

SEMESTER- III

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
<p>JORG-CC/GE-3-3-TH: Advertising and Public Relations</p>	<p><u>Unit-1</u> Advertising: Definition; Different types; Classified and display; Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market research; Brand positioning; Creative strategy; Market and its segmentation; Sales promotion;</p>	SB	5	Interactive, Learner centric methods
	<p><u>Unit-2</u> Advertising agency: structure, functions, important functionaries; Client-Agency relationship; Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities.</p>	SC	5	
	<p><u>Unit-3</u> Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR; PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector;</p>	SB	3	
	<p>PR Tools: Press Release; Press Conference; Press Rejoinder; Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR)</p>	SC	3	
<p>JORG-CC/GE-3-3-TH: Advertising and Public Relations</p>	<p><u>Unit-4</u> Basic knowledge of Computer for print journalism; Writing a News Report in about 150 words from given points; Writing Headlines from News Stories; Writing Headline, Intro; Writing Anchor Story; Writing article;</p>	SB	8	Interactive, Learner centric methods & Experiential learning(hands on training)
	<p>Creating a display advertisement on Photo Editing Software.</p>	SC	8	

SEMESTER- V

TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-A-5-1-TH+TU: Film Studies	Unit-1 Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema and Underground Cinema; Brief history of Documentary Cinema in India.	SB	6	Interactive, Learner centric methods
	Unit-2 Film Movements: French New Wave, Italian Neo-realism; Post-independence popular Bombay films, Growth of regional cinema in India; Contemporary Indian film genres: Masala Films, Underworld films, Art or Parallel cinema		6	
JORG-DSE-A-5-1-TH+TU: Film Studies	Unit-3 Contributions of Eminent Filmmakers: Sergei Eisenstein, Akira Kurosawa, Charles Chaplin, Satyajit Ray, Mrinal Sen, Ritwik Ghatak. Landmarks of Indian Cinema: Pather Panchali, Gupi Gyne Bagha Byne, Meghe Dhaka Tara, Subarna Rekha, Akaler Sandhane, Guide, Sholey, Jane Bhi Do Yaaro, Albert Pinto Ko Gussa Kiyun Ata Hain, Dahan, Chitragada	SC	6	Interactive, Learner centric methods
	Unit-4 Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Film marketing		6	

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TOPIC	SUB-TOPIC	TEACHER	CLASS HOURS	TEACHING METHODS
JORG-DSE-A-5-2-TH+TU: Specialized Writings	Unit-1 Writing on various social issues: fashion, music and art, education, employment opportunities; health, environment, crime, legal;	SB	6	Interactive, Learner centric methods
	Unit-2 Press Conference and Interview; Techniques, stages of preparing an Interview; Different types of interview; Assignments on Interviewing;		6	
JORG-DSE-A-5-2-TH+TU: Specialized Writings	Unit-3 Women and mass media; Women's page; Women's magazines: Scope in India; Assignments	SC	6	Interactive, Learner centric methods
	Unit-4 Ad-Copy for electronic media and print media; Storyboard writing; Writing Press Release		6	

PAPER	FULL MARKS	TOPIC	TEACHER	CLASS HOUR	TEACHING METHOD
JORG-SEC-A-3/5	80	<p>JORG-SEC-A-3/5-1: Journalistic Writings: Writing News (Hard News, Soft News, Anchor News) Feature (News Feature), Editorial. /</p> <p>JORG-SEC-A-3/5-2: Newspaper Designing: Front Page, International Page, Business Page, Sports Page of a Newspaper through Page-making Software. /</p> <p>JORG-SEC-A-3/5-3: Film Appreciation: Analytical appreciation on 5 films (above mentioned); /</p> <p>JORG-SEC-A-3/5-4: Print Advertising: Making a display advertisement using suitable photo editing software;</p>	SB SC	4 4	Experiential learning(hands on training)
				Total=8	

