** Faculty of Art**

**Shri Rawatpura Sarkar University, Raipur**

**BA Hons Journalism and Mass Communication**

**Effective from Session: 2024-25**

**Examination Scheme**

**Semester 2nd**

| S. No. | Course Code | Course Title | Course Category | Hours/Week | | | Credits | Maximum Marks | | | Sem End Exam Duration (Hrs) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| L | T | P | Continuous Evaluation | Sem End Exam | Total |
| 1 | ABA06- 201T | Introduction to Advertising | DSC | 3 | 1 |  | 4 | 30 | 70 | 100 | 3 |
| 2 | ABA06-202T | Evolution of Print Media | DSC | 3 | 1 |  | 4 | 30 | 70 | 100 | 3 |
| 3 | ABA06-203T | Public Relation | DSC | 3 | 1 |  | 4 | 30 | 70 | 100 | 3 |
| 4 | ABA06-211T | हिन्दी भाषा | AEC | 2 |  |  | 2 | 15 | 35 | 50 | 2 |
| 5 | ABA06- 221T | Script writing | SEC | 2 |  |  | 2 | 15 | 35 | 50 | 2 |
| 6 | ABA06-261T | Creative Writing | VAC | 2 |  |  | 2 | 15 | 35 | 50 | 2 |
| 7 | ABA | Elected from another stream | GE | 3 | 1 |  | 4 | 30 | 70 | 100 | 3 |
| Total Teaching Hour- 18 Hour | | |  | **Total Credit: 22Credit** | | | | **Total Marks: 550 marks** | | | |

| **Course Title** | **Introduction to Advertising** | | | | |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **ABA06-201T** | | | | |
| **Course Credits** | **L** | **T** | **P** | **TC** |  |
| **3** | **1** | **-** | **4** |  |
| **Prerequisites** | The prerequisite of this course is to enable students to produce creative advertisements with clear conceptual understanding | | | | |
| **Course objectives** | 1. To provide basic and emerging concepts and principles to the students in relation to better decision making in the areas of Advertising & allied fields.  2. To make them aware of conceptual understanding of Advertising campaign  3. To provide hands-on training on planning and production of an advertisement.  4. To provide skills in Ad media planning and production of campaigns to the students. | | | | |
| **Course Contents** | **Unit 1: Foundations of Advertising**   * + Definition and Scope of Advertising   + History and Evolution of Advertising   + Functions of Advertising (Inform, Persuade, Remind, Build Brand Equity)   + Types of Advertising (Product, Service, Brand, Social, Political)   + The Role of Advertising in the Economy and Society   + The Advertising Industry: Agencies, Clients, and Media   **Unit 2: Consumer Behaviour & Market Research**   * + Consumer Decision-Making Process- Need Recognition, Information Search, Evaluation of Alternatives, Purchase, Post Purchase Behaviour   + Consumer Motivation and Needs- Maslow's Hierarchy of Needs, Psychographic Segmentation   + Market Research Methodologies- Surveys, Focus Groups, Interviews, Observation   + Target Audience Identification and Segmentation- Demographics, Psychographics, Lifestyle, Behaviour   **Unit 3: Advertising Strategy & Creativity**   * + Advertising Objectives- Awareness, Interest, Desire, Action - AIDA Model   + Creative Briefs and Campaign Development   + Advertising Appeals- Rational, Emotional, Fear, etc.   + Message Strategies- Unique Selling Proposition, Brand Image, Positioning   + Creative Execution- Print, Broadcast, Digital, Outdoor   + Copywriting and Storytelling Techniques   **Unit 4: Media Planning & Digital Advertising**   * + Media Planning Process- Media Mix, Media Scheduling, Reach, Frequency, Impact   + Traditional Media-Television, Radio, Print, Outdoor   + Digital Media- Search Engine Marketing, Social Media Marketing, Content Marketing, Influencer Marketing   + Media Buying and Negotiation   + Media Measurement and Evaluation   **Unit 5: Ethics, Law, and Contemporary Issues**   * + Ethical Considerations in Advertising-Truthfulness, Deception, Stereotyping, Exploitation, Children's Advertising   + Legal Regulations in Advertising- Consumer Protection Laws, Advertising Standards   + Social Responsibility of Advertisers   + The Impact of Advertising on Society and Culture   + Contemporary Issues in the Advertising Industry- Sustainability, Influencer Marketing Ethics, The Rise of AI in Advertising | | | | |
| **Course outcomes** | After the completion of the course, students will be able to;  1: Students will learn how to write content for advertising  2 : Students will get aware of various aspects of advertising campaign  3 : They will get hands on training on all the aspects of advertising | | | | |
| **Text Books** | * Ogilvy on Advertising by David Ogilvy * Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan * Influence: The Psychology of Persuasion by Robert B. Cialdini: * Advertising & Integrated Brand Promotion by O'Guinn, Allen, and Semenik | | | | |
| **Reference Books** | * Ogilvy, D. (1983). *Ogilvy on advertising*. Crown Publishers. * Sullivan, L. (2016). *Hey, Whipple, squeeze this: The classic guide to creating great ads* (5th ed.). John Wiley & Sons * Cialdini, R. B. (2007). *Influence: The psychology of persuasion*. HarperCollins. * O'Guinn, T., Allen, C., & Semenik, R. (2014). *Advertising & integrated brand promotion*. Cengage Learning. | | | | |

