



### List of New Course(s) Introduced

**Department : Journalism and Mass Communication**

**Programme Name : B.A HONS JMC & MA JMC**

**Academic Year : 2020-21**

### List of New Course(s) Introduced

Sr. No.	Course Code	Name of the Course
	JMUATT1	Introduction to Journalism
1.	JMUATT2	Introduction to media and Communication
2.	JMUATG1	Basics of Journalism
3.	JMUATA1	Photography
4.	JMUATA1	Radio Production
5.	JMUATL1	Media Industry and Management
6.	JMUATL2	Media, Gender and Human Rights
7.	JMUBTT3	REPORTING AND EDITING FOR PRINT
8.	JMUBTT4	MEDIA AND CULTURAL STUDIES
9.	JMUBTG2	Photography
10.	JMUBTA2	Offered from pool (EVS)
11.	JMUBTL2	Documentary Production
12.	JMPATT1	History of Journalism
13.	JMPATT2	Theories of Mass Communication
14.	JMPATT3	Media Writing
15.	JMPATO1	Multimedia Journalism
16.	JMPBTT1	PRINT MEDIA-1 (REPORTING)
17.	JMPBTT2	PRINT MEDIA-2 (EDITING)

**गुरु घासीदास विश्वविद्यालय**  
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)  
**कोनी, बिलासपुर - 495009 (छ.ग.)**



**Guru Ghasidas Vishwavidyalaya**  
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)  
**Koni, Bilaspur - 495009 (C.G.)**

18.	JMPBTT3	MEDIA LAW AND ETHICS
19.	JMPBTT4	COMMUNICATION RESEARCH
20.	JMPBTD1	(A) RADIO COMMUNICATION
21.	JMPBTD1	(B) Tv COMMUNICATION
22.	JMPBTD1	(C) Film Studies



## Implementation of CBCS

### Minutes of Meetings (MoM) of Board of Studies (BoS)

**Academic Year : 2020-21**

**School : School of Studies of Arts**

**Department : Journalism and Mass Communication**

**Date and Time : August 16, 2019, 11:30 AM**

**Venue : HoD Room, A-wing, Dept. of JMC**

The scheduled meeting of the members of Board of Studies (BoS) of Department of Journalism and Mass Communication, School of Studies of Arts, Guru Ghasidas Vishwavidyalaya, Bilaspur was held to design and discuss the B. A. (Hons) JMC (I to VI semesters) and the M. A. (JMC) (I to IV semesters) scheme and syllabi.

The following members were present in the meeting:

1. Prof. Govind Pandey (External Expert Member BoS, Head and Dean of Dept. of Journalism, Dr. Bhimrao Ambedkar university, Lucknow)
2. Dr. Himanshu Dwivedi (Invited Member BoS, Editor of Haribhumi, Raipur.)
3. Dr. Dhiraj Shukla (HOD, Associate Prof., Dept. of Journalism and Mass Communication .-cum Chairman, BOS)
4. Dr. Amita (Member BoS, Assistant Professor, Dept. of Journalism and Mass Communication.)

Following points were discussed during the meeting

1. For the Approval of the LOCF based syllabi of session 2021-22 of B.A (Hons.) JMC.
  2. For the Approval of the LOCF based syllabi of session 2022-23 of B.A (Hons.) JMC.
  3. For the Approval of the LOCF based syllabi of session 2021-22 of M.A JMC.
  4. For the Approval of the LOCF based syllabi of session 2022-23 of M.A JMC.
- ❖ The committee discussed and approved the scheme and syllabi of B.A (Hons.) JMC (I to VI semesters)of the session 2021-22.
  - ❖ The committee discussed and approved the scheme and syllabi of B.A (Hons.) JMC (I to VI semesters)of session 2022-23
  - ❖ The committee discussed and approved the scheme and syllabi of M.A JMC (I to IV semesters)of session 2021-22
  - ❖ The committee discussed and approved the scheme and syllabi of M.A JMC (I to IV semesters)of session 2022-23

**These are the new courses of B.A JMC and M.A JMC which were introduced.**

JMUATT1	Introduction to Journalism Introduction to media and
JMUATT2	Communication
JMUATA1	Photography
JMUATA2	Radio Production
JMUATL1	Media Industry and Management



JMUATL2	Media, Gender and Human Rights
JMUBTT1	REPORTING AND EDITING FOR PRINT
JMUBTT2	MEDIA AND CULTURAL STUDIES
JMUBTT1	REPORTING AND EDITING FOR PRINT
JMUBTT2	MEDIA AND CULTURAL STUDIES
JMUBTL2	Documentary Production
JMPATT1	History of Journalism
JMPATT2	Theories of Mass Communication
JMPATT3	Media Writing
JMPATO1	Multimedia Journalism
JMPBTT1	PRINT MEDIA-1 (REPORTER)
JMPBTT2	PRINT MEDIA-2 (EDITING)
JMPBTT3	MEDIA LAW AND ETHICS
JMPBTT4	COMMUNICATION RESEARCH
JMPBTD1	(A)RADIO COMMUNICATION
	(B) Tv COMMUNICATION
	(C)Film Studies

विभागाध्यक्ष  
H.O.D  
पत्रकारिता एवं जनसंचार विभाग  
Dept. of Journalism & Mass Communication  
गुरु घासीदास विश्वविद्यालय,  
Guru Ghasidas Vishwavidyalaya  
बिलासपुर (छ.ग.)  
Bilaspur (C.G.)

