





(BA-JMC) Paper Code: (BA-JMC) 104

Subject: Media Laws and Ethics

A. Introduction

Objective: The objective of this course is Media ethics promotes and defends values such as a universal respect for life and the rule of law and legality.

COBA-JMC 104.1	On completion of this course, the student should be able to define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
COBA-JMC 104.2	explain reasonable restrictions in freedom of press
COBA-JMC 104.3	describe the need & importance of the Press Council of India
COBA-JMC 104.4	utilize knowledge gained in coverage of judicial proceedings, Parliament, and State Legislature
C. Program Outc	omes

C. Program Outcomes

PO1.	Media law determines what can be published and be broadcasted.
PO2.	Exhibit in-depth knowledge and sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
PO3.	Enhance and able to clearly communicate the content and context of their work visually, orally and in writing
PO4.	Censorship, privacy, intellectual property, defamation tort, etc, come under media law; it is a combination of multiple laws and ethics which is an important element for the media industry and journalism.
PO5.	Media law is the body of law that regulates the production and use of media.
PO6.	Create and Lead productive and proactive teams
PO7.	Demonstrate and work independently or collaboratively to achieve stated goals.

D. Program Specific Outcomes

PSO.1.	Media ethics: Issues of moral principles and values as applied to the conduct, roles, and *content of the mass media, in particular journalism ethics and standards and marketing ethics; also the field of study concerned with this topic.
PSO.2.	Apply legal It also touches on free speech and the first amendment because of influence from public airways. It regulates the entertainment industry but often overlaps with other media through intellectual pr laws.

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PSO.3.	The depiction of violence and sex, and the presence of strong language. Ethical guidelines and legislation in this area are common and many media (e.g. film, computer games) are subject to ratings systems and supervision by agencies.
PSO.4.	There are new ethical issues due to the new image technology. Citizens now have the availability to take pictures and videos in easier and faster ways like smartphones which allow them to not only collect information but also edit and manipulate it.
PSO.5	The exercise of that freedom by individual journalists is a matter of personal choice and ethics. Modern democratic government subsists in representation of millions by hundreds. For the representatives to be accountable, and for the process of government to be transparent, effective communication paths must exist to their constituents.
PSO.6	Media law also extends to various legal fields, including but not limited to finance, corporate, intellectual property, privacy and publicity.

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

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F. Evaluation

Criteria 🥒 💦 📻	Description	Maximum Marks
1	Mid-Term Exam	15
Internal Assessment	PSDA	5
100 0001 0015	Assignment	5
External Assessment	End-Term Exam	75
TOTA	100	







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G. Syllabus

Unit-1 (12 hours)
Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms,
Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff,
Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech, and Expression:
Article 19(1) (a) and Reasonable Restrictions Article 19 (2)
Unit 2: (12 hours)
1.Press Commissions and Press Council of India
2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese
Committee
3. The State: Sedition-incitement to violence (section 124A IPC) Legislature: Parliamentary
Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary:
Contempt of Court 1971
Unit 3: (12 hours)
1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. Prasar Bharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)
5. Defamation, Libel & Slander (Case studies)
Unit 4: (12 hours)
1. Defining Media Ethics: Social Responsibility of Press
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their
functioning
H. References
11. NCICICIICES

Suggested Readings & E-resources:

1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.

2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.

3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa& Co.

4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.

5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.

6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.















7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.

8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.

9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO		
1	Media Laws and Ethics: Definition, Meaning & Concept	Lecture & Example method	CO1	MCQs&Subjectiv e Assessment		
2	Continue	Lecture & Example method	CO1			
3	Press Laws Before and After Independence	Lecture & Example method	CO1			
4	Continue	Lecture & Example method	CO1			
5	The State: Sedition- incitement to violence (section 124A IPC)	Lecture & Example method	CO1			
6	Continue 7	Lecture & Example method	CO1			
7	Press & Registration of Books Act 1867 and 1955, Copyright Act 1957	Lecture & Example method	COl	तु		
8	Continue	Lecture/ Discussion	CO1			
9	Prasar Bharati Act 1990 and Cinematograph Act 1952	Lecture & Example method	CO2			
10	Continue	Lecture& Example method	CO2			
11	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	Lecture/ Discussion	CO2			







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12	Continue	Lecture/ Discussion	CO2	
13	Defining Media Ethics: Social Responsibility of Press	Lecture & Example method	CO2	
14	Continue	Lecture/	CO2	
15	Legal Rights and Responsibilities of Journalists	Lecture & Example method	CO2	
16	Continue	Lecture & Example method	CO2	
17	Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament)	Lecture/ Discussion	CO2	
18	Continue	Lecture/ Discussion	CO2	
19	Article 194 (State Legislation)	Lecture/ Discussion & Example method	CO2	
20	Continue	Lecture	CO2	
21	Judiciary: Contempt of Court 1971	Lecture & Example method	CO2	
22	Continue	Lecture	CO 2	
23	Varghese Committee	Lecture & Example method	CO2	
24	Continue	Lecture/ Discussion	CO2	
25	P.C. Joshi Committee, Sengupta Committee	Lecture/ Discussion	CO3	तु
26	Continue	Lecture/ Discussion	CO3	
27	Young Persons Harmful Publications Act 1956	Lecture & Example method	CO3	
28	Continue	Lecture/ Discussion	CO3	
29	Cinematograph Act 1952	Lecture & Example method	CO3	
30	Continue	Lecture/ Discussion	CO3	
31	Press Council of India, AIR & Doordarshan Code	Lecture & Example method	CO3	





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32	Continue	Lecture	CO3
33	TRAI, BCCC, News Broadcasters Association (NBA)	Lecture/ Discussion	CO4
34	Continue	Lecture	CO4
35	News Broadcasters Association (NBA) and their functioning	Lecture/ Discussion	CO4
36	Continue	Lecture/ Discussion	CO4
37	Reasonable Restrictions Article 19 (2)	Lecture/ Discussion	CO4
38	Continue	Lecture/ Discussion	CO4
39	Legislature: Parliamentary Privileges - Article 361A	Lecture & Example method	CO4
40	Continue	Lecture/ Discussion	CO4
41	Legal and Ethical Issues	Lecture & Example method	CO4
42	Unit 1 Revision	Discussion	CO1
48	Unit 1 Revision	Discussion	CO1
49	Unit 2 Revision	Discussion	CO2
50	Unit 2 Revision	Discussion	CO2
51	Unit 3 Revision	Discussion	CO3
52	Unit 3 Revision	Discussion	CO3
53	Unit 4 Revision	Discussion	CO4
54	Unit 4 Revision	Discussion	CO4
55	Test	Written/Oral	CO1
56	Test	Written/Oral	CO2
57	Test	Written/Oral	CO3













J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO 5	SOO6
COBA-JMC 104.1	-	2	2	3	1	1	1						
COBA-JMC 104.2	2	2	1	2	1	1	2						
COBA-JMC 104.3	2	3	3	3	1	1	1						
COBA-JMC 104.4	2	2	2	3	3	1	1	DI	TE	D			

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time

• Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact Details:

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Second Semester

(BA-JMC) Paper Code: (BA-JMC) 106

Subject: Still Photography

A. Introduction

Objective: The objective of this course is to pursue basic knowledge of photographic process, including the use and roles of professional services

COBA-JMC 106.1	On completion of this course, the student should be able to
	define Photography
COBA-JMC 106.2	describe the parts of a digital camera and their functions
COBA-JMC 1063	describe various lights and lighting applications
COBA-JMC 106.4	demonstrate proficiency of knowledge in Photo Journalism
C. Program Outcomes	

PO1.	Develop and use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
PO2.	Exhibit in-depth knowledge and sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
PO3.	Enhance and able to clearly communicate the content and context of their work visually, orally and in writing
PO4.	Develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways.
PO5.	Development of skill and technique and present professionally.
PO6.	Create and Lead productive and proactive teams
PO7.	Demonstrate and work independently or collaboratively to achieve stated goals.