| **Course Title** | **Evolution of Print Media** | | | | |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **ABA06-202T** | | | | |
| **Course Credits** | **L** | **T** | **P** | **TC** |  |
| **3** | **1** | **-** | **4** |  |
| **Prerequisites** | This course explores the historical development of print media, from its earliest forms to its contemporary role in the digital age. It examines the technological, social, and cultural forces that shaped the evolution of newspapers, magazines, and books, and analyzes their impact on society. | | | | |
| **Course objectives** | * Explain in detail the early communication and the present communication to gain knowledge * Analyze and review the development of different regional newspapers and magazines * Describe the importance of the press as a powerful tool * Delineate the concept of national movement * Discuss vernacular press act * Explain the recommendations of press commissions | | | | |
| **Course Contents** | **Unit 1: Origins and Early Developments**   * + Early forms of writing and communication   + The invention of the printing press and its impact   + The rise of newspapers and early periodicals   + The development of journalism and its ethical considerations   + The role of print media in the spread of literacy and knowledge   **Unit 2: The Age of Mass Circulation**   * + The Industrial Revolution and its impact on print media   + The rise of mass-circulation newspapers and magazines   + The development of photojournalism and graphic design   + The role of print media in shaping public opinion and social movements   + The rise of advertising and its impact on the economics of print media   **Unit 3: 20th-Century Transformations**   * + The impact of radio and television on the print media industry   + The rise of specialized publications and niche markets   + The development of investigative journalism and muckraking   + The role of print media in covering major historical events   + The rise of media conglomerates and their impact on the industry   **Unit 4: The Digital Age and Beyond**   * + The rise of the internet and the digital revolution   + The impact of the internet on newspaper and magazine circulation   + The emergence of online news and digital publishing platforms   + The challenges of producing and distributing news in the digital age   + The future of print media in a digital world   **Unit 5: Contemporary Issues and Debates**   * + The decline of print media and its impact on local journalism   + The economics of print media in the digital age   + The role of print media in promoting democracy and civic engagement   + The ethical challenges facing print media in the digital age   + The future of journalism and the role of print media in the information ecosystem | | | | |
| **Course**  **Outcomes** | Upon successful completion of this course, students will be able to:   * **1. Demonstrate Understanding of Photographic Principles:**   + Students will be able to explain the fundamental principles of photography, including exposure (aperture, shutter speed, ISO), composition, and lighting. * **2. Operate and Utilize Photographic Equipment:**   + Students will be able to proficiently operate digital cameras and related equipment, including adjusting settings, using various lenses, and managing image files. * **3. Apply Compositional Techniques:**   + Students will be able to apply various compositional techniques (e.g., rule of thirds, leading lines, framing) to create visually compelling photographs. * **4. Control and Manipulate Light:**   + Students will be able to understand and manipulate natural and artificial light to achieve desired photographic effects. * **5. Produce Photographs for Media Use:**   + Students will be able to produce photographs suitable for use in various media platforms, including news publications, websites, and social media. * **6. Perform Basic Image Editing:**   + Students will be able to perform basic image editing tasks, such as cropping, adjusting exposure, and color correction, using digital editing software. * **7. Understand Ethical Considerations in Photography:**   + Students will be able to discuss and demonstrate an understanding of the ethical responsibilities of photographers, particularly in journalistic contexts. * **8. Adapt to various photographic situations:**   + Students will be able to adapt their photographic skills to various situations and environments.   **Key Considerations:**   * **Practical Skills:** The outcomes emphasize practical skills that are essential for journalism and mass communication professionals. * **Ethical Awareness:** The inclusion of ethical considerations highlights the importance of responsible photography. * **Media Relevance:** The outcomes are tailored to the specific needs of media production.   By achieving these outcomes, students will develop a strong foundation in photography that they can apply to their future work in journalism and mass communication. | | | | |
| **Text Books** | * The printing press as an agent of change: Communications and cultural transformations in early modern Europe * A social history of the media: From Gutenberg to the Internet * Discovering the news: A social history of American newspapers | | | | |
| **Reference**  **Books** | * Eisenstein, E. L. (1979). *The printing press as an agent of change: Communications and cultural transformations in early modern Europe*. Cambridge University Press. * Briggs, A., & Burke, P. (2009). *A social history of the media: From Gutenberg to the Internet*. Polity. * Schudson, M. (1978). *Discovering the news: A social history of American newspapers* | | | | |

