



CURRICULUM FRAMEWORK FOR
UNDER GRADUATE PROGRAM IN UNIVERSITIES & COLLEGES
OF KARNATAKA STATE IN
JOURNALISM AND MASS COMMUNICATION

KARNATAKA STATE HIGHER EDUCATION COUNCIL
30, Prasanna Kumar Block, Bengaluru Central University Campus,
Y Ramachandra Road, Gandhinagar, Bengaluru, Karnataka – 5600092021

Composition of Curriculum Committee for Journalism and Mass Communication

Sl. no	Name & Organization	Designation
1.	Dr. Niranjan Vanalli Professor , University of Mysore, Mysuru	Chairperson
2.	Dr. Jambulingappa Chandunavar Professor, Karnatak University, Dharwad	Member
3.	Dr. B.K. Ravi Professor, Bangalore University, Bengaluru.	Member
4.	Dr. Poornananda DS Professor, Kuvempu University, Shankaraghatta	Member
5.	Dr. Onkargouda Kakade Professor, KSAW University, Vijayapura	Member
6.	Dr. N. Narasimha Murthy Professor, Bengaluru City University, Bengaluru	Member
7.	Dr. Muddesh B.T. Sri Siddhartha Centre for Media Studies, Tumakuru.	Member
8.	Dr. Bhaskar Hegde Assoc. Professor, SDM College, Ujire.	Member
9.	Dr. Pramila B. Kunnur Assoc. Professor, Maharaja's College, Mysuru.	Member
10.	A. Narayana, Professor and Former Journalist, Azeem Premji University	Member
11.	N. Udaya Kumar, Associate Editor, Prajavani	Member
12.	B.S. Sathish Kumar, Deputy chief of Bureau- TheHindu	Member
13.	Avinash H.S, Editor, Special Operations, Suvarna T.V	Member

14.	Ravikumar, Principal Editor, News First TV	Member
15	Jyothi-social media	Member
16	Diwakar, New Editor, Public T. V	Member
17	Dr. Tejaswini B. Yakkundimath Special Officer, Karnataka State Higher Education Council	Member Convener

Detailed syllabus for the first two Semesters

DSC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1-Introduction to Journalism		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week Practical's: 4 hrs /week

Total: 6 credits

Course objective:

- To introduce the concept of media and mass Communication in general and journalism in particular
- To familiarize the students with different facets of journalism
- To educate about the role of journalism in society and development

Learning Outcomes

At the end of the course, the students will be able

- To identify the distinct nature of Journalism and its professional aspects including career opportunities
- To recognize and use the terms specific to media
- To recognize the significance of changes in the practice of journalism

Unit I:

Definition of Journalism – Nature and Scope of Journalism – Significance of Journalism in 21st century – Qualities, Duties, Responsibilities and Ethics of Journalists – Influence of Journalism on society and development

Unit II:

History of Journalism – Development of Journalism in the world – A brief History of Journalism in India –A brief history of Kannada Press- Role of Journalism during freedom struggle and Growth of the Press after Independence –Challenges faced by the present day Journalism world over, with special reference to India-

Unit III

Glossary of Journalism- Basic terms used in the Press and Media in general- Traditional and modern branches of Journalism like Magazine Journalism, Community Journalism – Investigative Journalism – Development Journalism, Business Journalism, Radio and TV Journalism and Multimedia Journalism, etc. Rise of advocacy, professionalism, broadcast and new media Journalism

Unit IV:

Theories of Press and their relevance to the present day –Journalism as a Profession- -Professional organizations- Press Council of India- -Starting a newspaper- Career opportunities in Journalism

Practical

- 1) Developing a habit of writing among students by giving assignments to write on any topics of their choice (Minimum of 5 assignments should be written)
- 2) Studying various types of writings in newspapers like news, articles, features, editorials and middles
- 3) Using RTI Act

- 4) Writing articles and features (Minimum of 5 assignments should be written)

5) Writing for social media (Minimum of 5 assignments should be written)