D. Program Specific Outcomes

PSO.1.	Demonstrate, understanding speak and write about photography in a critical way.
PSO.2	Solve challenging photographic problems by controlling natural, strobe light sources.















PSO.3.	Develop a workflow for processing, archiving, and editing images using current software
PSO.4.	use a professional level digital camera effectively
PSO.5	construct a body of thoughtfully designed, well-crafted photographs based around a central theme or exploration
PSO.6	formulate a plan to market, promote, and price their work in the photography industry

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E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

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- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
Internal Assessment	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
I SI I C M	TOTAL	100
Syllabus	TOTAL	10







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Unit-1	(12 hours)
Photography: Definition, Meaning & Concept	
Brief History of Photography	
Types of Cameras: Digital vs Film	
Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night I	Photography
Unit 2:	(12 hours)
Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutt	ter, View Finder
Camera Control and Adjustment	
Exposure- Aperture, Shutter, ISO	
Depth of Focus and Depth of Field	
Measurement of light -Exposure Metering System	
Composition and Perspective	
Type of Lenses and Special Purpose Lenses	
Camera Accessories	
Unit 3:	(12 hours)
Sources of Light: Natural and Artificial	
Nature and Physical Properties of Light	
Three Point Lighting: Key, Fill and Back	
Lighting Aesthetics: Controlling Contrast through Lighting	
Unit 4:	(12 hours)
Photo Journalism: Definition and Concept, Role and Importance	
Photo Stories, Photo Features and Photo Essays	
Photo Appreciation	
Photo Editing Tools, Morphing	
Legal and Ethical Issues	

H. References

Suggested Readings & E-resources:

- 1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
- 2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
- 3. Langford, M. Starting Photography. Oxford: Focal Press.
- 4. Langford, M. Basic Photography. Oxford: Focal Press.
- 5. Langford, M. Advanced Photography. Oxford: Focal Press.
- 5 21 6. www.betterphotography.com/the international landscape photographer of the year
- 7. www.karltaylorphotography.com/photography-tips-training-structure

I. Lecture Plan

Lecture	Topic(s)	Mode of	Corresponding	Mode of Assessing
No.		Delivery	CO	CO









1	Photography: Definition, Meaning & Concept	Lecture & Example	CO1	MCQs&Subjective Assessment
		method		
2	Continue	Lecture &	CO1	
		Example		
		method		
3	Brief History of	Lecture &	CO1	
5	Photography	Example	001	
	Thotography	method		
4	Continue	Lecture &	CO1	
4	Commue		COI	
		Example		
	The second se	method	001	
5	Types of Cameras:	Lecture &	CO1	D
	Digital vs Film	Example		
	100	method		
6	Continue	Lecture &	CO1	
	4	Example	x 2 a	
	0	method	17 1	
7	Types of Photography:	Lecture &	CO1 9	
	Portrait, Wildlife, Nature,	Example	3	
	Advertising, Fashion,	method		
	Night Photography	T		-
		1. A.M.		E
8	Continue	Lecture/	CO1	
-		Discussion	T	
9	Basic Parts of Digital	Lecture &	CO2	
-	Single Lens Reflex	Example	001	
	(DSLR) Camera: Lens,	method	1	
	Sensor, Shutter, View	method		
	Finder		-	
	Thider	1-12	A	
10	Continue	Lecture&	CO2	77
10	Commue		CO2	3
15	0 9001:201	Example	4001:20	015
11	0 / 0 0 112 0 1	method		r
11	Camera Control and	Lecture/	CO2	
	Camera Control and Adjustment	Lecture/ Discussion	CO2	
11 12	Camera Control and	Lecture/ Discussion Lecture/		
12	Camera Control and Adjustment Continue	Lecture/ Discussion Lecture/ Discussion	CO2 CO2	
	Camera Control and Adjustment Continue Exposure- Aperture,	Lecture/ Discussion Lecture/ Discussion Lecture &	CO2	
12	Camera Control and Adjustment Continue	Lecture/ Discussion Lecture/ Discussion Lecture & Example	CO2 CO2	
12	Camera Control and Adjustment Continue Exposure- Aperture,	Lecture/ Discussion Lecture/ Discussion Lecture &	CO2 CO2	
12	Camera Control and Adjustment Continue Exposure- Aperture,	Lecture/ Discussion Lecture/ Discussion Lecture & Example	CO2 CO2	
12 13 14	Camera Control and Adjustment Continue Exposure- Shutter, ISO Continue	Lecture/ Discussion Lecture/ Discussion Lecture & Example method Lecture/	CO2 CO2 CO2 CO2	
12 13	Camera Control and Adjustment Continue Exposure- Shutter, ISO	Lecture/ Discussion Lecture/ Discussion Lecture & Example method	CO2 CO2 CO2	