| Course Title | **Script Writing** | | | | |
| --- | --- | --- | --- | --- | --- |
| Course Code | **ABA06-221T** | | | | |
| Course Credits | L | T | P | TC |  |
| 2 | - | - | 2 |  |
| Prerequisites | This course introduces students to the principles and techniques of scriptwriting for various media, including film, television, radio, and digital platforms. Students will learn about story structure, character development, dialogue, and the unique challenges and opportunities presented by each medium. | | | | |
| Course objectives | 1 **Knowledge and Understanding:**   * Understand the fundamental principles of storytelling and narrative structure. * Analyze scripts from different media (film, television, radio, digital) and identify key elements. * Learn about the history and evolution of screenwriting. * Understand the unique challenges and opportunities of writing for different media platforms.   2 **Intellectual and Cognitive Skills:**   * Develop critical thinking and analytical skills to analyze scripts and identify strengths and weaknesses. * Enhance creative thinking and imagination in developing original story ideas and characters. * Develop the ability to adapt stories to different media formats.   3 **Practical and Professional Skills:**   * Develop practical scriptwriting skills for various media (film, television, radio, digital). * Learn to craft compelling narratives with well-developed characters and engaging dialogue. * Write original scripts for short films, television episodes, radio dramas, and digital content. * Acquire skills in formatting and presenting scripts according to industry standards.   4 **Personal and Interpersonal Skills:**   * Foster self-expression and self-discovery through the creative process of scriptwriting. * Develop effective communication and interpersonal skills through peer feedback and group work. * Build confidence and self-esteem as screenwriters. | | | | |
| Course Contents | **Unit 1: Foundations of Screenwriting**   * + The history and evolution of film and television.   + Key elements of storytelling: Plot, character, setting, conflict, resolution.   + Narrative structure: Three-act structure, beginning, middle, end.   + Character development: Creating believable and engaging characters.   + Dialogue: Writing effective and realistic dialogue.   **Unit 2: Screenwriting for Film**   * + Film genres: Drama, comedy, action, thriller, horror, etc.   + Cinematic techniques: Camera angles, shot composition, editing.   + Screenplay formatting and conventions.   + Writing for different film formats: Feature films, short films, documentaries.   + Case studies: Analyzing successful film scripts.   **Unit 3: Screenwriting for Television**   * + Television formats: Sitcoms, dramas, reality shows, news programs.   + Writing for television series: Piloted episodes, serialized stories, episodic stories.   + Character arcs and serialized storytelling.   + Writing for specific television genres (e.g., sitcoms, dramas, reality shows).   + Case studies: Analyzing successful television scripts.   **Unit 4: Screenwriting for Radio & Digital Media**   * + Radio drama: Writing for audio, sound effects, and music.   + Podcasts: Developing podcast concepts and writing scripts for different podcast formats.   + Digital storytelling: Writing for online platforms (YouTube, TikTok, etc.)   + Interactive storytelling: Branching narratives and interactive experiences.   **Unit 5: Scriptwriting in the Digital Age**   * + The impact of streaming platforms on screenwriting.   + Transmedia storytelling: Integrating narratives across multiple platforms.   + Ethical considerations in screenwriting.   + The future of screenwriting in the digital age. | | | | |
