Practical (Reporting) (MCM1071)

This segment will mainly consist of practical in various areas of reporting enumerated in the theory paper. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, court, legislative and other allied areas of reporting will also be evaluated by internal/external faculty.

Practical (Editing) (MCM1072)

Not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, min/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Besides the above, the students have to appear at a practical examination at the end of the I semester.

Practical (Advertising) (MCM2071)

Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre-test, post-test and audience research, designing strategies for brand management

Practical (Public Relations & Corporate Communication) (MCM2072)

Designing strategies for effective communication with various publics; designing strategies for building corporate image; designing corporate identity; Crisis communication strategies.

Production of house journal, corporate Video Magazines, Corporate films; Designing corporate/institutional advertisements, posters; writing press release, press notes, rejoinders, backgrounders, mission and vision statements.

Organizing press conference, special events, Fairs and exhibitions, open house.
Practical (Radio and Television Production) (MCM3071)

Writing Script for Radio programmes, Preparing and compiling radio news bulletin, Production of Radio programmes in different formats.
Practical aspect of camera mounting, colour balancing, shots and camera movement, lighting, video editing, cut, mix, dissolve, planning shoots, developing story board, cues and commands, writing scripts, voice over, sequencing and editing news packages, compilation of news programmes, writing leads, headlines, teasers and promos, television anchoring.

Practical (New Media) (MCM3072)

Creation and formatting of MS Word, Excel, and PowerPoint Documents.
Designing print publications - Quark X press.
Photo editing and designing- Adobe Photoshop.
Creation and updating of social network accounts.
Networking with special interest groups.
Establishing and maintaining e-mail Id
Creating and writing a blog.
Searching the internet-advanced search techniques.
Production of data-intensive stories.
Multimedia content production and packaging.
Website planning and content design.

Dissertation (MCM4071)

Every student will have to prepare a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

Viva Voce (MCM4072)

Seminar Presentation (MCM4073)
(On Contemporary media issues)

Vocational Training and Media Production Work (MCM4074)

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/
corporate communication, or any other media/communication entity identified by the student and faculty. The training shall commence soon after the examination of the second semester (during summer vacation)

**Convergent Journalism (MCM4011)**

Meaning, definition, and scope of convergent journalism; The Web and a converged multimedia news environment; Different types of news media online- online newspapers, specialized news portals, interactive Chats and Blogs, social media; Unique features of news Websites; Elements of digital storytelling- Tools of online journalism; Online news forms and shifts in journalism- audience relationship.

Writing for the web- linear and non-linear writing – writing techniques- style in online journalism; Techniques for gathering reliable information on the Internet- Using mobile devices for multimedia reporting; Long form journalism on the Web; Digital photography - elements and principles; Cameras - types and functions; Photo editing- Adobe Photoshop.

Using Information graphics.

Storytelling with audio- recording and editing basic online interviews;
Storytelling with video - Collecting and editing of video content;
Multimedia journalism-Using multimedia and interactivity for online storytelling;
Using social media for news sharing- posting tweets, using retweets and Hashtags;
Developing online news packages;
Website planning and visual design (Web style guide);
Security and ethical challenges of publishing online.