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17 Measurement of light - Exposure Metering System Lecture/ Discussion CO2 18 Continue Lecture/ Discussion CO2 19 Composition and Perspective Lecture/ Discussion CO2 20 Continue Lecture/ Discussion CO2 21 Type of Lenses and Special Purpose Lenses Lecture & Example method CO2 23 Camera Accessories Lecture & Lecture/ Discussion CO2 24 Continue Lecture/ Discussion CO3 25 Sources of Light: Natural and Artificial Lecture/ Discussion CO3 26 Continue Lecture/ Lecture/ Discussion CO3 27 Nature and Physical Properties of Light Lecture/ Example method CO3 29 Three Point Lighting: Key, Fill and Back Lecture & Example method CO3 30 Continue Lecture/ Discussion CO3 31 Lighting Aesthetics: Controlling Contrast through Lighting Lecture CO3 32 Continue Lecture CO3	16	Continue	Lecture & Example method	CO2	
19Composition Perspectiveand Lecture/ Discussion & Example methodCO220ContinueLectureCO221Type of Lenses and Special Purpose LensesLectureCO222ContinueLectureCO223Camera AccessoriesLectureCO224ContinueLecture/ DiscussionCO325Sources of Light: Natural and ArtificialLecture/ DiscussionCO326ContinueLecture & Lecture & DiscussionCO327Nature and Physical Properties of LightLecture & Example methodCO328ContinueLecture & DiscussionCO329Three Point Lighting: Key, Fill and BackLecture & DiscussionCO331Lighting Aesthetics: Urough LightingLecture & Example methodCO331Lighting Aesthetics: Urough LightingLecture & Example methodCO3	17	Exposure Metering		CO2	
Perspective Discussion & Example method 20 Continue Lecture CO2 21 Type of Lenses and Special Purpose Lenses Lecture & Example method CO2 22 Continue Lecture CO2 23 Camera Accessories Lecture & Lecture / Example method CO2 24 Continue Lecture/ Lecture/ CO2 25 Sources of Light: Natural and Artificial Lecture/ Discussion CO3 26 Continue Lecture/ Discussion CO3 27 Nature and Physical Properties of Light Lecture/ Discussion CO3 28 Continue Lecture/ Discussion CO3 29 Three Point Lighting: Key, Fill and Back Lecture/ Example method CO3 30 Continue Lecture/ Discussion CO3 31 Lighting Aesthetics: Controlling Contrast through Lighting Lecture & Example method CO3	18	Continue		CO2	
21 Type of Lenses and Special Purpose Lenses Lecture & Example method CO2 22 Continue Lecture CO 2 23 Camera Accessories Lecture & Example method CO2 24 Continue Lecture// Lecture/ CO2 25 Sources of Light: Natural and Artificial Lecture// Discussion CO3 26 Continue Lecture & Lecture/ CO3 27 Nature and Physical Properties of Light Lecture & Example method CO3 28 Continue Lecture/ Discussion CO3 29 Three Point Lighting: Key, Fill and Back Lecture & Example method CO3 30 Continue Lecture/ Discussion CO3 31 Lighting Aesthetics: Controlling Contrast through Lighting Lecture & Example method CO3	19		Discussion & Example	CO2	
Special Purpose Lenses Example method 22 Continue Lecture CO 2 23 Camera Accessories Lecture & CO 2 24 Continue Lecture/ CO2 25 Sources of Light: Natural and Artificial Lecture/ CO3 26 Continue Lecture & CO3 CO3 27 Nature and Physical Properties of Light Lecture & CO3 CO3 28 Continue Lecture/ CO3 29 Three Point Lighting: Key, Fill and Back Lecture/ CO3 30 Continue Lecture/ CO3 31 Lighting Aesthetics: Controlling Contrast through Lighting Lecture & CO3 CO3	20	Continue	Lecture	CO2	
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23 Camera Accessories Lecture & CO2 24 Continue Lecture/ CO2 25 Sources of Light: Natural and Artificial Lecture/ CO3 26 Continue Lecture/ CO3 27 Nature and Physical Properties of Light Lecture & CO3 CO3 28 Continue Lecture/ CO3 29 Three Point Lighting: Key, Fill and Back Lecture & CO3 CO3 30 Continue Lecture/ CO3 31 Lighting Aesthetics: Contrast through Lighting Lecture & CO3 CO3 31 Lighting Contrast through Lighting Lecture & CO3 CO3		Special Purpose Lenses	-	VTO	
Example method24Continue25Sources of Light: Natural and Artificial26Continue27Nature and Physical Properties of Light28Continue29Three Point Lighting: Key, Fill and Back29Three Point Lighting: Key, Fill and Back30Continue31Lighting Contrast through Lighting	22	Continue	Lecture	CO 2	
24ContinueLecture/ DiscussionCO225Sources of Light: Natural and ArtificialLecture/ DiscussionCO326ContinueLecture/ DiscussionCO327Nature and Physical Properties of LightLecture & Example methodCO328ContinueLecture/ DiscussionCO329Three Point Lighting: Key, Fill and BackLecture & Example methodCO330ContinueLecture/ DiscussionCO331Lighting Through LightingLecture & Example methodCO3	23	Camera Accessories	Example	CO2	
and ArtificialDiscussion26ContinueLecture/ DiscussionCO327Nature and Physical Properties of LightLecture & Example methodCO328ContinueLecture/ DiscussionCO329Three Point Lighting: Key, Fill and BackLecture & Example methodCO330ContinueLecture/ DiscussionCO331Lighting Controlling through LightingLecture & Example methodCO3	24	Continue	Lecture/	CO2	2
Discussion27Nature and Physical Properties of LightLecture & Example method28ContinueLecture/ Discussion29Three Point Lighting: Key, Fill and BackLecture & Example method30ContinueLecture/ Discussion31Lighting Controlling through LightingLecture & CO3 Discussion	25			CO3	
Properties of LightExample method28ContinueLecture/ DiscussionCO329Three Point Lighting: Key, Fill and BackLecture & 	26	Continue		CO3	
28ContinueLecture/ DiscussionCO3 Discussion29Three Point Lighting: Key, Fill and BackLecture & Example methodCO330ContinueLecture/ DiscussionCO3 Discussion31Lighting Torolling through LightingLecture & Example methodCO3 CO3 Discussion	27	Nature and Physical	Lecture &	CO3	
28ContinueLecture/ DiscussionCO3 Discussion29Three Point Lighting: Key, Fill and BackLecture & Example methodCO330ContinueLecture/ DiscussionCO3 Discussion31Lighting Controlling through LightingAesthetics: Example methodCO3 CO3 Discussion		Properties of Light	-		
Discussion 29 Three Point Lighting: Key, Fill and Back Lecture & CO3 30 Continue Lecture/ method 31 Lighting Aesthetics: Controlling Lecture & CO3 1 Lighting Aesthetics: Example Lecture & CO3 1 Lighting Aesthetics: Controlling Lecture & CO3 1 Lighting Method Method				0	
Key, Fill and BackExample method30ContinueLecture/ DiscussionCO3 Discussion31Lighting Controlling through LightingAesthetics: Example methodCO3 Example method	1 × 1		Discussion	1.1.6.1	43
Discussion 31 Lighting Aesthetics: Lecture & CO3 Controlling Contrast through Lighting Example method	29		Example	CO3	015
Controlling Contrast Example through Lighting method	30	Continue		CO3	
32 <i>Continue</i> Lecture CO3	31	Controlling Contrast	Example	CO3	
	32	Continue	Lecture	CO3	







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33	Photo Journalism: Definition and Concept, Role and Importance	Lecture/ Discussion	CO4
34	Continue	Lecture	CO4
35	PhotoStories,PhotoFeaturesandPhotoEssays	Lecture/ Discussion	CO4
36	Continue	Lecture/ Discussion	CO4
37	Photo Appreciation	Lecture/ Discussion	CO4
38	Continue	Lecture/ Discussion	CO4
39	Photo Editing Tools, Morphing	Lecture & Example method	CO4
40	Continue	Lecture/ Discussion	CO4
41	Legal and Ethical Issues	Lecture & Example method	CO4
42	Unit 1 Revision	Discussion	CO1
48	Unit 1 Revision	Discussion	CO1
49	Unit 2 Revision	Discussion	CO2
50	Unit 2 Revision	Discussion	CO2
51	Unit 3 Revision	Discussion	CO3
52	Unit 3 Revision	Discussion	CO3
53	Unit 4 Revision	Discussion	CO4
54	Unit 4 Revision	Discussion	CO4
55	Test	Written/Or al	CO1
56	Test	Written/Or al	CO2
57	Test	Written/Or al	CO3







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J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO 4	SOO5	SOO6
COBA-JMC 106.1	-	2	2	3	1	1	1						
COBA-JMC 106.2	2	2	1	2	1	1	2						
COBA-JMC 106.3	2	3	C ³	3	CC	R	E	DI	TE	D			
COBA-JMC 106.4	2	2	2	3	3	1	1	8	24				

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

/seminar

Actively participate in the classroom discussions

Follow the class rules

Must be on time

Must be regular in the class and maintain minimum

75% attendance as per GGSIP University norms)

L. Faculty Contact :2015 & 14001:20 1 Details:

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Fourth Semester

Paper Code: (BA-JMC) 202

Subject: Basics of Advertising

A. Introduction

Objective: On completion of this course, the student should be able to: design, plan and produce advertisements for different mediums utilize skills acquired to conceptualise, plan and implement an ad campaignOn completion of this course.