Signature & Seal of HoD



## Scheme For BA JMC

Syllabus for  
Bachelor of Arts (HONS)  
Journalism and Mass Communication  
based on CBCS with LOCF  
(Three Years/ Six Semesters)

(To be implemented from the Academic Session: 2021-2022)

Degree: B.A. (HONS) in Journalism and Mass Communication

Department of Journalism and Mass Communication  
School of Studies of Arts  
Guru Ghasidas Vishwavidyalaya  
Bilaspur (C.G.) - 495009

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**Semester Wise Courses**

Semester	Course	Course Code	Course Name	Credits	L/T/P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)	
I	C1	JMUATT1	Introduction to Journalism	5	4+1+0	30	70	
	C2	JMUATT2	Introduction to media and Communication	5	4+1+0	30	70	
	GE1	JMUATG1	Basics of Journalism	5	4+1+0	30	70	
	AEC1	JMUATA1	Photography	Radio Production	2	2+0+0	30	70
		JMUATA2						
	SEC1	JMUATL1	Media Industry and Management	Media, Gender and Human Rights	2	2+0+0	30	70
		JMUATL2						
	Additional Credit Course							
	<b>Total</b>			<b>19</b>				
II	C3	JMUBTT3	Reporting and Editing for Print	5	4+1+0	30	70	
	C4	JMUBTT4	Media and Cultural Studies	5	4+1+0	30	70	
	GE2	JMUBTG2	Photography	5	4+1+0	30	70	
	AEC2	JMUBTA2	Offered from the pool	Documentary Production	2	2+0+0	30	70
		JMUBTL2						
		Additional Credit Course						
		<b>Total</b>			<b>19</b>			
III	C5	JMUCTT5	Introduction to Broadcast Media	5	4+1+0	30	70	
	C6	JMUCTT6	History of the Media	5	4+1+0	30	70	
	C7	JMUCTT7	Advertising and Public Relations	5	4+1+0	30	70	
	GE3	JMUCTG3	Film Appreciation	5	4+1+0	30	70	
	AEC3	JMUCTA3	News Reporting	2	2+0+0	30	70	
		Additional Credit Course						
		<b>Total</b>			<b>22</b>			
	C8	JMUDDT8	Introduction to new media	5		30	70	
	C9	JMUDDT9	Development	5		30	70	

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IV	C10	JMUDTT10	Communication Media Ethics and the law	5	30	70
	GE4	JMUDTG4	Documentary Production	5	30	70
	AEC4	JMUDTA4	Public Relations	2	30	70
	Internship*			6**		
	Additional Credit Course					
	<b>Total</b>				22 + 6	
V	C11	JMUETT11	Global media and Politics	5	30	70
	C12	JMUETT12	Advanced Broadcast Media	5	30	70
	DSE1	SS/EC/DSE- 501A	A. Media Industry and Management B. Print Journalism and Production	5	30	70
	DSE2	SS/EC/DSE- 501B	A. Photography B. Media, Gender and Human Rights	5	30	70
	AEC5	JMUETA5	Corporate Communication	2	30	70
	Additional Credit Course					
	<b>Total</b>				22	
VI	C13	JMUFTT13	Advanced New Media	5	30	70
	C14	JMUFTT14	Communication Research and Methods	5	30	70
	DSE3	SS/EC/DSE- 502A	A. Multimedia Journalism B. Introduction to Film Studies	5	30	70
	Seminar			2		100
	Dissertation/ Project	JMUFD1		6		100
	Additional Credit Course					
	<b>Total</b>				23	
MOOC's				2-5		

\* May be offer during summer

\*\* Technical and Professional Programs may opt for internship or apprenticeship in full semester as a 24 credits course in lieu of course C13, C14, DSE3, DSE4/ Dissertation. Dissertation/Project and Internship would be of 100 marks.

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\*\*\* MOOC's courses should be offered at least one time during entire UG programme in lieu of Core Course. If the core is not available any course similar to Generic elective, Discipline specific elective, AEC course, Skill enhancement course may be offered on MOOC's platform. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

The above syllabus is based on CBCS system with LOCF.

Pos(Programme Outcomes):

PO1. To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

PO2. To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

PO3. To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

PSOs(Programme Specific Outcomes):

PSO1. Students will learn the concept of journalism and different aspects of mass communication

PSO2. Students will acquaint with the required skills and practices of the journalism and the mass communication

PSO3. Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

PSO4. Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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## SEMESTER I

### C1- JMUATT1 Introduction to Journalism

#### Course Objectives:

1. To know the concept of news
2. To know the types of news
3. To know the news writing
4. To know the various types of journalism and role of media

#### Course contents:

##### Unit 1 –

Understanding News, Ingredients of news, News: meaning, definition, Nature, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

##### Unit 2 –

Different forms of print-A historical Perspective Yellow journalism, tabloid newspaper, Language of news- Principles of clear writing skills to write news

##### Unit 3 –

Understanding the structure and construction of news, organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet

##### Unit 4 –

Different mediums-a comparison, Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism

##### Unit 5 –

Role of Media in a Democracy, Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media Ethics in journalism

#### Course outcomes:

1. Understanding of news
2. Learning of different types of news
3. Learning the new writing style
4. Understanding the differences of news writing between the print and the electronic media platforms and the role of media in democracy

#### Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	2	3
CO2	3	2	2	2	3	2	2
CO3	3	3	1	3	3	2	2
CO4	3	2	3	2	2	3	3

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## C2- JMUATT2 Introduction to Media and Communication

### Course Objectives:

1. To know the different types of media
2. To know the uses of mass media
3. To know the concept of communication
4. To know the various theories and models of communication

### Course contents:

#### Unit I

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter, The Internet- discussion around media and everyday life , Discussions around mediated and non mediated communication

#### Unit II

Communication and Mass Communication, Forms of Communication, Levels of Communication, Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere

#### Unit III

Mass Communication and Effects Paradigm, Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory

#### Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis,

#### Unit V

Four Models of Communication, Transmission models, Ritual or Expressive models, Publicity Model, Reception Model

### Course outcomes:

1. Understanding of media and its various forms
2. Understanding the uses of mass media
3. Learning the concept and process of communication
4. Understanding of various theories and models of communication

### Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72)

John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38

Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)

Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236

Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188

Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business,*

*Politics and Ordinary Life in India*. New Delhi: Hachette (2013)

Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August

19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)

Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits Media Studies from India*, Ed.