Books for reference

- 1) A Very Short Introduction to Journalism by Oxford Press
- 2) Mass Communication in India- Keval J Kumar
- 3) Global Journalism- An introduction by Vera Slavtecheva, Michel Bromley
- 4) Understanding Journalism by Barun Roy
- 5) Mass Communication and Journalism in India by D S Mehta

OE 1: WRITING FOR MEDIA

Course Title and Code	OE 1-Writing for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

4 Hours per Week 2Hrs Theory 2Hrs Practical = Total 3 Credits

Course Objectives:

- To give a glimpse of writing for media and develop an interest in writing
- Introduce the students to Media Writing.
- Equip the students with new trends in Media Writing.

Unit-I:

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of Journalistic writing :(News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Content development: Choosing a topic, Identifying sources, gathering information, importance of rewriting,

Practical Exercises:

- Letters to editor -02
- Press release -02
- Writing headlines -05
- Picture caption writings -05

Unit-II:

Radio: Introduction to writing for radio, principles and elements of scripting, Aesthetics of language and grammar for radio scripting. Script design, Different Scripts formats.

Practical Exercises:

- Prepare a script for a Radio Talk of 05minutes -02.
- Prepare a script for a Radio jingle of 02minutes -02
- Reading News for Radio of 05 minutes -02
- Podcast -02
-

Unit-III:

Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; writing a script for entertainment programme and News.

Practical Exercises:

- Anchoring script for TV programme-2
- News reading script – 04 Minutes -2

Unit-IV:

New Media: Introduction to Writing for Online Media. Writing Techniques for New Media. Content writing for social media (Face Book, Twitter, LinkedIn, Instagram,). Introduction to Blogging, Current trends in Web Journalism,

Practical Exercises:

- Create your own Email address, Face Book, Twitter, LinkedIn, Instagram accounts.
- Analyze the contents of any five news portals.
- Create a Face book page.

DSC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSE 2- Computer Applications for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

06 Hours per Week, 4Hrs Theory, 4Hrs Practical Total:= 6 credits

Objective: 1) To introduce students the basics of computers

2) To familiarize the applications of computers in Print and Electronic Journalism

3) To facilitate the students to practically learn the applications of computers at different levels in media

Unit-I

Computer: Evolution of computers, Generation of computers, Introduction to input and output devices-hardware and software (MS office and MSPublisher), Files and folders management.

UNIT II

Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software-Adobe audition and Premier Pro, designing software—Media Softwares and application, Media websites, digital paper and blogs and podcasts.

Unit-III

Internet: Evolution, concept, significance, elements, functions of Internet. Basics of e-mail, web browsers, search engines, basics of computer network—LAN, WAN. IP, Social Media and their applications.

UNIT IV

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media. Fundamentals of visual communication, Video conferencing, graphics and animation

Books for Reference:

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
6. Macintosh, Advanced Adobe photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.

8. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008

Basic Computer Applications

Practical Syllabus

Creating Power Point Presentation using Multimedia

tools
Designing an e newspaper page

Creating a blog with a content of your choice

Record content of your choice using audio-recording software

OE 2: Photo Journalism

Course Title and Code	OE-2Photo Journalism		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	II
Course Type	Core	Academic Year	2021-22

04 Hours per Week 2 hours theory 2 Hrs Practical = 3 Credits

Objective: 1) To attract students towards profession of Photo Journalism

2) To familiarize the techniques of photography and Photojournalism

3) To give a practical knowledge in the field of Photography

Unit 1: Concept of Photography- Evolution of Photography--Different types of cameras- Manual, Digital and phone cameras-- Types of Photography- Light and light equipments -Latest trends in Photography

Unit 2: Concept of Photo Journalism- Nature and Scope of Photo Journalism- Qualifications, Role and Responsibilities of Photo Journalists- Sources of news for photo Journalists- News photography-

Unit 3: Techniques of Photo editing- Caption writing- Photo editing Softwares - Leading Press Photographers and Photo Journalists in India- Mobile Journalism

Unit 4: Mobile Photography: Using smart phones for taking effective pictures and shooting videos- Editing photos and videos taken on smartphones- Uploading news photos / videos on