COBA-JMC 202.1	Define advertising and brand
COBA-JMC 202.2	Describe functions and types of advertising agency
COBA-JMC 202.3	Describe various elements of an advertisement
COBA-JMC 202.4	utilize knowledge gained to plan and design advertising campaign

C. Program Outcomes

PO1.	Understand and analyze the relevant research in advertising and marketing communication
PO2.	Develop advertising media buying and planning strategies
PO3.	Create and defend the strategy and execution of an ad campaign for a client
PO4.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication
PO5. ISO 9001:2	Demonstrate an understanding of the overall role advertising plays in the business world
PO6.	Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.
PO7.	Understand the attributes and benefits of new or established products.



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D. Program Specific Outcomes

PSO.1.	Demonstrate an understanding of the overall role advertising plays in the business world.
PSO.2	Identify and understand the various advertising media.
PSO.3.	Demonstrate an understanding of how an advertising agency operates.
PSO.4.	Apply and recognize various targets reached by media.
PSO.5 NAAC	Demonstarate an understanding of how media ratings are conducted.
PSO.6	Have and understanding of media costs.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks			
Internal Assessment	Mid-Term Exam	15			
	PSDA	5			
ISO 9001:	Assignment	5			
External Assessment	End-Term Exam	75			
TOTAL 100					

G. Syllabus

Unit-1		(12 hours)	
Advertising: Definition, 7	ypes and Functions		
.Models of Advertising C	ommunication		
a. AIDA model			
I Contraction		त शा	
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b. DAGMAR model	
c. Maslow's Hierarchy Model	
Classification of Advertising on the basis of Target Audience, Geographica	l Area, Medium and
Purpose	
Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code	
Unit 2:	(12 hours)
Creativity in Advertising: Concept and Importance Elements of Advertisement: Copy, Slogan and Audio-Visual Elements Concept of Brand; Segmentation, Targeting and Positioning Advertising Appeals	
Unit 3:	(12 hours)
Advertising Agency: Concept, Types, Functions and various departments Structure and Hierarchy of an Advertising Agency Planning and Pitching in Advertising Role and Functions of DAVP	
Unit 4:	(12 hours)
Media Planning and Scheduling	
. Uses and Importance of media measurement tools: IRS, RAM, BARC and	WAM.
Budgeting Process and factors affecting Advertising Budget	
Advertising Campaign: Definition, Concept and stages of product Life Cy	cle
H. References	
Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englew Jersey's: Prentice-Hall.	ood Cliffs, New

2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.

3. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.

4. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.

5. Mankad, N. (2006). Reinventing Advertising: The New Reality. Hyderabad, India: ICFAI University Press.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising: Definition, Types and Functions	Lecture& Example method	CO1	MCQs&Subjective Assessment
2	Continue	Lecture& Example method	CO1	

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2		τ, ο	CO1	
3	Models of Advertising	Lecture&	CO1	
	Communication	Example		
		method		
4	Continue	Lecture &	CO1	
		Example		
		method		
5	AIDA model	Lecture &	CO1	
6		Example		
		method		
6	Continue	Lecture &	CO1	
0	Commue		COI	
		Example		
		method	201	
7	DAGMAR model	Lecture &	CO1	
	11110 110	Example		
	- D.G	method		
8	Continue	Lecture/	CO1	
	N. MIL	Discussion	8	
9	Maslow's Hierarchy	Lecture &	CO1	
	Model	Example	0	
	1	method	I	
10	Continue	Lecture&	CO1	
10	Commue	Example	COL	
	F	method	5	
11	Classification of		C01	
11		Lecture/	CO1	
	Advertising on the basis	Discussion		
	of Target Audience,			
	Geographical Area,		. 0	
	Medium and Purpose	EIE	-	
12	Continue	Lecture/	CO1	
-		Discussion		
13	Ethical and Regulatory	Lecture &	C01	0 0 1
1.0	Aspects of Advertising:	Example	1001.00	15
15	ASCI & AAAI Code	method	4001:20	
14	Continue	Lecture/	CO1	
15	Creativity in Advertising:	Lecture &	CO2	
	Concept and Importance	Example	002	
		method		
16	Continue	Lecture &	CO2	
10	Commue		02	
		Example		
		method		
17	Elements of	Lecture/	CO2	
	Advertisement: Copy,	Discussion		
	Slogan and Audio-Visual			







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	Elements			
18	Continue	Lecture/ Discussion	CO2	
19	Concept of Brand; Segmentation, Targeting and Positioning	Lecture/ Discussion & Example method	CO2	
20	Continue	Lecture	CO2	
21	Advertising Appeals	Lecture & Example method	CO2	
22	Continue	Lecture	CO 2	
23	Advertising Agency: Concept, Types, Functions and various departments	Lecture & Example method	CO3	
24	Continue	Lecture/ Discussion	CO2	
25	Structure and Hierarchy of an Advertising Agency	Lecture/ Discussion	CO3 6	
26	Continue	Lecture/ Discussion	CO3	
27	Planning and Pitching in Advertising	Lecture & Example method	CO3	
28	Continue	Lecture/ Discussion	CO3	
29	Role and Functions of DAVP	Lecture & Example method	CO3	Fa
30	Continue	Lecture/ Discussion	CO3	15
31	Media Planning and Scheduling	Lecture/ Discussion	CO4	
32	Continue	Lecture/ Discussion	CO4	
33	Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM.	Lecture/ Discussion	CO4	
34	Continue	Lecture/ Discussion	CO4	
35	Continue	Lecture/	CO4	







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		Discussion	
36	Budgeting Process and	Lecture/	CO4
	factors affecting	Discussion	
	Advertising Budget		
37	Continue	Lecture/	CO4
		Discussion	
38	Continue	Lecture/	CO4
		Discussion	
39	Advertising Campaign:	Lecture/	CO4
	Definition, Concept and	Discussion	
	stages of product Life		
10	Cycle	T , (
40	Continue	Lecture/	CO4
4.1		Discussion	604
41	Continue	Lecture &	CO4
	MAN.	Example method	e e
42	Unit 1 Revision	Discussion	CO1
48	Unit 1 Revision	Discussion	CO1
49	Unit 2 Revision	Discussion	CO2
50	Unit 2 Revision	Discussion	CO2
51	Unit 3 Revision	Discussion	CO3
52	Unit 3 Revision	Discussion	CO3
53	Unit 4 Revision	Discussion	CO4
54	Unit 4 Revision	Discussion	CO4
55	Test	Written/Or	CO1
	- IR	al	
56	Test	Written/Or	CO2
-		al	
57	Test Contraction	Written/Or	CO3
		al	C S

J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SO05	SOO6
COBCOM1 08.1	-	2	2	3	1	1	1						
COBCOM 108.2	2	2	1	2	1	1	2						

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COBCOM	2	3	3	3	1	1	1			
108.3										
COBCOM	2	2	2	3	3	1	1			
108.4										
COBCOM	2		3	3	1	1	1			
108.5		3								

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions
- /seminar

- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum
- 75% attendance as per GGSIP University norms)
- L. Faculty Contact
- **Details:**

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FourthSemester

Paper Code: (BA-JMC) 204 Subject: Basics of Public Relations

A. Introduction

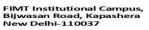
Objective: On completion of this course, the student should be able to:design, plan, andtheobjective of public relations is to not only voice your organization's message for different mediums utilize skills acquired to conceptualise, plan and implement an ad campaignOn completion of this course.