Ravi Sundaram. New Delhi: Oxford (2013).

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	1	1
CO2	2	2	1	3	2	1	1
CO3	2	2	1	3	2	1	1
CO4	3	2	1	3	2	2	2

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**GE 1: (Generic Elective) JMUATG1 Basics of Journalism**

**Course Objectives:**

1. To know the fundamental of journalism
2. To know the different types of news
3. To know the principles of news writing
4. To know the various types of journalism and the role of media

**Course contents:**

**Unit 1 –**

Understanding News: meaning, definition, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, News Formation in Different Medium, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

**Unit 2-**

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press Language of news- Robert Gunning: Principles of clear writing.

**Unit 3 –**

Understanding the structure and construction of news, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, sources of news, use of internet.

**Unit 4 –**

Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism.

**Unit 5 –**

Role of Media in a Democracy, Responsibility to Society press and Democracy Contemporary debates and issues relating to media Ethics in journalism.

**Course outcomes:**

1. Understanding of the basics of journalism
2. Learning the concept of news and news writing
3. Knowing the basic differences of the principles and the languages between print and electronic media
4. Comprehensibility of the role of media

**Readings**

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	2	1
CO2	2	2	1	2	2	3	1
CO3	3	3	1	3	3	2	1
CO4	3	2	2	3	2	2	1

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### JMUATA1 Photography

#### Course Objectives:

1. To know the concept of photography and its development
2. To know the mechanism of photography
3. To know the different camera handling and their process
4. To know the photo journalism

#### Course contents:

##### Unit I:

History of Photography Definition and origin of Photography , The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography

##### Unit II:

Equipments of Photography Cameras, Lenses, Tripods, Monopods Camera bags, Digital storage

##### Unit III:

Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, The reflection of light Recommended equipment for outdoor lighting , Introduction to indoor lighting and Photographing

##### Unit IV:

Types of Photography and Photo Journalism , News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography, The basics of photojournalism and importance of context in photojournalism.

##### Unit V:

Editing Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture Orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

#### Course outcomes:

1. Understanding of the concept of photography and its historical development
2. Understanding of photography process
3. Understanding of the uses of different photography camera and lights
4. Learning of art of the photo journalism and the photo editing

#### Suggestive Readings:

The Photography Book by Editors of Phaidon Press, 30 April 2000.  
All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.  
Practical photography by O.P. SHARMA HPB/FC (14 March 2003).  
The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.  
Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	1	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	2	2	2

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SEC1: Offered from the pool Credit-2

### JMUATA2 -Radio Production

#### Course Objectives:

1. To know the format of broadcasting in Radio
2. To know the techniques of Radio broadcast and production
3. To know the stages of radio production

#### Course contents:

##### Unit 1 –

Broadcast Formats, Public service advertisements\*,Jingles\*, Radio magazine\*, Interview, Talk Show, Discussion, Feature, Documentary

##### Unit 2:

Broadcast Production Techniques, Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities

**Unit 3-** Stages of Radio Production Pre-Production – (Idea, research, RADIO script), Production– Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

#### Suggested Exercise- Producing any Radio format mentioned in the Unit 1. (Duration-5 minutes).

\*Only introductory in nature. These formats will be dealt with in detail in Advanced Broadcast paper.

#### Course outcomes:

1. Understanding of various broadcast formats in radio production
2. Learning of the techniques of broadcast production
3. Understanding of the process of radio production

#### Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
7. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	2	2	1
CO2	3	3	1	3	3	2	1
CO3	3	3	1	3	3	3	1

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### SEC 1 - JMUATL1 Media Industry and Management

#### Course Objectives:

1. To know the concept of Media Management
2. To know the issues, challenges and structure of media industry
3. To know the media economics
4. To know the media management and marketing skills

#### Course contents:

##### UNIT - 1

Media Management: Concept and Perspective, Concept, origin and growth of Media Management, Fundamentals of management, Management School of Thought

##### UNIT - 2

Media Industry: Issues & Challenges, • Media industry as manufacturers- Manufacturing Consent, News and Content Management, Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts, Changing Ownership patterns

##### UNIT - 3

Structure of news media organizations in India., Role responsibilities & Hierarchy, Workflow & Need of Management, Shift Patterns, Circulation & Guidelines

##### UNIT - 4

Media Economics, Strategic Management and Marketing, Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

##### UNIT - 5

Case Studies, Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers, Indian and International Media Giants- Case Studies.

#### Course outcomes:

1. Understanding of the Media Management and its function
2. Understanding of media industry, its issues and challenges
3. Learning of the strategy of media management and media economics
4. Understanding the media management and marketing skills

#### Suggested Readings

- Vinita Kohli Khandekar, Indian Media Business, Sage
- Pradipt Ninan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwel

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	1	1	1
CO2	3	2	1	3	2	2	1
CO3	2	2	3	2	2	2	3
CO4	3	3	1	3	2	3	1

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**JMUBTL2 Media, Gender and Human Rights**

**Course Objectives:**

1. To understand the role of media in society
2. To understand the conceptual frameworks of Gender studies
3. To understand the concept of Human Rights
4. To know the role of media in Human Rights

**Course contents:**

**Unit I**

Media and the social world, Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

**Unit II**

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies ), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

**Unit III**

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

**Unit IV**

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media ( Case Studies) Presentation: Representation of Human Rights issues and violations in International and Media

**Course Outcomes:**

1. Understanding the role of media in society
2. Learning of the conceptual frameworks of Gender studies
3. Understanding of the concept of Human Rights
4. Learning the role of media in Human Rights