Digital platforms

Practical components:

- 1) Students shall shoot and submit nature photos(5), news photos(5) portrait (5) Human interest photos(5)
- 2) Students shall edit at least 10 photographs and
- 3) Student should edit video of 3 minutes and upload on Digital platforms
- 4) Caption Writing- practical (10 captions)

Books for reference:

- 1) Milten Feinberg- Techniques of Photo Journalism
- 2) Michel Long ford- Basic Photography
- 3) Tom Ang- Digital Photography- Mster classes
- 4) N manjunath- ChayachitraPatrikodyama
- 5) Cyernshem G R- History of Photography

	Total Credits									23
4	News Processing and Editing		\	Translations for media	L1 L2	Radio Jockey		Technical Writing		22
	Practical: News Processing and Editing									02
	Total Credits									25
5	DSC5: Introduction to Communication DSC6: Media Laws and Ethics DSC7: Introduction to Digital Media							Web Journalism		18
	Practical: Digital Media Production									02
	Total Credits									20
6	DSC8: Development Journalism DSC9: Fundamentals of Digital Film Making							Film Appreciation		18
	Practical: Digital Film making									02
	Total Credits									20
7	DSC10: Theories of Communication DSC11: Advertising & Corporate Communication DSC12: Media Research		DSE1: Radio Programme & Production (P) DSE1: Radio Production (OR) DSE2: Basics of Camera, Lights & Sound (P) DSE2: Camera Lights and Sound DSE3: Television Programme & Production (P) DSE3: Television Production (OR) DSE4: Introduction to Story and Script Writing (P) DSE4: Story and Script Writing DSE5: Writing Techniques for New Media (P) DSE5: Writing for Digital Media (OR) DSE6: Web Design and Development					Graphic Design		20

			(P) DSE6:Web Design and Development							
	Total Credits									20
8	DSC13: Event Management DSC14: Media Entrepreneurship		DSE7: Virtual Content Development OR (P)DSE7: Virtual Content Development DSE8:Web& Digital Publishing OR (P)DSE8: Web and Digital Publishing DSE9: Production Techniques for Digital Platforms (P)DSE9: Production Techniques for Digital Platforms DSE10:Audio and Video Editing (P)DSE10: Audio and Video Editing DSE11:Social Media Strategies for Corporate Communication (P)DSE11: Social Media Strategies for Corporate Communication DSE12: Media Planning, Buying and Selling (P)DSE12: Media Planning, Buying and Selling DSE13:Documentary Production/Dissertation					Anchorin g		20
	Total Credits									20

9	DSC15: NEW MEDIA I. New Age Technologies II. Writing Techniques for new Media III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Fundamentals of Multimedia Or DSE11 Web Design and Development DSE12 Writing Techniques for Social Media Or DSE13 Web and Digital Publishing DSE14 Data Journalism Or DSe15 Creative Solution Design (or choose any 3)							
	DSC16: RADIO AND TELEVISION JOURNALISM I. Writing and Reporting for Radio II. Writing and Reporting for Television III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Script Writing for Audio Or DSE11 Presentation Skills for Radio DSE12 Script Writing for Video Production Or DSE13 Presentation Skills for Television DSE14 Data Journalism Or DSe15 Basics Sound and Sound Recording (or choose any 3)							
	DSC17: ADVERTISING AND CORPORATE COMMUNICATION I. Introduction to Marketing Communication II. Writing Techniques for Corporate Communication III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Digital Advertising Or DSE11 Social Media for Public Relations DSE12 Visual Communication for Advertising Or							