COBA-JMC 204.1	Defining Public Relations
COBA-JMC 204.2	Functions and Types of Publics
COBA-JMC 204.3	Evolution of Public Relations
COBA-JMC 204.4	utilize knowledge gained to plan and PR as a marketing toolcampaign

C. Program Outcomes

PO1.	Understand and analyze the relevant research in advertising and marketing communication
PO2.	Develop advertising media buying and planning strategies
PO3.	Create and defend the strategy and execution of an ad campaign for a client
PO4.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication
PO5.	Demonstrate an understanding of the overall role advertising plays in the business world
PO6.	Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media.
PO7.	Understand the attributes and benefits of new or established products.







Web.









D. Program Specific Outcomes

PSO.1.	They should be regarded as an ideal to aspire to, but they should always be realistic. An example of a SMART goal would be "to increase awareness of my brand from 20% to 40% among my target publics, within 10 weeks of campaign launch".
PSO.2	Identify and understand the various advertising media.
PSO.3.	Demonstrate an understanding of how an advertising agency operates.
PSO.4.	Apply and recognize various targets reached by media.
PSO.5	Demonstratean understanding planning and designing a public relations campaign
PSO.6	Role and importance of Public Relations

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
	100	

NCC















G. Syllabus

Unit-1	(12 hours)
1. Defining Public Relations: Functions and Types of Publics	
2. Evolution of Public Relations	
3. Scope of PR: Issue Management, Lobbying, Corporate Social Response	sibility, Public
Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool	
4. Ethics in PR, PRSI Code, IPRA	
Unit 2:	(12 hours)
1. PR agency: Concept, Structure and Functions	
2. Media Relations: Multi-Media Release (press, audio, video and	l social media), Press
Conference, Press Kit, Press Briefings and Familiarizing Tours	,,
3. Tools & Techniques for Public Relations: House Journal, Bull	letin Board, Visit by
Management, Open House and Annual Reports, Exhibitions	, J
4. Use of Digital Media and Emerging trends in PR	
Unit 3:	(12 hours)
1. Role and Responsibility of PRO	
2. PR in Public and Private sector (CSR)	
3. Role of PR in Education and Health sector	
4. Role of PR in Political Parties and Election Campaigns	
Unit 4:	(12 hours)
1. Evolution of Corporate Communications	
2. Corporate Communications and Public Relations	
3. Defining PR Pitch and Campaign	
4. PR campaign: Research, Setting Objectives, Programme Planning, Bu	dgeting,
Implementation, Feedback/Evaluation	
H. References	

1. Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.

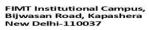
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.

3. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.

4. Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.

5. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private. 6. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.















7. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.

8. Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com 9. www.tv-handbook.com/index.html 10. www.cengagebrain.co.nz/content/zett

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Define Public Relations	Lecture& Example method	CO1	MCQs&Subjective Assessment
2	Continue	Lecture& Example method	CO1	
3	Describe role and importance of Public Relations	Lecture& Example method	CO1	
4	Continue	Lecture & Example method	CO1	
5	Describe the functions of PR agency	Lecture & Example method	CO1	
6	Continue	Lecture & Example method	CO1	
7	Evolution of Public Relations	Lecture & Example method	CO1	
8	Continue	Lecture/	CO1	







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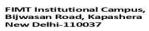




		Discussion		
9	Issue Management, Lobbying, Corporate Social Responsibility	Lecture & Example method	CO1	
10	Continue	Lecture& Example method	CO1	
11	Publicity and PR as a marketing tool	Lecture/ Discussion	CO1	
12	Continue	Lecture/ Discussion	CO1	
13	Ethics in PR, PRSI Code, IPRA	Lecture & Example method	CO1	
14	Continue	Lecture/	CO1	
15	PR agency: Concept, Structure and Functions	Lecture & Example method	CO2	
16	Continue	Lecture & Example method	CO2	
17	Media Relations: Multi- Media Release (press, audio, video, and social media)	Lecture/ Discussion	CO2	
18	Continue	Lecture/ Discussion	CO2	
19	Press Conference, Press Kit, Press Briefings and Familiarizing Tours	Lecture/ Discussion & Example method	CO2	
20	Continue	Lecture	CO2	







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21	Tools&TechniquesforPublicRelations:HouseJournal,	Lecture & Example method	CO2	
22	Continue	Lecture	CO 2	
23	Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions	Lecture & Example method	CO3	
24	Continue	Lecture/ Discussion	CO2	
25	Use of Digital Media and Emerging trends in PR	Lecture/ Discussion	CO3	
26	Continue	Lecture/ Discussion	CO3	
27	Role and Responsibility of PRO	Lecture & Example method	CO3	
28	Continue	Lecture/ Discussion	CO3	
29	PR in Public and Private sector (CSR)	Lecture & Example method	CO3	
30	Continue	Lecture/ Discussion	CO3	
31	Role of PR in Education and Health sector	Lecture/ Discussion	CO4	
32	Continue	Lecture/ Discussion	CO4	
33	Role of PR in Political Parties and Election Campaigns	Lecture/ Discussion	CO4	
34	Continue	Lecture/	CO4	







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		Discussion		
35	Continue	Lecture/ Discussion	CO4	
36	Evolution of Corporate Communications	Lecture/ Discussion	CO4	
37	Continue	Lecture/ Discussion	CO4	
38	Continue	Lecture/ Discussion	CO4	
39	Corporate Communications and Public Relations	Lecture/ Discussion	CO4	
40	Continue	Lecture/ Discussion	CO4	
41	Continue	Lecture & Example method	CO4	
42	Unit 1 Revision	Discussion	CO1	
48	Unit 1 Revision	Discussion	CO1	
49	Unit 2 Revision	Discussion	CO2	
50	Unit 2 Revision	Discussion	CO2	
51	Unit 3 Revision	Discussion	CO3	
52	Unit 3 Revision	Discussion	CO3	
53	Unit 4 Revision	Discussion	CO4	
54	Unit 4 Revision	Discussion	CO4	
55	Test	Written/Or al	CO1	
56	Test	Written/Or al	CO2	





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57	Test	Written/Or	CO3	
		al		

J..Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBCOM2 04.1	-	2	2	3	1	1	1						
COBCOM 204.2	2	2	1	2	1	1	2						
COBCOM 204.3	2	3	3	3	1	1	1						
COBCOM 204.4	2	2	2	3	3	1	1						
COBCOM 204.5	2	3	3	3	1	1	1						

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
 - Must be on time
- Must be regular in the class and maintain minimum
- 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

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Room & Block No.:	
Email	bhatiap.21fimtofficial@gmail.com





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Fourth Semester

Paper Code: (BA-JMC) 206 Subject: TV Programming & Production

A. Introduction

Objective: On completion of this course, the student should be able to: define TV as a medium of mass communication and distinguish and differentiate various TV programme formats or describe the process of production of TV programme.

COBA-JMC 206.1	define TV as a medium of mass communication
COBA-JMC 206.2	distinguish and differentiate various TV programme formats
COBA-JMC 206.3	describe the process of production of TV programme
COBA-JMC 206.4	utilize & gained knowledge.

0

C. Program Outcomes

44	
PO1.	Arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire program.
PO2.	To enlighten the learners about the core competencies in Media Studies.
PO3.	To familiarize the students with current affairs, discovery, lifestyle, cooking shows and children's programs, television encourages scientific and cultural curiosity.
PO4.	To inculcate the values and ethics of Journalism and Mass communication.
PO5.	Communicate effectively, articulate accurately and present professionally.
PO6.	To impart necessary skills to become competent reporters, anchors and program producers.
PO7.	Optimize resources and the scheduling of resources to meet production demand.