**Essential Readings**

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemsmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan, 2009 ( Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. *Counter Publics and the State*, SUNY Press. 1-35, 111-137
1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thames Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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## SEMESTER II

### C3 JMUBTT1 Reporting and Editing for Print

#### Course Objectives:

1. To know the reporting for print
2. To know the set up of editorial department of newspaper
3. To know the various trends in reporting
4. To know the treatment of news in media

#### Course contents:

##### UNIT 1

Covering news, Reporter- role, functions and qualities, General assignment reporting/ working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats-crime, courts, city reporting, local reporting, MCD, hospitals, health., education, sports;

##### UNIT 2

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story-Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, Articles, features, types of features and human interest stories, leads for features

##### UNIT 3

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines., typography and style, language, types of headline, style sheet, importance of pictures., selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles

##### UNIT 4

Trends in sectional news, Week-end pullouts., Supplements, Backgrounders, columns/columnists

##### UNIT 5

Understanding media and news, Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news, Neutrality and bias in news

#### Course outcomes:

1. Learning of new writing for print media
2. Understanding of the editorial department of newspaper and role of different editorial staff
3. Learning of various specialised reporting
4. Understanding of the objectivity in the news selection process and editing as well as the treatment of news in media

#### Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication  
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications  
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication  
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press  
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press  
The Newspaper's Handbook, Richard Keeble, Routledge Publication  
Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

#### Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing Personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, Tests, debates and tests may be held regularly.

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	2
CO2	3	3	2	3	3	3	2
CO3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	2	2

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#### C4 JMUBTT2 Media and Cultural Studies

##### Course Objectives:

1. To know the concept of culture and its type
2. To know the various theories regarding cultural study
3. To know the role of media on culture
4. To know the role of media technology in spreading of culture

##### Course contents:

###### Unit I

Understanding Culture, Mass Culture, Popular Culture, Folk Culture, Media and Culture

###### Unit II-

Critical Theories, Media as Cultural Industries, Political Economy, Ideology and Hegemony

###### Unit III

Representation, Media as Texts Signs and Codes in Media, Discourse Analysis , Genres, Representation of nation, class, caste and gender issues in Media

###### Unit IV

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular,

###### Unit V

Media and Technologies, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

##### Course outcomes:

1. Understanding of the concept of culture and various types of culture
2. Understanding of various cultural theories and uses of media
3. Representation of culture in media
4. Role of media technology in spreading of culture

##### Readings

*AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes )

Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)

John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009

Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	3	1	1	2
CO2	3	2	2	3	1	1	2
CO3	3	2	2	3	2	2	2
CO4	2	2	2	2	2	2	2

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**GE 2: (Generic Elective) JMUBTG2 Photography**

**Course Objectives:**

1. To know the concept of photography
2. To know the equipment of photography
3. To know the art of photography
4. To know the concept of Photo Journalism

**Course contents:**

**UNIT I**

Introduction to Photography, A brief History of Photography- Camera Obscura to the daguerreotype process, Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse), The photographic process, A brief glimpse into the Dark Room Development of a Photograph, Modernization of Photography and its use in Mass Media

**UNIT II**

Understanding the mechanisms of Photography, Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

**UNIT III**

Understanding Light and Shadow-

Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc), Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

**UNIT IV**

DIGITAL Photography and Editing, Sensor Sizes, Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

**UNIT V**

Photojournalism, Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation), War Photojournalism

**Course outcomes:**

1. Learning of the concept and historical development of photography
2. Understanding of different photography tools and their uses
3. Learning of photography techniques
4. Understanding of Photo Journalism and learning of various types of photography

**Suggested Readings:**

Camera Lucida: Reflections on Photography- Roland Barthes  
On Photography- Susan Sontag  
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson  
Basic Photography- Michael Langford.  
All about Photography by Ashok Dilwali, National Book trust, Year of Publication:2010  
New Delhi.  
Practical photography by O.P. SHARMA HPB/FC (14 March 2003).  
The Photographer's Guide to Light by Freeman John Collins & Brown, 200

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CO	PO			PSO			
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CO1	2	2	1	2	2	1	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	2	2	2
CO4	3	2	2	3	2	2	3

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AEC2: Offered from the pool Credit-2

JMUBTA2 Environmental Studies

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**SEC 2 (Skill Enhancement Course)**  
**JMUBTL2 Documentary Production**

**Course Objectives:**

1. To know the concept of documentary making
2. To know the production of documentary

**Course contents:**

**Unit 1:**

Understanding the Documentary, Introduction to Realism Debate, Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.

**Unit 2-**

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story Treatment, Writing a proposal and budgeting

**Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.**

**Course outcomes:**

1. Understanding of the concept of the documentary
2. Learning of the production of documentary

**Suggested Readings:**

Erik Barnow and Krishnaswamy Documentary  
Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema*  
Oxford University Press: 1996, 322-333  
Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael  
Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36  
Trisha Das *How to Write a Documentary Double Take* by PSBT

**Suggested Screenings**

Michael Moore: Roger and Me  
Nanook of the North by Robert J Flaherty  
Nightmail by Basil Wright  
Bombay Our City by AnandPatwardhan  
Black Audio Collective  
City of Photos by Nishtha Jain  
Films by PSBT

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2
CO2	3	3	2	3	3	3	2

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Additional credit course

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गुरु घासीदास विश्वविद्यालय  
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)  
कोनी, बिलासपुर - 495009 (छ.ग.)



Guru Ghasidas Vishwavidyalaya  
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)  
Koni, Bilaspur - 495009 (C.G.)