			<p>DSE13 Visual Communication for Corporate Communication</p> <p>DSE14 Data Journalism</p> <p>Or</p> <p>DSe15 Content Creation for Ad & Corporate Communication (or choose any 3)</p>							
10	<p>DSC18: NEW MEDIA</p> <p>I. Digital Media Marketing Tools and Strategies</p> <p>II. Social Media Concepts and Strategies</p> <p>III. Applied Digital Media Production</p>		<p>Theory 50 Marks Practical 50 Marks</p> <p>DSE16 Graphic Design for Digital Media</p> <p>Or</p> <p>DSE17 Basic Animation</p> <p>DSE18 Social Media Strategies for Marketing</p> <p>Or</p> <p>DSE19 Content Creation Techniques for Social Media</p> <p>DSE20 Production Techniques for Digital Media</p> <p>Or</p> <p>DSE9 Management of Social Media Blogs</p> <p>Or</p> <p>Project work (or choose any 3)</p>							24

	<p>DSC19: RADIO AND TELEVISION JOURNALISM</p> <p>I. Radio Programme Production II. Television Programme Production III. Fundamentals of Audio, Video and Lights</p>	<p>Theory 50 Marks Practical 50 Marks</p> <p>DSE16 Audio Production Or DSE17 Audio Editing</p> <p>DSE18 Video Programme Production Or DSE19 Video Editing</p> <p>DSE20 Virtual Content Production Or DSE9 Audio and Video Production Management Or Project work (or choose any</p>							
	<p>DSC20: ADVERTISING AND CORPORATE COMMUNICATION</p> <p>I. Digital Media Strategies for Advertising II. Media Strategies for Corporate Communication III. Creative Strategies for Advertising</p>	<p>Theory 50 Marks Practical 50 Marks</p> <p>DSE16 Creative Strategies for Advertising Or DSE17 Advertising Copy Writing</p> <p>DSE18 Media Planning, Buying and Selling Or DSE19 Writing and Story Telling Across the Platforms</p> <p>DSE20 Ad. Production Or DSE9 PR Campaign Production Techniques Or Project work (or choose any</p>							

Model Curriculum

Name of the Degree Program: BA

Discipline Core: Journalism and Mass Communication/ Electronic Media

Total Credits for the Program: 176 Starting year of implementation: 2021-22

Program Outcome:

By the end of the program's the students will be able to:

(Refer to literature on outcome based education (OBE) for details on Program Outcomes)

1. The programme ensures responsible citizens to the society as a product
2. The programme will facilitate job opportunities for all those who invest five years in attending this programme
3. The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

Assessment:

Weightage for assessments (in percentage)

Type of Course	Formative Assessment / IA	Summative Assessment
Theory	30	70
Practical		50
Projects	30	70
Experiential Learning		100
(Internshipsetc.)		

Curriculum Structure for the Undergraduate Degree Program

BA

Total Credits for the Program: 176 **Starting year of implementation: 2021-22**

Name of the Degree Program: BA **Discipline/Subject: Journalism and Mass Communication**

Program Articulation Matrix:

This matrix lists only the core courses. Core courses are essential to earn the degree in that discipline/subject. They include courses such as theory, laboratory, project, internships etc. Elective courses may be listed separately

Semester	Title /Name Of the course	Program outcomes that the course addresses(not more than3 per course)	Pre-requisite course(s)	Pedagogy##	Assessment\$
1	Introduction to Journalism	1)To identify the distinct nature of Journalism and its professional aspects including career opportunities 2)To recognize and use the terms specific to media 3)To recognize the significance of changes in the practice of journalism	Pass in PUC with any stream	Theory and practical	IA and End Semester examination