D. Program Specific Outcomes

PSO.1.	The program will make the learners responsible citizens sensitive to human issues.
PSO.2	Apply legal A The program shall provide expertise to the learners giving them an opportunity to lead a career of reporters and anchors.
PSO.3.	Enhance the core competencies required to meet the skills of the journalism profession.
PSO.4.	To inform, educate and entertain. In carrying out these functions, broadcasting organizations are guided by certain codes, ethics and practice
PSO.5	The program results in imparting an all roundness.
PSO.6	The program empowers the students toBroadcasters that should know that their fate is in their own hands. The way they are held and treated will depend on their own behaviors and performance.

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures •
- Presentations •
- **Classroom Activities** •
- Discussions, Questions & Answers •

F. Evaluation

Criteria	Description	Maximum Marks			
Internal Assessment	Mid-Term Exam				
ISO 9001:20	PSDA	5.5			
	Assignment	5			
External Assessment	End-Term Exam	75			
	TOTAL 100				

NCC

Web.















G. Syllabus

Unit-1	(12 hours)
1. Brief Historical Background of Television in India	
2. Characteristics and Importance of Television	
3. Various Formats of TV programmes	
4. Stages of ProgrammeProduction	
Unit 2:	(12 hours)
1. Ideation, Programme Brief, Objectives, Synopsis, Research - Recc	e and Treatment
2. Scripting a Programme: Story Boarding and Script Breakdown	
3. Maintaining Continuity, Make-up, Set-designs, Costumes, Props, F	Floor Plan
4. Budgeting	ED.
Unit 3:	(12 hours)
1. Steps involved in production and utilization of a TV programme	
2. Production Personnel: Role and Responsibilities in Studio & Locat	ion Shoot
3. Single Camera Shoot	
4. Multi Camera Shoot	
Unit 4:	(12 hours)
1. Video Editing: Concept and Process	õ
2. Basics of Continuity Editing	
 Idea to Screen Pretesting and Evaluation: Tools and Techniques 	0
	4.7

H. References

Suggested Readings & E-resources:

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.

2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.

3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.

4. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press, 13 edition.

5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.

6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.

7. Zettl, H. (2005). Television Production Handbook, Cengage Learning.

I. Lecture Plan









s&Subjective ssessment
2







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		method		
17	Steps involved in	Lecture/	CO3	
	production and utilization	Discussion		
	of a TV programme	Lecture/		
18	18 Continue		CO3	
		Discussion		
19	Production Personnel:	Lecture/	CO3	
	Role and Responsibilities	Discussion		
	in Studio & Location	& Example		
20	Shoot	method	602	
20	Continue	Lecture	CO3	
21	Single Camera Shoot	Lecture &	CO3	
	NAAC AC	Example	DITEL	
22		method	602	
22	Continue	Lecture	CO3	
23	Multi Camera Shoot	Lecture &	CO3	
	S	Example	1	
	- 111	method		
24	Continue	Lecture/	CO3	
		Discussion		
25	Video Editing: Concept	Lecture/	CO4 2	
26	and Process	Discussion	C04	
26	Continue	Lecture/	CO4	
27	Paging of Continuity	Discussion	CO4	
27	Basics of Continuity	Lecture &	CO4	
	Editing	Example method	0	
28	Continue	Lecture/	CO4	
20	Commue	Discussion	04	
29	Idea to Screen	Lecture &	CO4	
2)	Idea to Sciech	Example	04	
		method	10101	
30	Continue	Lecture/	CO4	15
50	Commue	Discussion		1.2
31	Continue	Lecture/	CO4	
		Discussion		
32	Pretesting and Evaluation:	Lecture/	CO4	
	Tools and Techniques	Discussion		
33	Continue	Lecture/	CO4	
		Discussion		
34	Continue	Lecture/	CO4	
		Discussion		
35	Continue	Lecture/	CO4	
		Discussion		



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36	Unit 1 Revision	Discussion	CO1	
37	Unit 1 Revision	Discussion	CO1	
38	Unit 2 Revision	Discussion	CO2	
39	Unit 2 Revision	Discussion	CO2	
40	Unit 3 Revision	Discussion	CO3	
41	Unit 3 Revision	Discussion	CO3	
42	Unit 4 Revision	Discussion	CO4	
48	Unit 4 Revision	Discussion	CO4	
50	Test	Written/Or	CO2	
		al		
51	Test	Written/Or	CO3	
	ΝΔΔΟ ΔΟ	al	DITED	

J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
		3	Sea.	- 1	10	1	7	1					
COBA-JMC	-	2	2	3	1	1	1	-	2				
206.1	11	7 4		-				1	0				
COBA-JMC	2	2	1	2	1	1	2			11			
206.2	η.	1	1		Ter.	4.5				5			
COBA-JMC	2	3	3	3	1	1	1) 5		\geq			
206.3	1			-				1 5		0			
COBA-JMC	2	2	2	3	3	1	1		J G	>			
206.4	1								1				

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

ISO 9001:20

• Actively participate in the classroom discussions /seminar

Follow the class rules

Must be on time

Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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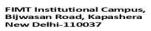






















Sixth Semester

(BA-JMC) Paper Code: (BA-JMC) 304

Subject: Global Media: An Overview

A. Introduction

Objective: On completion of this course, the student should be able to: To understand the role of global media and communication process in public policy development at the local ,national, regional, and global level.

COBA-JMC 304.1	describe the global communication system post World War II.
COBA-JMC 304.2	explain the changing trends in global information flow.
COBA-JMC 304.3	utilize knowledge gained to analyse major media concerns for IndiaOn completion of this course.
COBA-JMC 304.4	utilize & gained knowledge .
C. Program Outcomes	A REAL PROVIDENCE OF A REAL PR

C. Program Outcomes

press.	
PO1.	To apprise the learners of the utility of different areas in Media Studies like Television, Radio, print and Digital media.
PO2.	To enlighten the learners about the core competencies in Media
*	Studies.
PO3.	To familiarize the students with the diverse socio- economic and
1	linguistic cultures.
PO4.	To inculcate the values and ethics of Journalism and Mass
150 000	communication.
PO5.	Communicate effectively, articulate accurately and present professionally.
PO6.	To impart necessary skills to become competent reporters, anchors and program producers.
PO7.	To empower the students to become efficient managers of Public
	Relations and Ad agencies.