## Scheme For MA JMC

Syllabus for  
Master of Arts  
(Journalism and Mass Communication)  
based on CBCS with LOCF  
(Two Years/Four Semesters)

(To be implemented from the Academic Session: 2021-2022)

Degree: M.A. ( Journalism and Mass Communication)

Department of Journalism and Mass Communication  
School of Studies of Arts  
Guru Ghasidas Vishwavidyalaya,  
Bilaspur (C.G.) - 495009

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Semester-I						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
Core-1	JMPATT1	History of Journalism	5	4:1:0	30	70
Core -2	JMPATT2	Theories of Mass Communication	5	4:1:0	30	70
Core -3	JMPATT3	Media Writing	5	4:0:1	30	70
Open Elective	JMPATO1	Multimedia Journalism	5	4:1:0	30	70
*Additional Credit Courses			2			
Other if any						
TOTAL			22			

Semester-II						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-4	JMPBTT1	Print Media-I (Reporting)	5	4:0:1	30	70
Core -5	JMPBTT2	Print Media-II (Editing)	5	4:0:1	30	70
Core -6	JMPBTT3	Media Law and Ethics	5	4:1:0	30	70
Soft Core/Discipline Specific elective 1	JMPBTD1	(a)Radio Communication (b)T.V. Communication (c) Film studies	5	4:0:1	30	70
Research Methodology	JMPBTT4	Communication Research	2		30	70
*Additional Credit Courses			2		30	70
Other if any						
TOTAL			24			

Semester-III						
Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-7	JMPCTT1	Internet Journalism	5	4:0:1	30	70
Core -8	JMPCTT2	Internship	5	0:0:5	--	100
Soft Core/Discipline Specific elective 2	JMPCTD1	(a)Women, Children and Media (b)Human Rights & Media (c) Folk Media & Community Media	5	4:1:0	30	70
Soft Core/Discipline Specific elective 3	JMPCTD2	(a)Citizen Journalism (b)Corporate Communication (c) Digital Journalism	5	4:1:0	30	70
*Additional Credit Courses			2		30	70



Other if any					
		TOTAL	22		

**Semester-IV**

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-9	JMPD11	Advertising and Public Relations	5	4:0:1	30	70
Core-10	JMPD12	Development Communication	5	4:1:0	30	70
Soft Core/Discipline Specific elective 4	JMPD11	(a)Global Communication (b)Community Radio (c) Documentary Production	5	4:1:0	30	70
**Dissertation /Project	JMPD11	Dissertation /Project	6	0:0:6	--	100
Other if any						
		TOTAL	21			

L= Lecture, T= Tutorial, P = Practical (Lab)

\* Additional Credit courses (not mandatory in nature)

\*\* Departments may allot 4 to 20 credits for dissertation /project work. Dissertation/Project would be of 100 marks.

Please refer 6.3 of the CBCS PG Regulation 2021-22 for deciding number of core / softcore / discipline specific and dissertation courses.

The departments have liberty to decide the number of these courses as per their requirements. The above table is suggestive in nature.

The number of teaching hours per week preferably should not exceed 26-28 hours.

The soft core / Discipline specific courses will be treated as special paper of old pattern as and when needed.

MOOC's courses will be offered as per university guidelines

\*\*\*Dissertation and Internship exams will be conducted of 100 marks each.

\*\*\*\*Internal assessment Exam will be conducted twice in each semester, each will be of 15 marks.

The above syllabus is based on CBCS system with LOCF.

**PO's**

**PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

**PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

**PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

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PSOs(Programme Specific Outcomes):

PSO1. Students will learn the concept of journalism and different aspects of mass communication

PSO2. Students will acquaint with the required skills and practices of the journalism and the mass communication

PSO3. Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

PSO4. Students will understand the different creative and constructive roles that communication professionals play specifically for development

PSO5. Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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**SYLLABUS FOR SEMSTER- I**

**Core-I: JKPATTI- HISTORY OF JOURNALISM**

**Course Objectives**

1. To acquaint students with the glorious journey of Journalism.
2. To enhance understanding of the origin of the Print media.
3. To inculcate the knowledge of growth of Print Journalism.
4. To acquaint students with Chhattisgarhi Press and journalist of Chhattisgarh.

**Unit-I**

Journalistic practices in ancient civilizations. Invention of printing press. News Books in United Kingdom. Growth of printing in India.

**Unit-II**

Origin of newspapers in India. Hicky's *Gazette*. Growth of language journalism and contribution of Raja Ram Mohan Ray. Bal Gangadhar Tilak and early struggle for freedom of press. Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

**Unit-III**

Growth and development of press in Chhattisgarh. Problems and prospects. Renowned Journalist Of Chhattisgarh – Sri. Madhav Rao Sapre, Sri Swaraj Prasad Trivedi, Sri. Mayaram Surjan etc

**Unit-IV**

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press, Present Scenario of Press in Chhattisgarh. Various awards in the field of Journalism in Chhattisgarh.

**Course Outcomes**

1. Students would be able to acquaint themselves with the glorious journey of Journalism.
2. Students would be able to enhance understanding of the origin and of the Print Journalism.
3. Students would be able to enhance the knowledge of history of Chhattisgarhi Print Media.
4. Students would be able to enhance understanding of Chhattisgarhi Journalists during the freedom movement.

**BOOKS FOR REFERENCE**

International Commission for Study of Communication. *Many Voices, One World: Communication and Society, Today and Tomorrow*. London: Kogan Page, 1980  
Krushnamurty, Nadgi. *Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru)*, Mysore: University of Mysore, 1967.  
Natrajan, J. *History of Indian Journalism*, New Delhi: Publications Division, 2000 (2<sup>nd</sup> Reprint Edition).  
Bhatt, S.C. *Indian Press since 1955*, New Delhi: Publication Division, 2000 (Reprint).  
Press Council of India. *Future of Print Media: A Report*, New Delhi: Press Council of India, 2000  
Jeffrey, Robin. *India's Newspaper Revolution*, New Delhi : Oxford, 200.  
Rajani, Nalini: *21<sup>st</sup> Century Journalism in India*, New Delhi, Sage Publications, 2007.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	1	3	1	2
CO2	3	1	1	3	1	3	1	2
CO3	3	1	1	3	1	3	1	1
CO4	3	1	1	3	1	3	1	2

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**Core-2: JMPATT2 Theories of Mass Communication**

**Course Objectives**

1. To have a basic understanding of key communication and persuasion theories.
2. To trace the development of various theoretical schools and communication models.
3. To develop a critical perspective for analyzing and understanding media texts.
4. To understand the process, elements, characteristics, importance, function and role of mediated communication in society.