2	Computer Applications for Media	1) Introduces students the basics of computers 2) Familiarizes the applications of computers in Print and Electronic Journalism 3) Facilitates the students to practically learn the applications of computers at different levels in media	NA	Theory and practical	70- Theory 30- IA 50 Practical
3	News reporting and Analysis	1) The student will be ready to work as amateur reporter 2) He/she will be through with the techniques of reporting 3) He/she is able to understand the mistakes committed by the reporters	NA	Theory and practical	70- Theory 30- IA 50 Practical
4	News Processing and Editing	1) He/ she is ready to work as amateur sub editors 2) He/she will be through with the techniques of sub editing 3) He is able to point out the mistakes committed by the sub editors	NA	Theory and practical	70- Theory 30- IA 50 Practical
5	DSC5: Introduction to Communication	1) The students has understood the basic concepts of communication and its importance in one's life 2) He is able to improve his own communication skills 3) The student is well aware of different types of communication and the usefulness of them	NA	Theory and tutorials	70 Theory 30 IA
5.	DSC6: Media Laws and Ethics	1) The student is aware of the constitutional provisions of freedom of Press, its advantages and limitations 2) The student has a fair knowledge of the laws and regulations pertaining to media field 3) The student is committed to ethics of media and its importance in practicing them	NA	Theory and tutorials	70 Theory 30 IA
5	DSC7: Introduction to Digital Media	1) This course gives an insight into digital world of today 2) Application of digital tools in media 3) The student is able to use the digital tools in his day to day working of the media	NA	Theory and practical	70- Theory 30- IA 50 Practical
	Practical: Digital Media Production	Gives a practical exposure to the field of Digital media			
6	DSC8:Development Journalism	1) The student becomes aware of the concept of Development 2) He/she is able to utilize the media as a tool of development 3) The student is able to analyze the failure of media in underdevelopment of any country	NA		70 Theory 30 IA
6.	DSC9: Fundamentals of Digital Film Making	1) The student is well versed with the theory and practice of Digital film making 2) He/ she is able to direct and edit digital films 3) He/ she is ready to serve as a professional film maker	NA	Theory and practical	70- Theory 30- IA 50 Practical

	Practical: Digital Film making	The practical exposure in digital film making gives the students confidence in the field	NA		
7	DSC10: Theories of Communication	<ol style="list-style-type: none"> 1) The students will be aware of the academic development of Theories of Communication 2) It gives a boost to the students to try to analyze communication in scientific ways 3) World known communication theorists are introduced to the students 	NA	Theory and tutorial	70 Theory 30 IA
7.	DSC11: Advertising & Corporate Communication	<ol style="list-style-type: none"> 1) Students will be introduced to the field of advertising and Corporate Communication 2) They will know the career opportunities in the fields of Advertising and Corporate Communication 3) 'Ready to be recruited' students in Advertising and CC are produced 	NA	Theory and tutorial	70 Theory 30 IA
7	DSC12: Media Research	<ol style="list-style-type: none"> 1) The students will have understood the importance of Research in media field 2) He / she will be understanding the techniques of media research 3) They will have a knowledge of latest trends in media research world over 	NA	Theory and tutorial	70 Theory 30 IA
8.	DSC13: Event Management	<ol style="list-style-type: none"> 1) The student will be introduced to the field and opportunities in the field of Event Management 2) They have the knowledge of role and responsibility of Event Manager 3) The products are ready to start their own Event Management firms 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC14: Media Entrepreneurship	<ol style="list-style-type: none"> 1) Students are given a glimpse of entrepreneurship in media 2) Their career opportunities are increased many fold 3) The products are ready to make a living out of media business 	NA	Theory and practical	70- Theory 30- IA 50 Practical
9.	DSC15: NEW MEDIA 1)New Age Technologies	<ol style="list-style-type: none"> 1) The student will have knowledge about the latest developments in the field of Technology 2) He/she are well versed in using latest technology in their professional work 3) They are able to utilize the career opportunities in the technological field 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	1) Writing Techniques for new Media	<ol style="list-style-type: none"> 1)The students will have thorough knowledge about the possibilities and limitations of new media 2) They are able to exploit the opportunities in new media 3) They start contributing regularly in new media sites 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	2) Data Journalism	<ol style="list-style-type: none"> 1) The students are introduced this new branch of Journalism 	NA	Theory and	70- Theory