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D. Program Specific Outcomes

PSO.1.	The program will make the learners responsible citizens sensitive to human issues.
PSO.2	Apply legal The program shall provide expertise to the learners giving them an opportunity to lead a career of reporters and anchors.
PSO.3.	Enhance the core competencies required to meet the skills of the journalism profession.
PSO.4.	The program produces a sensible humane professional who rises above the call of duty.
PSO.5	The program results in imparting an all roundness.
PSO.6	The program empowers the students to the contemporary industrial realities.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Criteria Description			
Internal Assessment	Mid-Term Exam	15		
	PSDA	5		
	Assignment	5		
External Assessment	End-Term Exam	75		
TOTAL 100				

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G. Syllabus

Unit-1	(12 hours)
Global Communication: North-South Divide	
Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, IT	TAR-TASS & UPI
Barriers to the flow of News and Information	
MacBride Commission: Recommendations for NWICO	
Unit 2:	(12 hours)
Media Imperialism & Localisation of Global Media	``´´
International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWA Star Network	ARNER, VIACOM,
Global Television and Cultural Imperialism: CNN and MTV International Practices on Visual Coverage and Regulations in Media Exc	hange
Unit 3:	(12 hours)
News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar	
Government & Private Sector Media Conglomerates	
Entertainment: Local, Global and Hybrid	ma (DTII) Internat
Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Ho	me (DIH), Internet
Protocol TV (IPTV) CAS	
Unit 4: 2 5	(12 hours)
Reporting International Issues and Conflicts	
Media Conglomerates and Monopolies	1 Т 4
Democratizing Communication; Vertical to Horizontal Communication thr Journalism	ough Internet
Global Challenges in the New Information Age H. References	
II. References	
Suggested Readings & E-resources:	
1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handboo	ok of Media
Management and Economics.	1
Mahwah, NJ: L. Erlbaum Associates.	
2. Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah	, NJ: Lawrence
Erlbaum.	15
3. Doyle, G. (2011). Understanding Media Economics. London: Sage Publ	
4. Herrick, D. F. (2003). Media Management in the age of Giants: Busines	s Dynamics of
Journalism. Ames: Iowa State	
Press.	
5. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Je	rsey's: Prentice
Hall.	
6. Mass Media in India 1994-95. (1995). New Delhi: Publications Division	n, Ministry of
Information and Broadcasting, Government of India	
7. www.media-studies.ca/articles/resonance and the global village8. www.studentpulse.com/articles/61/understanding-the-implications-of-a-	
9. www.un-documents.net/macbride-report	Sister village
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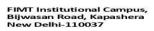


I. Lecture Plan

Lecture	Topic(s)	Mode of	Corresponding	Mode of Assessing
No.		Delivery	CO	CO
1	Global Communication:	Lecture&	CO1	MCQs&Subjective
	North-South Divide	Example		Assessment
		method		
2	Continue	Lecture&	CO1	
		Example		
		method		
3	Domination of	Lecture&	CO1	
	Transnational News	Example	DITED	
	Agencies: BBC, AP, AFP,	method		
	Reuters, ITTAR-TASS &	EMEA	1-	
	UPI		de la	
	4			
4	Continue	Lecture &	CO1	
	F	Example	E	
	2	method	Z	
5	Barriers to the flow of	Lecture &	CO1 =	
	News and Information	Example		
	2	method	22	
6	Continue	Lecture &	CO1	
		Example		
	4	method	NV N	
7	MacBride Commission:	Lecture &	CO1	
~	Recommendations for	Example		
-	NWICO	method	CH.	
110		199	1/101	
8	Continue	Lecture/	CO1	15
10	0 7001.201	Discussion	1001.20	1.57
9	Media Imperialism &	Lecture &	CO2	
	Localisation of Global	Example		
	Media	method		
10	Continue	Lecture&	CO2	
		Example		
		method		
11	InternationalMultimedia	Lecture/	CO2	
	Giants:NEWSCORP,	Discussion		
	DISNEY,AOL-			
		वन्दे-शक्ति		







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	TIMEWARNER, VIACO			
	M, Star Network			
12	Continue	Lecture/	CO2	
	Commune	Discussion	002	
13	Global Television and	Lecture &	CO2	
15	Cultural Imperialism:	Example	002	
	CNN and MTV	method		
		method		
14	Continue	Lecture/	CO2	
15	International Practices on	Lecture &	CO2	
	Visual Coverage and	Example		
	Regulations in Media	method	DITER	
16	Exchange	L s stanne 8	C02	
16	Continue	Lecture &	CO2	
	MA	Example	de la	
	4	method	~ ~	
17	News Agencies: PTI,	Lecture/	CO3	
	UNI, IANS, ANI, Hindustan Samachar	Discussion	E	
	Hildustan Samachai	8 8 2	Z	
18	Continue	Lecture/	CO3	
10	Commue	Discussion	05 0	
19	Government & Private	Lecture/	CO3	
19		Discussion	003	
	Conglomerates	& Example	L	
20		method	602	
20	Continue	Lecture	CO3	
21	Entertainment: Local,	Lecture &	CO3	
110	Global and Hybrid	Example	1/101	
15	0.0001-201	method	4001-20	15
22	Continue	Lecture	CO3	1.4
23	Global Satellite System:	Lecture &	CO3	
	Cable & Satellite TV	Example		
	(C&S), Direct-To- Home	method		
	(DTH), Internet Protocol			
	TV (IPTV) CAS			
24	Continue	Lecture/	CO3	
		Discussion		
25	Reporting International	Lecture/	CO4	
	Issues and Conflicts	Discussion		
		वन्द्रे-शक्ति		





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26	Continue	Lecture/	CO4	
		Discussion		
27	Media Conglomerates and	Lecture &	CO4	
	Monopolies	Example		
		method		
28	Continue	Lecture/	CO4	
		Discussion		
29	Democratizing	Lecture &	CO4	
	Communication; Vertical	Example		
- 1	to Horizontal	method	The second second second second second	
	Communication through	CRE	DITEL	0
	Internet Journalism	1000		
30	Continue	Lecture/	CO4	
50	Continue	Discussion		
31	Continue	Lecture/	CO4	
51	commu	Discussion		
32	Global Challenges in the	Lecture/	CO4	
52	New Information Age	Discussion	0	
33	Continue	Lecture/	CO4	
55	Commune	Discussion	9	
34	Continue	Lecture/	CO4	
	Continue	Discussion		
35	Continue	Lecture/	CO4	
55		Discussion	001	
36	Unit 1 Revision	Discussion	CO1	
37	Unit 1 Revision	Discussion	CO1	
38	Unit 2 Revision	Discussion	CO2	
39	Unit 2 Revision	Discussion	CO2	15
40	Unit 3 Revision	Discussion	CO3	1.5
41	Unit 3 Revision	Discussion	CO3	
42	Unit 4 Revision	Discussion	CO4	
48	Unit 4 Revision	Discussion	CO4	
49	Test	Written/Or	CO1	
		al		
50	Test	Written/Or	CO2	
20		al		
51	Test	Written/Or	CO3	
		al		
L			l	





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J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO 4	SOO5	SOO6
COBA-JMC	-	2	2	3	1	1	1						
304.1													
COBA-JMC	2	2	1	2	1	1	2						
304.2													
COBA-JMC	2	3	3	3	1	1	1						
304.3	NJ 2	Δ.	C	Δ.	co		F	DI	TE	D			
COBA-JMC	2	2	2	3	3	1	1	-					
304.4			240	AL	GE	VIL	EN	7-0					

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial

Correlation

K. Expectations from Students:

Actively participate in the classroom discussions

Follow the class rules

Must be on time

Must be regular in the class and maintain minimum

75% attendance as per GGSIP University norms)

L. Faculty Contact

/seminar

Details:

Name:	Ms.Sushma Parmar	1.0015
Designation:	Assistant Professor	1:2015
Room & Block No.:		
Email	sushmafimtofficial@gmail.com	







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Sixth Semester

(BA-JMC)

Paper Code: (BA-JMC)306

Subject: Environment Communication

A. Introduction

Objective: The role of Environmental Communication in education and academia is centered around goals through pedagogy. These are aimed at trying to increase ecological wakefulness, support a variety of practice-based ways of learning and building a relationship of being environmental change.

