



CENTRAL UNIVERSITY OF TAMILNADU

COMMUNITY COLLEGE

B.VOC. (DIGITAL JOURNALISM AND MULTIMEDIA APPLICATIONS)

Degree Programme Semester Pattern for The Academic Year 2022-2023

as per the National Skills Qualifications Framework (NSQF) pattern

1. Programme Structure:

The B.VOC. (Digital Journalism and Multimedia Applications) Programme having a mix of general and skill components in which 40 Percent of the total content shall be of general nature including language courses in English / Language (Tamil) while the remaining 60 Percent of the content shall be skill based.

2. Credit Distribution & Certification Levels:

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Course Duration	Exit Points/ Awards
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semester	Diploma
6	72	48	120	Four Semester	Advanced Diploma
7	108	72	180	Six Semester	B. Voc Degree

3. Course Structure:

The B.VOC. (Digital Journalism and Multimedia Applications) programme having multiple exit/ entry points. Any candidate admitted in such a course of the university may complete all the six semesters successfully at one go and leave the university with a B.VOC. (Digital Journalism and Multimedia Applications) degree in the relevant skill sector opted by her/him. A student shall however have the option to exit from the course after successfully completing the first year with a certificate in the relevant trade and if the candidate opts to exit after successfully completing the second year of the programme. S/he may do so with an advanced diploma in the relevant trade.

The full six semester credit distribution structure of the course is envisaged as under:

Semester	Skill Component Credit	General Component Credit	Total Credit	Cumulative Credit at the end of the Semester
Semester I	18	12	30	30

Semester II	18	12	30	60
Semester III	18	12	30	90
Semester IV	18	12	30	120
Semester V	18	12	30	150
Semester VI	18	12	30	180

4. Course Structure and Scheme of Examination Semester Wise

B. Voc. (Digital Journalism and Multimedia Applications) NSQF Pattern

B. Voc. (Digital Journalism and Multimedia Applications)						
		Skill Component		General Component		
Sub Code	Title of the Paper	Hours	Credits	Hours	Credits	Total
Semester - V						
DJ051	ICT and Applications	30	2	60	4	6
DJ052	Environmental Science	15	1	75	5	6
DJ053	Introduction to Multimedia Applications	90	6		-	6
DJ054	Graphic Design (Theory)		-	45	3	3
DJ055	Graphic Design (Practical)	90	6		-	6
DJ056	Text Art	45	3		-	3
		270	18	180	12	30
Semester - VI						
DJ061	Cyber Security		-		90	6
DJ062	Gender Studies		-		90	6
DJ063	Infographics	45	3		-	3
DJ064	Internship	90	6		-	6
DJ065	Visual effects	45	3		-	3
DJ066	Audio Production	45	3		-	3
DJ067	Video Production	45	3		-	3
		270	18	180	12	30

Consolidation of Hours and Credits

a. General Components

Sl. No	Semester	Teaching Hours	Credits
1	I	180	12
2	II	180	12
3	III	180	12
4	IV	180	12
5	V	180	12
6	VI	180	12

b. Skill Components

Sl. No	Semester	Training Hours	Credits
1	I	270	18
2	II	270	18
3	III	270	18
4	IV	270	18
5	V	270	18
6	VI	270	18

c. Total Components

Sl. No	Semester	General	Skill	Total Credits
1	I	12	18	30
2	II	12	18	30

3	III	12	18	30
4	IV	12	18	30
5	V	12	18	30
6	VI	12	18	30

5. **Credit Calculation:**

The Credit computation in the programme shall be ONE Credit would mean equivalent of 15 periods of 60 minutes each.

6. **Attendance:**

Ordinarily, a minimum of 75 percent attendance is a must for any candidate to qualify for the end semester examinations. However, on genuine grounds to be duly supported by documentary evidences, the Nodal Officer, Community College or the Head of the Department as the case may be of the concerned student may condone a maximum of 5 percent of the stipulated attendance if they deem it fit and reasonable to do so in their wisdom.

7. **Intake and Eligibility Criteria:**

As the 3 year B.VOC. (Digital Journalism and Multimedia Applications) course is offered on self-financing basis, the minimum intake for the course is 20 (plus EWS) students and the maximum is 40 (plus EWS). All the reservation criteria followed by the CUTN shall apply for the admissions for Community College.