**Unit-I**

Human communication: meaning, definition, nature, process, elements; Verbal and non-verbal Communication; Types of communication settings-intrapersonal, interpersonal, small group and mass communication, characteristics of audience, Functions and characteristics of mass communication.

**Unit-II**

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo, Gerbner, Newcomb, Melvin, De Fleur, Westly and Mclean and Kincaid's convergence model.

**Unit-III**

Theories of Communication: Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory.

**Unit-IV**

Normative theories: Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory. Media and communication policy in India. Communication convergence and its impact.

**Course Outcomes**

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication, their functional role.

**BOOKS FOR REFERENCE**

Ghosh, Subir. *Mass Communication Today*  
Agarwal, Virbala. *Handbook of Journalism and Mass Communication*  
Narula, Uma. *Handbook of Communication*  
Narula, Uma. *Mass Communication Theories*  
Mc.Quaill, Dennis. *Mass communication*  
Narula., Uma. *Mass Communication-Theory & Practice*  
Murty, D.V.R. *Media and Accountability- An overview*  
Sharhe, Dhiraj. *Communication in the IT age*  
De.Fleur, Melvin. *Human Communication*  
Fiske, John. *Introduction to Communication Studies*  
Ault, Emery, Agee. *An Introduction to Mass Communication*  
Vilani, J.V. *Mass Communication in India*  
Rajan, Nalini. *21<sup>st</sup> Century Journalism in India*

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	1	2	2	2
CO2	3	2	2	3	1	2	2	2
CO3	3	3	2	3	1	3	3	2
CO4	3	2	2	3	1	3	2	2

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**Core-3: JMPATT3- Media Writing**

**Course Objectives**

1. To understand basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand different writing techniques, media production etc..
4. To develop the knowledge of web writing.

**Unit I**

Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing. Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

**Unit II**

Ideas for writing: Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

**Unit III**

Writing for Print: Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

**Unit IV**

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.  
Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

**Course Outcomes**

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand different writing techniques and media Production.
4. Students will have the knowledge of web writing.

**Books**

Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.  
Stovel J. (2006). *Writing for Mass Media*, 6<sup>th</sup> edition. Allyn and Bacon.

**References**

Melvin Mencher (2006). *News Reporting and Writing*, 10<sup>th</sup> edition. McGraw-Hill.  
Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.  
Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.  
Raman, Usha (2009). *Writing for the Media*, OUP.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	3	2	2	3	3	3	1	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	2	3	3	3	1	2

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**Open Elective JMPATO1 Multimedia Journalism**

**Course Objectives**

1. To understand the multimedia.
2. To understand the basics of multimedia reporting.
3. To understand writing and production techniques of audio-video content.
4. To learn the basics of mobile journalism

**Unit1:** Basics of Multimedia- Features of Multimedia, Uses of Multimedia in Print and Audio video Journalism, media writing, news writing for web, Quotes and Attributions, Interviewing Techniques etc.

**Unit 2:** Photo and Audio & Video Content: Rule of thirds, focal point, Composition etc.  
Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting.

**Unit 3**  
Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of story telling, placements & Visual Design.

**Unit 4**  
Audio & Video Content  
Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

**Unit-5**  
Mobile journalism, Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer.  
Final project incorporating elements from all the previous unit-taking a story and adding audio, photo and video to compliment it for online publication.

**Course Outcomes**

1. Students know about the basics of Multimedia.
2. Students will be having the knowledge of writing and telling story in multimedia platforms.
3. Students would be able to understand different writing techniques and media Production.
4. Students would learn the basics of mobile journalism

**Suggested readings:**

- 1.Savage, Terry Michael and Karla E.Vogel.(2013.) An Introduction to Digital Multimedia Jones & Bartlett Publication.
- 2.Flammarion-Pere Castor, Korolenko, Michael.(2002.) Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson.
3. Garrand, Timothy. (2006) Writing for Multimedia and the Web: A Practical Guide to Content Development for Media, CRC Press.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	2
CO4	1	3	1	1	3	3	3	1

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**SYLLABUS FOR SEMSTER- II**

**Core-4 JMBPTT1: Print Media – I (Reporting)**

**Course Objectives**

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports etc. reporting.

**Unit-I**

News: Definition, elements, values, structure of news report, headlines, Intro/Lead writing and kinds of lead, Body of news story, Objectivity and sources of news, Beat reporter, Qualities of a reporter.

**Unit-II**

Basics of reporting: Meaning, elements, types; Reporting, (a) Specialised reporting (Science, health, education, Economics/Business, development, sports, agriculture, rural, urban) (b) Crime and Accident (c) Disaster, (d) Political (e) Court, (f) Religion and Culture (g) Human Interest Stories (h) Administration-Municipality, local administration etc.

**Unit – III**

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists, on the spot reporting, table reporting, Mobile reporting, Internet reporting, citizen reporting, Civic reporting

**Unit – IV**

Interview- Types, purpose and techniques. Reviews and criticism: Books, Films, TV programs, Feature: Elements, types and writing; Pannel discussion, Community discussion, Speech, Lecture, Seminar and Symposia, Press release, Press notes,

**Course Outcomes**

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to develop the general understanding of art culture and sports etc. reporting.

