Disinformation across the world, Misinformation ecosystem in India, Why and How of Information Disorder, Filter Bubble, Echo Chamber, Biases, Social Media Giants and their role, National and International Fact checking Initiatives, Deep Fakes and AI, Challenges of countering deep fakes.

Unit 5 New trends in Media

Understanding Social Media, Scope and Evolution of social media, Social Media Landscape, Social Media habits band preferences, Ethical and Legal Frame work, Case studies: Social Media for Communication.
introduction to Content Management System, Components and Features of CMS, How Does CMS Work, Types of CMS - Open source & Commercial CMS, Characteristics and Advantages of Open Source CMS, How to Build a Website with a CMS software.

Unit 6 Multimedia trends

Multimedia Video Production: Pre production, production, post production, Sound basics and techniques and software, Video Editing - Adobe Premiere Pro, Layout Design (Typography & Graphics Design, Principles of Layout & design, Print Production, Photo Editing: Photoshop.
Streaming Media and Over-the-Top (OTT) Platforms, Rise of streaming services (Netflix, Amazon Prime, Disney+, etc.), Content creation and distribution strategies for OTT platforms, Challenges and opportunities in the streaming media industry, Content Localization, User Engagement Metrics, Content Recommendation Algorithms, Partnership and Licensing.

B.A. / B.Sc. / B.Com. (Semester-IV) Minor

Title: - Journalism & Mass Communication Skills-2

Paper code: -   Total Credit-6

Max.Marks:25+75=100

Unit 1 various types of reporting

Understanding Beats and types of Specialized Reporting, City reporting, Crime Reporting, Political Parties and Politics, Government and Parliamentary, Legislative Legal and Court Reporting, Defense Reporting,

International Affairs, Conflict and War, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, Business, Sports, Travel and Food Reporting.

Unit 2 public relation in media

History, concepts, definitions, role, changing trends in Public Relation & Corporate Communication,
PR and Media–Asymbiotic or adversarial relationship, Target audience segmentation, Internal and external communication-Tools and methods, PR department/agency structure, role and functions, PR as a source of news for media–how does it work , Media relations management, Writing for media (press releases, press notes, rejoinders, etc.)

Unit 3 Media Literacy and Digital Media Literacy

Understanding the role of digital media in shaping contemporary media literacy practices, Digital Citizenship and Online Ethics, Techniques for navigating online information and combating misinformation and fake news, Social Media Literacy, Privacy and Security in the Digital Age, Promoting digital citizenship and responsible online behaviour among media consumers in India, Strategies for fostering media literacy skills in educational settings and community outreach programs.

Unit 4 digital media trends

Introduction of Podcasting,Content creation and writing for Podcasts, Different types of Podcasting, Production of Podcasting.

Unit-5 Media issue

Ethical issues: notions and debates; post-Truth, Understanding Fake News: Issues,
Challenges and Techniques to deal with
Fake news, Hate speech, Journalists' Code of Conduct: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.), Issues and Challenges of media regulation, Journalists' Code of Conduct, Self regulation, Ombudsman, Pros and Cons of Media Activism, Trial by Media.

Unit 6 Media & AI

Scope of Artificial Intelligence: Definition, goals and applications of AI in media , Different types of AI-based systems, AI tools, Applications of AI in media and other fields: AI in Controlling Bias - AI in Social Media - AI in

Automated Journalism, AI automation/augmentation of production, distribution and consumption of news Journalism, AI & Society: Ethical challenges accompanying AI, Implications of AI for media consumers; Implication of AI for future media producers, Knowledge representation and knowledge engineering.