The eligibility for taking admission in the B. Voc. (Digital Journalism and Multimedia Applications) programme shall be a pass in +2(with any one or more of the following subjects) Commerce / Accountancy / Business Mathematics / Mathematics / Business Economics / Statistics) (Gen 60% / OBC 55% / SC ST 50%)

8. Evaluation:

- a. **Continuous Internal Assessment (CIA):** The students enrolled in the B. Voc. Programmes shall be subjected to Continuous Internal Assessment (CIA) and also an End Semester Examination (ESE) at the close of each semester. The CIA shall have 40 percent of the total score that would be evaluated on the basis of tests, assignments and/or seminars as may be deemed fit. There shall be at least two such assessments of equal weightage during a semester and both of them shall be of mandatory nature. The Internal Assessments shall be evaluated by a group of teachers that would include the Teacher in charge responsible for the conduct of the test. Not attending any of the Internal Assessments would make the student ineligible to sit and clear the end semester examination. The Internal Assessment scores shall be uploaded in the required university website to enable it to compile the results together.
- b. **End Semester Evaluation (ESE):** End Semester Examination of all the courses in all semesters shall be conducted (60 percent of the total score) for which a common schedule shall be drawn. The duration of examination of all courses shall be 3 hours for which the routine procedures as would be in force at the University for the setting of question papers and undertaking evaluation works shall be followed.
- c. To pass the examination, the student must secure a minimum of 50 percent in both CIA and ESE.

9. Evaluation of Project:

A project shall be an integral part of the B. Voc. Programme and shall have to be undertaken by each student in the sixth semester of the Programme. The report of the project shall have to be submitted to the Department in duplicate before the completion of the sixth semester. The project work shall be evaluated by an external examiner to be appointed by the Nodal Officer in consultation with the faculty members.. The viva-voce on the project work shall also be conducted by the external examiner on an individual. Basis, giving each student a reasonable time slot to defend their works. The project work shall be evaluated for a total of 100 marks comprising 50 marks for the project report and 50 marks for the Viva-Voice performance. The students shall start the project work during summer vacation at the end of the fourth semester and shall submit the report at the end of the sixth semester. Each student shall be allocated with a faculty advisor who will be supervising the progress of the project work. The topic of the project shall be focusing on

the future employability/Self-employment/Career growth/Entrepreneurial opportunity of the students.

10. Grading:

The SGPA/CGPA score of a student at the time of exiting the Programme with a certificate or a Diploma or an advance Diploma or the B. Voc degree as the case may be shall be considered for ascertaining the Grade obtained by the student. Aggregate of both CIA and ESE scores shall be counted for computation of such purpose. The Community College, CUTN shall display in the Grade Card and would issue both the marks obtained as also the equivalent grade point. The rank obtained shall be computed on the basis of absolute score obtained.

11. Letter Grades and Grade Points:

The UGC recommends a 10-point grading system with the following Letter grades as given below:

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination. The guidelines adopted by CUTN shall be applicable in this regard.

12. Computation of SGPA and CGPA:

Following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) may be adopted:

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$\text{SGPA (Si)} = \sum (\text{Ci} \times \text{Gi}) / \sum \text{Ci}$$

where 'Ci' is the number of credits of the ith course component and 'Gi' is the grade point scored by the student in the ith course component.

- The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \sum (\text{Ci} \times \text{Si}) / \sum \text{Ci}$$

where 'Si' is the SGPA of the ith semester and Ci is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.
- UGC guidelines on Choice Based Credit System (CBCS) may be referred for further illustration on computation of SGPA, CGPA etc.

13. **Promotion to Higher Semesters:** Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be eligible to proceed to the next higher semester irrespective of whether they have duly cleared the semester or not. All enrolled students would have to duly clear all scheduled semesters within a maximum of four semesters for a Certificate, six semesters for an Advanced Certificate and ten semesters for a B. Voc Degree failing which the students concerned would have to exit without any award.

**B.VOC. IN DIGITAL
JOURNALISM AND
MULTIMEDIA
APPLICATIONS**

SYLLABUS



COMMUNITY COLLEGE
Central University of Tamil Nadu

Drafted in December 2022

B. Voc. (Digital Journalism and Multimedia Applications)			
S.No	Course	Type	Credits
Semester - V			
1	ICT and Applications	T	6
2	Environmental Science	T	6
3	Introduction to Multimedia Applications	T	6
4	Graphic Design (Theory)	T	3
5	Graphic Design (Practical)	P	6
6	Text Art	P	3
	TOTAL CREDITS		30
Semester - VI			
8	Cyber Security	T	6
9	Gender Studies	T	6
10	Infographics	P	3
11	Internship	P	6
12	Visual effects	P	3
13	Audio Production	P	3
14	Video Production	P	3
	TOTAL CREDITS		30

SEMESTER FIVE

DJ051: ICT and Applications

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

- To understand the basic concepts of ICT
- To learn their applications and issues

Unit 1

Application of ICTs in Journalism, advertising, medicine, online and offline education, social communication, art and architecture, manufacturing, robotics, marketing and finance, banking, retail industry, satellite systems, relationship maintenance, personal communication, governance, connectivity, internet gaming and internet shopping.