| Course outcomes | Upon successful completion of this course, students will be able to:   1. **Knowledge and Understanding:**    * Demonstrate a comprehensive understanding of the principles of screenwriting, including plot structure, character development, dialogue, and visual storytelling.    * Analyze and evaluate scripts from different genres (film, television, radio, digital) using critical and analytical skills.    * Understand the unique demands and conventions of writing for different media platforms.    * Recognize the historical and cultural contexts that influence screenwriting. 2. **Intellectual and Cognitive Skills:**    * Develop critical thinking, analytical, and problem-solving skills through script analysis and development.    * Enhance creative thinking, imagination, and originality in generating story ideas and developing screenplays.    * Develop the ability to research and utilize information effectively in scriptwriting. 3. **Practical and Professional Skills:**    * Develop strong scriptwriting skills, including outlining, scene construction, character development, and dialogue writing.    * Craft compelling screenplays for various media formats (film, television, radio, digital).    * Acquire practical skills in formatting scripts according to industry standards.    * Develop the ability to collaborate effectively with other members of a production team. 4. **Personal and Interpersonal Skills:**    * Foster self-expression, self-discovery, and personal growth through the creative writing process.    * Develop effective communication and interpersonal skills through peer feedback, group discussions, and presentations.    * Build confidence and self-esteem as screenwriters.   This set of course outcomes emphasizes a comprehensive understanding of scriptwriting principles, the development of practical skills, and the cultivation of essential professional and personal qualities for aspiring screenwriters. | | | | |
| Text Books | * "Save the Cat!: The Last Book on Screenwriting You'll Ever Need" by Blake Snyder (2005) * "Story" by Robert McKee (1997) * "Screenplay: The Foundations of Screenwriting" by Syd Field (1979) * "Adventures in the Screen Trade: A Personal View of Hollywood and Screenwriting" by William Goldman (1983) | | | | |
| Reference Books | * Snyder, B. (2005). *Save the cat!: The last book on screenwriting you'll ever need*. Three Rivers Press. * McKee, R. (1997). *Story: Substance, structure, style, and the principles of screenwriting*. HarperCollins * Field, S. (1979). *Screenplay: The foundations of screenwriting*. Dell Publishing. * Goldman, W. (1983). *Adventures in the screen trade: A personal view of Hollywood and screenwriting*. Warner Books. * Vogler, C. (1992). *The writer's journey: Mythic structure for writers*. Michael Wiese Productions. | | | | |