COBA-JMC	understand development as an issue of Man v/s Nature and man as part
106.1	of nature
NA	AC ACCREDITED
COBA-JMC	understand development as an issue of Man v/s Nature and man as part
106.2	of nature
	E MAN A A
COBA-JMC	describe the concept, structure and functions of Ecosystem
1063	
COBA-JMC	describe causes, effects and control measures for Environmental
106.4	Disasters.
3	

C. Program Outcomes

PO1.	Develop comprehensive understanding of environment in India.
PO2.	utilize knowledge gained to conserve natural resources for human welfare.
PO3.	Articulate the interconnected and interdisciplinary nature of environmental studies
PO4.	Demonstrate an integrative approach to environmental issues with a focus on sustainability;
PO5.	Communicate complex environmental information to both technical and non-technical audiences
PO6.	Understand and evaluate the global scale of environmental problems; and
PO7.	Demonstrate awareness of ethical issues and sensitivity towards social and environmental challenges.

Web.

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D. Program Specific Outcomes

PSO.1.	Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving
PSO.2	Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.
PSO.3.	understanding the relationship between humans and their environment
PSO.4.	understand responsible environmental policy and practice
PSO.5	Understand environmental problems in local, regional, national, and global communities;
PSO.6	create sustainable solutions for local and global communities

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures •
- Presentations •
- **Classroom Activities** •
- Discussions, Questions & Answers •

F. Evaluation

Criteria	Description	Maximum Marks		
Internal Assessment	Mid-Term Exam			
ISO 9001:20	PSDA 200	1:2015		
	Assignment	5		
External Assessment	End-Term Exam	75		
TOTAL 100				

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G. Syllabus

Unit 1: (12 hours)
Environment: Definition, Scope and Importance
Environment Communication: Definition, Concept and Need for Public Awareness
Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and
Land Resources)
Role of Individual and Media in Conservation of Natural Resourcesnit-1
Unit 2: (12hours)
Ecosystem: Concept, Structure and Functions
Ecological Succession: Types and Stages
Biodiversity: Definition and Concept
a. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife,
Man-wildlife conflicts
b. Endangered and Endemic Species of India
Role of Multi- Media in Sensitising Masses towards Ecosystem
Unit 3: (12 hours)
Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water,
Soil, Marine,
Noise, Thermal Pollution and Nuclear hazards
Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
Disaster Management: Concept, Need and Importance; Role of NDMA
Media Intervention in Disaster Management
Unit 4: (12 hours)
Industrialisation, Consumerism and Development.
Global Warming and Climate Change: Shift to Alternate Sources of Energy.
Environment and Social Movements: Chipko Movement, Narmada BachaoAndolan
Media, Environment and Human Welfare.
RELE

H. References
Text Books1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of
Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New
Delhi: New Age International (P).

I. Lecture Plan

Lecture	Topic(s)	Mode of	Corresponding	Mode of Assessing
No.		Delivery	СО	СО
1	Environment: Definition,	Lecture &	CO1	MCQs&Subjective
		Example		
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	Scope and Importance.	method		Assessment
2	Continue	Lecture & Example method	CO1	
3	Environment Communication: Definition, Concept and Need for Public Awareness	Lecture & Example method		
4	Continue	Lecture & Example method	CO1	
5	Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)	Lecture & Example method	COI	
6	Continue	Lecture & Example method	CO1	
7 तेउ	Role of Individual and Media in Conservation of Natural Resourcesnit-1	Lecture & Example method		हत
⁸ 15	Continue	Lecture/ Discussion	400 ^{CO1} :20	15
9	<i>Ecosystem:</i> Concept, Structure and Functions	Lecture & Example method	CO2	
10	Continue	Lecture& Example method	CO2	
11	Ecological Succession:	Lecture/	CO2	







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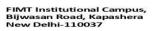




	Types and Stages	Discussion		
12	Continue	Lecture/ Discussion	CO2	
13	Biodiversity: Definition and Concept	Lecture & Example method	CO2	
14	Continue	Lecture/	CO2	
15	Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife,	Lecture & Example method	CO2	
16	Continue	Lecture & Example method	CO2	
17	Continue	Lecture/ Discussion	CO2	
18	Man-wildlife conflicts	Lecture/ Discussion	CO2	
19 तेउ	Continue	Lecture/ Discussion & Example method	CO2	हत
20	Endangered and Endemic Species of India	Lecture	40 ^{CO2} 20	15
21	Continue	Lecture & Example method	CO2	
22	Role of Multi- Media in Sensitising Masses towards Ecosystem	Lecture	CO 2	
23	Continue	Lecture &	CO2	







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		Example method		
24	Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine,	Lecture/ Discussion	CO3	
25	Continue	Lecture/ Discussion	CO3	
26	Noise, Thermal Pollution and Nuclear hazards	Lecture/ Discussion	CO3	2
27	Continue	Lecture & Example method	CO3	
28	Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment	Lecture/ Discussion	CO3	
29	Continue	Lecture & Example method	CO3	
30	DisasterManagement: Concept, Need and Importance; Role of NDMA	Lecture/ Discussion	CO3	1 5
31	Continue	Lecture & Example method	CO3	
32	Media Intervention in Disaster Management	Lecture	CO3	







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33	Continue	Lecture/	CO3	
		Discussion		
34	Continue	Lecture	CO3	
35	Industrialisation,	Lecture/	CO4	
	Consumerism and Development	Discussion		
36	Continue	Lecture/	CO4	
		Discussion		
37		Lecture/	CO4	
	Global Warming and Climate Change: Shift to	Discussion		
	Alternate Sources of	EMEA	17	
	Energy.		× 2	
38	Continue	Lecture/	CO4	
	EF	Discussion	ZH	
39	E	Lecture &	CO4	
	Environment and Social Movements: Chipko	Example		
	Movement, Narmada	method	2 2	
	BachaoAndolan			
40	Continue	Lecture/	CO4	
	R	Discussion	-	
41	Continue	Lecture &	CO4	
C	य र व व	Example	ICH.	rd .
15	0 9001-201	method	4001-20	15
42	0 7001.201	Discussion	CO4	
	Media, Environment and Human Welfare			
48	Continue	Discussion	CO4	
49	Continue	Discussion	CO1	
50	Unit 1 Revision	Discussion	CO1	
51	Unit 1 Revision	Discussion	CO2	







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52	Unit 2 Revision	Discussion	CO2	
53	Unit 2 Revision	Discussion	CO3	
54	Unit 3 Revision	Discussion	CO3	
55	Unit 3 Revision	Written/Or al	CO3	
56	Unit 4 Revision	Written/Or al	CO4	
57	Unit 4 Revision	Written/Or al	CO4	
	Class Test		17 8	

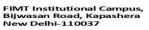
J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3		PO5	PO6	PO7	PSO1	bSO 2	PSO3	504	5005	SOO6
CO Number	101	102	105	104	105	100	10/	1501	1502	1505	504	5005	5000
COBA-JMC 106.1	-	2	2	3		1		20					
COBA-JMC 106.2	2	2	þ	2		a	2	С	Ъ	F	Ę		
COBA-JMC 106.3	2	93	3	3	15	<u>&</u> 1	14	00	1:2	01	2		
COBA-JMC 106.4	2	2	2	3	3	1	1						

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:















•	Actively participate in the classroom discussions
/seminar	Follow the class rules
•	Must be on time
• 75% attendance as p	Must be regular in the class and maintain minimum er GGSIP University norms)
L. Faculty Contact Details:	
Name:	Ms.Sushma Parmar
Designation: Room & Block No.:	Assistant Professor
Email	sushmafimtofficial@gmail.com
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