Unit 2

Colour Science, Colour, Colour models, Colour palettes, Dithering, Word processing. Spreadsheet management. Charts and tables. Electronic presentation. Open-source software.

Unit 3

Digital information storage. The internet of things. Generations of computers. Types of computers. Computer hardware. OS. The explosion of data. Digital identifiers. Digital currencies. GPS and GIS. OMR. Barcode. QR code generation (OCR). Automated number plate recognition (ANPR) systems. Radio Frequency Identification Device (RFID), including tracking stock, passports, automobiles, and contactless payment. Near Field Communication (NFC), including payments using a smartphone. Biometric recognition includes the face, iris, retina, finger, thumb, hand, and voice.

Unit 4

Issues with the ICT: Privacy issues, misinformation and disinformation, data theft, hacking, private network threats, host threats, Web server threats, malware, Emotet, denial of service, phishing, password theft, information overload, digital propaganda, cyberbullying, addiction, FOMO, self-image issues, pornography, slacktivism, social media and suicide.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Craig Van Slyke, Information Communication Technologies: Concepts, Methodologies, Tools and Applications • Volume 2, 2008, IGI, ISBN:9781599049502, 1599049503
- John Mcalaney, Vladlena Benson, Emerging Cyber Threats and Cognitive Vulnerabilities, Elsevier Science, ISBN:9780128165942, 0128165944
Published:20 September 2019
- Kiran Thakrar, Prabhat k.andleigh, "Multimedia System Design", Prentice Hall India.
- Malay k Pakhira, "Computer graphics, Multimedia and Animation", Prentice Hall India, Second Edition.
- Seema Sharma, Information and Communication Technology Applications,

Laxmi Publications, New Delhi. eVersion available at
https://ebooks.lpude.in/library_and_info_sciences/BLIS/year_1/DLIS108_INFORMATION_AND_COMMUNICATION_TECHNOLOGY_APPLICATIONS.pdf

DJ052: Environmental Science

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

- To understand the basic concepts of environmental science
- To understand the importance of resource conservation
- To learn about diverse ecosystems and biodiversity
- To understand issues and challenges related to environment

Unit 1

Multidisciplinary nature of environmental studies: Definition, scope and importance
Need for public awareness.

Unit 2

Natural Resources: Renewable and non-renewable resources. Natural resources and associated problems

Unit 3

Ecosystems, biodiversity and its conservation

Unit 4

Environmental Pollution, Social Issues and the Environment. Human Population and the Environment

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

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- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
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- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub.

House, Delhi 284 p.

- Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web-enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p (M) Magazine (R) Reference (TB) Textbook

DJ053: Introduction to Multimedia Applications

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

- To introduce the fundamental elements of multimedia.
- To know the representations, perceptions and applications of multimedia.

Unit 1

Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital media.

Unit 2

Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts, International character sets and hypertext, Digital fonts techniques.

Unit 3

Audio fundamentals and representations: Digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format, Sound synthesis, MIDI, wavetable, Compression and transmission of audio on the Internet, Adding sound to your multimedia project, Audio software and hardware.

Unit 4

Image fundamentals and representations: Colour Science, Colour, Colour Models, Colour palettes, Dithering, 2D Graphics, Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Basic Image Processing [Can Use Photoshop], Use of image editing software, White balance correction, Dynamic range correction, Gamma correction, Photo Retouching.

Unit 5

Video and Animation: Video Basics, How Video Works, Broadcast Video Standards, Analog video, Digital video, Video Recording and Tape formats, Shooting and Editing Video (Use Adobe Premier for editing), Video Compression and File Formats. Video compression based on motion compensation, MPEG-1, MPEG-2, MPEG-4, MPEG-7, MPEG-21.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics and Multimedia", Second Edition, Vikas Publishing House.
- Li & Drew, "Fundamentals of Multimedia", Pearson Education, 2009.
- Parekh Ranjan, "Principles of Multimedia", Tata McGraw-Hill, 2007
- Rajneesh Aggarwal & B. B Tiwari, "Multimedia Systems", Excel Publication, New Delhi, 2007.
- Tay Vaughan, "Multimedia making it work", Tata McGraw-Hill, 2008.