**BOOKS FOR REFERENCE**

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.  
Kamath, M.V. *Journalists Handbook*.  
Srivastava, K.M. *News Reporting & Editing*  
Fedlen, F. *Reporting for Print Media*  
Charnley, Mitchell V. *Reporting*  
Kamath, M.V. *Professional Journalism*  
Puri, G.K. *Journalism*  
Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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**Core-5, JPBTT2 - Print Media - II (Editing)**

**Course Objectives**

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To inculcate the knowledge of dummy, printing and layout.
4. To develop the knowledge of photography.

**Unit - I**

Introduction to News editing, Fundamentals of editing, Proof reading, Rewriting news, Newspaper style sheet, Different types of copies: copy of reporters, Press releases and article, news agencies, Glossary of journalistic terms,

**Unit - II**

Newsroom organization. Editorial staff pattern and division of work. Edition planning, News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for newspapers and magazines. E-newspaper

**Unit - III**

Headlines: Types and techniques of writing, Intro/Lead: Types and techniques of writing, Body, Dummy, Layout, Design, Page make-up, Principles of page make-up, types of page make-up/layout, planning the front page and inside pages, designing special pages, supplements and tabloids newspaper and magazine.

**Unit - IV**

Concept of photo journalism, news value of photograph, types and sources, legal and ethical aspects of photography. Photo cropping and captioning. Qualities and responsibilities of a photo journalists, Still, Digital and Drone photography; Photo story; Photo feature; eminent photo journalist of India; Cartoon and cartoonist.

**Course Outcomes**

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to understand about the dummy, printing and layout.
5. Students would be able to develop the knowledge of photography.

**BOOKS FOR REFERENCE**

Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.  
Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.  
Keeble, Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005  
Harcup, Tony. *Journalism: Principles and Practice*. New Delhi: Vistaar Publications, 2005.  
Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.  
Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc.,1984.  
Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3

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**Core-6, JMPBTT3 - Media Laws and Ethics**

**Course Objectives**

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties and legal aspects of media.
3. Students will know Press laws and understand the importance of media related laws .
4. Students will know the Codes of ethics of news papers, television and Press Council of India.

**Unit I**

**Indian Constitution** - Basic principles of the Preamble, Fundamental rights – freedom of speech and expression and their reasonable restrictions; Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

**Unit II**

**Media Ethics** - Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Conflict of Interest. Paid Journalism, Role of press and/or media councils; press ombudsmen, Ethical reporting on Children

**Unit III**

**Press Council of India and Press Commissions of India** – Objectives and functions of PCI, Accountability and independence of media. Covering Conflict, First Press Commission, Second Press commission; Code of Conduct by Associations of Media professionals

**Unit IV**

**Press Laws** - Contempt of Courts Act 1971, Law of defamation, relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, RTI, Press and Registration of Books Act, 1867; Copyright Act, Cyber Laws.

**Course Outcomes**

1. Students will have understanding of our Indian Constitution.
2. Students will be aware to understand rights, duties, legal aspects of the media and its values.
3. Shall have an overview of recent changes and future challenges of media regulation
4. Shall have understanding of media ethics.

**Textbooks**

Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.  
Guha Thakurta, Paranjoy (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2<sup>nd</sup> Second, New Delhi: OUP.

Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

**References**

- Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.  
Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.  
Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3
CO4	3	1	3	3	1	1	1	3

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**DSE- JMPBTD1- (A) Radio Communication**

**Course Objectives**

1. To understand the development and role of radio as a mass media
2. To understand radio, instrument and transmission modes.
3. To impart the knowledge about news bulletin and writing for radio.
4. To acquaint the students with the functions and responsibilities of various performers .

**Unit – I**

Development of radio as a medium of mass communication. Emergence of All India Radio. Growth of radio in the post-independence era. FM Radio: state and private initiatives. Radio broadcasting in Chhattisgarh.

**Unit- II**

Studio and operating facilities for radio programme production, AM and FM transmission, Internet Radio. Microphones and recorders. Field recordings and voice dispatches.

**Unit-III**

Various formats for radio programs, News and current affairs, entertainment, business, sports; programs for special audience and commercials. Organization of radio newsroom, structure and types of radio news bulletins. Writing radio scripts. Print punctuation vs. broadcast punctuation.

**Unit-IV**

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes and social responsibilities, Radio in education and development. Community Radio-Need and importance.

**Course Outcomes**

1. Students will be able to understand the development and role of radio.
2. Students will understand setup of radio studio and its operating facilities and components
3. Students will be able to learn about news room bulletin writing and various other writing for radio.
4. Students will be able to perform for radio announcer, radio jockey, news caster etc.

**BOOKS FOR REFERENCE**

Parthasarathy, Rangaswamy. *Here is the New*. New Delhi: Sterling Publishers Pvt. Ltd., 1994.  
Chatterji, P.C. *Broadcasting in India*. New Delhi: Sage Publications, 1987.  
Srivastava, K.M. *Radio and TV Journalism*.  
Rabindran, R.K. *Handbook of Broadcast Journalism*.  
Hilliard, Robert. *Radio Broadcasting*. New York: Long man.  
Hansman, Carl, Philip Benoit & Lewis B. O'Donnell *Radio Production: production, programming and performance*. Belmont: Wadsworth / Thomson Learning, 2000.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1	1	1	1
CO2	3	3	2	3	3	3	3	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3

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**DSE- JMPBTD1- (B) - Television Communication**

**Course Objectives**

1. Understand Television journalism and how to handle and use various television gadgets.
2. To introduce students with techniques and skills for T.V programme production.
3. Students will know the procedure and techniques of different programme formats of T.V news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
4. Students will acquire skills and learn the techniques for editing television Programmes.

**Unit I**

Introduction to Television communication, Characteristics of Television; basic rules of composition, television aspect ratio, different video tapes and standards, different formats of TV programs, classification of shots.

**Unit II**

**Anatomy of Camera** - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up. Lighting- importance of lighting, different lighting methods, sources of light, different types of lights for studio and out-door.