| Course Title | **PUBLIC RELATION** | | | | |
| --- | --- | --- | --- | --- | --- |
| Course Code | ABA06-203T | | | | |
| Course Credits | L | T | P | TC |  |
| 3 | 1 | - | 4 |  |
| Prerequisites | This course explores the historical development of print media, from its earliest forms to its contemporary role in the digital age. It examines the technological, social, and cultural forces that shaped the evolution of newspapers, magazines, and books, and analyzes their impact on society. | | | | |
| Course objectives | * To understand the historical development of print media. * To analyze the impact of technological advancements on print media. * To examine the social and cultural role of print media. * To evaluate the contemporary challenges and opportunities facing print media. * To understand the evolution of journalistic practices within print media | | | | |
| Course Contents | **Unit 1: Introduction**   * Definition and scope of public relations * History and evolution of public relations * Key figures and their contributions * Public relations as a management function * The role of public relations in society   **Unit 2: Theory and Principles**   * Two-way symmetrical communication * Systems theory and public relations * Situational theory of publics * Relationship management * Ethical considerations in public relations   **Unit 3: Communication Channels**   * Media relations * Press releases, media kits, and news conferences * Social media and digital communication * Employee communication * Internal and external communication * Crisis Communication   **Unit 4: Public Relations Writing and Editing**   * Writing for different audiences * Press releases, news releases, and feature stories * Social media content and blogs * Editing and proofreading techniques   **Unit 5: Public Relations Measurement and Evaluation**   * Setting measurable objectives * Tracking media coverage * Analyzing social media metrics * Conducting post-campaign evaluations * Measuring return on investment (ROI) | | | | |
| Course outcomes | Upon successful completion of this course, students will be able to:   * **1. Demonstrate Understanding of PR Principles and Theories:**   + Students will be able to explain core public relations concepts, theories, and models, including relationship management, reputation management, and crisis communication. * **2. Develop and Implement PR Strategies:**   + Students will be able to create comprehensive public relations plans that include situation analysis, target audience identification, message development, and evaluation methods. * **3. Craft Effective PR Communication Materials:**   + Students will be able to write clear, concise, and persuasive public relations materials, such as press releases, media kits, newsletters, and social media content. * **4. Manage Media Relations:**   + Students will be able to develop and maintain positive relationships with media professionals, pitch stories, and handle media inquiries. * **5. Utilize Digital and Social Media for PR:**   + Students will be able to leverage digital and social media platforms to build brand awareness, engage with audiences, and manage online reputation. * **6. Plan and Execute PR Events:**   + Students will be able to plan and execute successful public relations events, such as press conferences, product launches, and community outreach programs. * **7. Analyze and Evaluate PR Campaigns:**   + Students will be able to analyze and evaluate the effectiveness of public relations campaigns using various measurement tools and techniques. * **8. Understand Ethical and Legal Considerations in PR:**   + Students will be able to demonstrate knowledge of ethical principles and legal regulations that govern public relations practices. * **9. Manage Crisis Communication:**   + Students will be able to formulate and implement crisis communication plans.   **Key Considerations:**   * **Practical Application:** The outcomes emphasize the ability to apply PR principles in real-world scenarios. * **Digital Proficiency:** The outcomes reflect the growing importance of digital and social media in public relations. * **Ethical Responsibility:** The outcomes highlight the importance of ethical conduct in PR practice. * **Measurable Results:** the outcomes are designed so that the student's achievement of the outcome can be measured. | | | | |
| Text Books | * Public relations: Strategies and tactics * Managing public relations | | | | |
| Reference Books | * Wilcox, D. L., & Cameron, G. T. (2015). *Public relations: Strategies and tactics* (11th ed.). Pearson * Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston | | | | |

| Course Title | **Creative Writing** | | | | |
| --- | --- | --- | --- | --- | --- |
| Course Code | ABA06-261T | | | | |
| Course Credits | L | T | P | TC |  |
| 2 | - | - | 2 |  |
| Prerequisites | This course explores the fundamental principles and techniques of creative writing, focusing on developing students' imaginative and expressive abilities. Through a combination of theoretical instruction and practical exercises, students will learn to craft compelling narratives, poems, and other forms of creative text. | | | | |
| Course objectives | * Develop students' creative writing skills in various genres (fiction, poetry, creative nonfiction). * Enhance students' understanding of literary devices and techniques (plot, character, setting, dialogue, imagery, metaphor, etc.). * Cultivate critical thinking and analytical skills through reading and analyzing literary works. * Foster self-expression and imaginative thinking. * Improve students' communication and storytelling abilities. | | | | |
| Course Contents | **Unit 1: Foundations of Creative Writing**   * + The creative process: Inspiration, brainstorming, drafting, revision   + Elements of fiction: Plot, character, setting, point of view, dialogue   + Exploring different literary genres: Short stories, novels, novellas   + Developing a writer's voice and style   + Finding your own unique perspective and voice   **Unit 2: Short Story Writing**   * + Plot structure and development (exposition, rising action, climax, falling action, resolution)   + Characterization: Creating believable and engaging characters   + Setting and atmosphere: Creating vivid and immersive settings   + Point of view: First-person, third-person, omniscient   + Dialogue: Writing effective and realistic dialogue   **Unit 3: Poetry Writing**   * + Forms of poetry (sonnet, haiku, free verse, ballad)   + Poetic devices: Imagery, metaphor, simile, personification, symbolism   + Rhythm and meter: Understanding and using poetic rhythm and meter   + Finding inspiration in everyday life and experiences   + Writing and sharing original poems   **Unit 4: Creative Nonfiction Writing**   * + Personal essays: Exploring personal experiences and reflections   + Memoir and autobiography: Writing about one's own life and experiences   + Creative nonfiction techniques: Using literary devices in nonfiction   + Finding and developing compelling narratives from real-life experiences   + Ethical considerations in creative nonfiction   **Unit 5: Writing for Different Media**   * + Writing for online platforms (blogs, websites, social media)   + Writing for film and television (screenwriting, teleplays)   + Writing for advertising and marketing   + Writing for public relations and communications   + Exploring the intersection of creative writing and other media | | | | |
| Course outcomes | 1 **Knowledge and Understanding:**   * Demonstrate a comprehensive understanding of the key elements of fiction, poetry, and creative nonfiction. * Analyze and evaluate literary works from a critical and historical perspective. * Understand the different forms and functions of creative writing across various media.   2 **Intellectual and Cognitive Skills:**   * Develop critical thinking, analytical, and problem-solving skills through the analysis of literary texts and the creative writing process. * Enhance creative thinking, imagination, and originality in generating ideas and crafting stories. * Develop the ability to research and utilize information effectively in creative writing.   3 **Practical and Professional Skills:**   * Develop strong writing and editing skills in various creative genres (fiction, poetry, creative nonfiction). * Craft compelling narratives with well-developed characters, plot, and setting. * Produce original and creative pieces of writing that demonstrate a unique voice and style. * Acquire practical skills in writing for different media (e.g., online platforms, advertising, public relations).   4 **Personal and Interpersonal Skills:**   * Foster self-expression, self-discovery, and personal growth through the creative writing process. * Develop effective communication and interpersonal skills through peer feedback, group discussions, and presentations. * Build confidence and self-esteem as writers. | | | | |
| Text Books | * Bird by Bird: Some Instructions on Writing and Life * On Writing: A Memoir of the Craft * The Elements of Style * The Storyteller's Bible: A Complete Guide to the Art of Storytelling | | | | |
| Reference Books | * Lamott, A. (1994). *Bird by Bird: Some Instructions on Writing and Life*. Anchor Books. * King, S. (2000). *On Writing: A Memoir of the Craft*. Scribner. * Strunk Jr., W., & W hite, E. B. (2018). *The Elements of Style*. Pearson Education. * Vogler, C. (1992). *The Storyteller's Bible: A Complete Guide to the Art of Storytelling*. St. Martin's Griffin. | | | | |