		<ol style="list-style-type: none"> 2) He / she will be able to exploit the technique professionally 3) Their expertise in Data Journalism should increase the career opportunities of these students 		practical Theory and practical	30- IA 50 Practical
	DSC16: RADIO AND TELEVISION JOURNALISM	<ol style="list-style-type: none"> 1) The students have understood the advantages of Radio and TV and are able to compare them 2) He/ she is expert in writing the programmes for Radio 3) They are ready to be recruited in Radio as programme executives 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	IV. Writing and Reporting for				
	V. Writing and Reporting for Television	<ol style="list-style-type: none"> 1) The students are introduced to TV as a means of mass communication 2) They are taught the techniques of writing for TV 3) 'Ready to be recruited in TV' professionals are created 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	VI. Data Journalism	<ol style="list-style-type: none"> 1) The students are introduced this new branch of Journalism 2) He / she will be able to exploit the technique professionally 3) Their expertise in Data Journalism should increase the career opportunities of these students 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC17: ADVERTISING AND CORPORATE COMMUNICATION	<ol style="list-style-type: none"> 1) The students gain a wide ranging experience in marketing communication 2) They are well versed in using different techniques and media for marketing communication 3) They are suitable candidates for appointment as marketing communication specialists 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	IV. Introduction to Marketing Communication				
	V. Writing Techniques for Corporate Communication	<ol style="list-style-type: none"> 1) Students are well versed in the intricacies of Corporate Communication 2) They are experts in using the tools and techniques of CC 3) They are suitable candidates to be appointed as CC Managers 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	VI. Data Journalism	<ol style="list-style-type: none"> 1) The students are introduced this new branch of Journalism 2) He / she will be able to exploit the technique professionally 3) Their expertise in Data Journalism should increase the career opportunities of these students 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC18: NEW MEDIA				

	IV. Digital Media Marketing Tools and Strategies	<ol style="list-style-type: none"> 1) The students are introduced to the tools and strategies of Digital Media 2) The students will learn the process of digital marketing 3) They are employable in digital marketing companies 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	V. Social Media Concepts and Strategies	<ol style="list-style-type: none"> 1) Students are aware of the concept of social media 2) He/she is trained to use social media for their advantage 3) Students become experts in using social media 	NA	Theory and tutorial	70 Theory 30 IA
10	VI. Applied Digital Media Production	<ol style="list-style-type: none"> 1) Students are trained in production of digital media Content 2) They will learn the skills required for producing and using digital media 3) They are employable in Digital media production houses 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC19: RADIO AND TELEVISION JOURNALISM				
	I. Radio Programme Production	<ol style="list-style-type: none"> 1) The students are practically trained in radio programme production 2) They become experts in radio production learning the latest trends also 3) They are employable in radio stations 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	II) Television Programme Production	<ol style="list-style-type: none"> 1) They are practically trained in TV programme production 2) They become experts in TV production learning the latest trends also 3) They are employable in TV stations 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	III) Fundamentals of Audio, Video and Lights	<ol style="list-style-type: none"> 1) The students become experts in the techniques of audio and video 2) The lighting techniques are learnt 3) They are employable in audio and video studios 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC20: ADVERTISING AND CORPORATE COMMUNICATION				
	IV. Digital Media Strategies for Advertising	<ol style="list-style-type: none"> 1) The students are trained in creating digital media advertisements 2) They know the latest apps, trends in digital advertising 3) They are employable in advertising agencies 	NA	Theory and practical	70- Theory 30- IA 50 Practical
	V. Media Strategies	<ol style="list-style-type: none"> 1) The students are experts in Corporate Communication 	NA	Theory and	70- Theory

	for Corporate Communication	<ul style="list-style-type: none"> 2) They are ready to experiment with new strategies for better communication in Corporate field 3) They are employable in Corporate Communication agencies 		practical	30- IA 50 Practical
	III Creative strategies for Advertising	<ul style="list-style-type: none"> 1) The students are ready to experiment with new strategies in Advertising 2) Their creative abilities are exposed 3) They are employable in Advertising agencies 	NA	Theory and practical	70- Theory 30- IA 50 Practical

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Pedagogy for student engagement is predominantly lectures. However, other pedagogies enhancing better student engagement to be recommended for each course. The list includes active learning/ course projects/ problem or project based learning/ case studies/self study like seminar, term paper or MOOC

\$ Every course needs to include assessment for higher order thinking skills (Applying/ Analyzing/ Evaluating/ Creating). However, this column may contain alternate assessment methods that help formative assessment (i.e. assessment for learning).