**Unit III:**

**Sound-** production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects.

**Unit IV**

Program production: Understanding ENG and EFP, understanding pre-production, production and post-production; developing a new idea into a news story, basic interviewing and news writing techniques, news story modules and production, shot planning, coordination between cameraperson and the reporter, piece to the camera, shooting for written script, Video editing techniques-editing news story, dubbing and subtitling sound bites, signature tune, packaging, cut-away and uses.

**Course Outcomes**

1. Students will be able to learn tv Journalism and how to use various television gadgets.
2. Students will be able to learn the functions of camera and cover events and news based stories using mobile phones, video cameras.
3. Students will acquire skills and techniques of television media production
4. Students will be able to do the editing both offline and online programme of television with using the softwares.

**BOOKS FOR REFERENCE**

- Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.  
Shelley, S.L. (1999). *A Practical Guide to Stage Lighting*. Focal Press.  
Srivastava, K.M. *Radio and TV Journalism*  
Kaushik, S. *Introduction to TV Journalism*  
Kumar, S. *Radio and TV Journalism*  
Rabindran, R.K. *Handbook of Broadcast Journalism*  
Raiteni, Charles. *Writing for Broadcast News: A Story telling Approach to crafting TV and Radio News Reports*. Masani, Mehar. *Broadcasting and the people*.

**References**

- Compesi, Ronald J. and et.al. (1997). *Video field Production and Editing*, Allyn & Bacon.  
Burrows, Thomas D. and et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3	3	2	1
CO2	3	3	1	3	3	3	1	1
CO3	3	3	1	3	3	3	2	1
CO4	3	3	2	3	3	3	3	2

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**DSE- JMPBTD1 (C) – Film Studies**

**Course objectives**

1. The courses offers a foundation for understanding cinema, its grammar, theories and forms.
2. Students will learn to create and analyse movie images.
3. Students will understand the relation of cinema with audience and know the various regulations of film production
4. Students will have the idea of preproduction and creation of regional cinema.

**Unit-I**

Origin and development of cinema-film language and theories, aesthetic theories, Soviet formalist theories, semiotic theories and ideological theories. Film and society, film movements, new wave films.

**Unit-II**

Film and technology, short history of technological development, film shooting, sound recording, set designing and set lighting; camera movements. Film crew-Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others, Techniques of script writing.

**Unit-III**

Film audiences. Film Censorship. Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films, CBFC, Training institution

**Unit-IV**

Regional Cinema- history and technological developments, personalities of regional cinema, cinema and local culture, problems of Chhattisgarhi cinema. Review of select Chhattisgarhi films.

**Course Outcomes**

1. Students will have the understanding of cinema, its form and theories and so that they can analyse the critical study of cinema, filmmaking and film production to enhance their work as film scholars and analysts.
2. Students will demonstrate the relationship between film form and aesthetic effect through both film analysis and the creation of motion pictures.
3. Students will have the understanding of the pre-production, production, and postproduction filmmaking process
4. Students will demonstrate a broad knowledge of film history, national cinemas and modes of production.

**BOOKS FOR REFERENCE**

1. Robinson, David. *World Cinema: A Short History 11895-1980*. London: Eyre Methnen, 1973
2. Barnouw, Erik & S.Krishnaswamy. *Indian Film*. New York: Columbia University Press, 1963
3. Dickinson, Thorold. *A Discovery of Cinema*. London: Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). *Film and Theory: An Anthology*. Malden : Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. *The Major Film Theories: An Introduction*. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. *Film Theory and Criticism: Introductory Readings*. London: Oxford University Press, 1976.
7. Nichols, Bill (Ed). *Movies and Methods*. Calcutta: Seagull Books, 1993.
8. Mamer, Bruce. *Film Production Technique*. Belmont: Wadsworth/Thomson Learning, 2000.
9. Beltetini, Gianfranco. *The Language & Technique of the Film*. Hagne: Monton, 1973.
10. Bondanella, Peter (Ed). *Federico Fellini: Essays in Criticism*. New York: Oxford University Press, 1978.
11. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. *Cinema and I*. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). *Oxford Guide to Film Studies*. Oxford University Press.
14. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers

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CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	2	2	2	1
CO2	3	2	3	3	3	3	1	1
CO3	3	2	3	3	3	3	1	3
CO4	2	3	3	2	2	1	2	3



**Research Methodology : JPBTT4 – Communication Research**

**Course Objectives**

1. To impart the definitions and basic concepts of research and communication, elements of research importers and role communication research.
2. Students will learn the various types of research and methodology and tools for data collection. research, social research and difference between communication research, media research.
3. To know the elements of research.
4. To impart the knowledge of basics of statistics and media metrics for analysis and report writing.

**Unit I**

Definition and Elements of Research, Scientific approach of research, Research and Communication theories, role of communication research, Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

**Unit II**

Qualitative and Quantitative Research Methods, Ethnography, Ethno methodology, Symbolic Interactionism, grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

**Unit III**

**Tools of Data Collection** – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research: evaluation, feedback, feed forward. Public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Reliability and Validity Measurements.

**Unit IV**

**Data Analysis and Report writing:** Data analysis techniques, coding and tabulation, Non-statistical methods- descriptive, historical. Statistical analysis – univariate, bi-variate, multi – variate tests of significance, central tendency, preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of communication research.

**Course Outcomes**

1. Students would understand basic concepts, definitions of research and communication, element and their role of communication research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain the knowledge about various types of research methodology and tools for data collection.
4. Students will have the knowledge of basics of statistics and media metrics for analysis and report writing.

**Textbooks for References**

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media Research: An Introduction*, 10<sup>th</sup> edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3<sup>rd</sup> Edition. University of California: Sage publication.

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	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2	2	2	3
CO2	3	3	3	3	3	2	2	2
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	2	3

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