DJ054: Graphic Design (Theory)

THEORY - 3 credits: (3 theory hours/week)

OBJECTIVES

- To impart the necessary skills required to be a professional graphic designer.
- To create visual designs for corporate, traditional media platforms and the Web.
- To provide hands-on training in digital design production.

OUTCOMES

After completing the course, the students should acquire proficiency in design applications to produce advertising, branding and information design. They should be able to structure visual information in both print and electronic media formats and design print content, and create promotional materials using the software.

Unit 1

Graphic design: An introduction. Elements of design.

Unit 2

Colors and typography. Functions of a good design. Principles of design.

Unit 3

Contemporary designs: An overview.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Envisioning Information, Edward R. Tufte, Graphics Press USA (31 December 1990)
- Graphic Design: The New Basics, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press; 2nd edition (14 July 2015)
- Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Josef Müller-Brockmann, Antique Collectors Club; Bilingual edition (1 January 1999)
- Introduction to Graphic Communication, Harvey Levenson, John Parsons, Edition 2, Intuldeas, 2018
- Notes on Graphic Design and Visual Communication, Gregg Berryman, Course Technology Inc; New ed of 2 Revised ed edition (1 December 1990)
- The Graphic Communication Handbook, Simon Downs, Routledge, October 12, 2011
- Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Princeton Architectural Press; 2nd edition (6 October 2010)
- Visual Communication Design: An Introduction to Design Concepts in Everyday Experience,

Meredith Davis and Jamer Hunt, 2017, Bloomsbury Publishing

● Graphic Design: The New Basics, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press; 2nd edition (14 July 2015)

DJ055: Graphic Design (Practical)

PRACTICAL - 6 credits: (6 practical hours/week)

OBJECTIVES

- To impart the necessary skills required to be a professional graphic designer.
- To create visual designs for corporate, traditional media platforms and the Web.
- To provide hands-on training in digital design production.

OUTCOMES

After completing the course, the students should acquire proficiency in design applications to produce advertising, branding and information design. They should be able to structure visual information in both print and electronic media formats and design print content, and create promotional materials using the software.

Module

Students will submit a record of graphic designs containing the following for evaluation: 1.

1. A three-dimensional image with geometric shapes
2. A graphic design using PhotoShop image editing techniques and submit it for evaluation along with a concept note.
3. Posters based on rhythm, balance, hierarchy, emphasis or contrast, proportion and dominance
4. A brochure design
5. Two conceptualised website homepages
6. Five logos for imaginary brands based on contemporary design trends, along with concept notes and history of the design trends and a description of what the imaginary brands and the designs stand for
7. Two print advertisements based on the concept note provided

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks

REFERENCES

- Envisioning Information, Edward R. Tufte, Graphics Press USA (31 December 1990)
- Graphic Design: The New Basics, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press; 2nd edition (14 July 2015)
- Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers, Josef Mülller-Brockmann, Antique Collectors Club; Bilingual edition (1 January 1999)
- Introduction to Graphic Communication, Harvey Levenson, John Parsons, Edition 2, Intuldeas, 2018
- Notes on Graphic Design and Visual Communication, Gregg Berryman, Course Technology Inc; New ed of 2 Revised ed edition (1 December 1990)
- The Graphic Communication Handbook, Simon Downs, Routledge, October 12, 2011
- Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Princeton Architectural Press; 2nd edition (6 October 2010)

- Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Meredith Davis and Jamer Hunt, 2017, Bloomsbury Publishing
- Graphic Design: The New Basics, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press; 2nd edition (14 July 2015)

DJ056: Text Art

PRACTICAL - 3 credits: (3 practical hours/week)

OBJECTIVES

- To impart the necessary skills required to create text-based art.

Module

Students will submit a record of designs containing the following for evaluation: 1.

1. Font art
2. Text effects
3. Emotive text
4. Images as text
5. Text-based art
6. Text shape designs using InDesign
7. Text overlay designs
8. Collage design

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks

SEMESTER SIX

DJ061: Cyber Security

THEORY - 6 credits: (6 theory hours/week)

OBJECTIVES

Upon completion of the course, students will be able to:-

- Understand the cyber security threat landscape.
- Develop a deeper understanding and familiarity with various types of cyberattacks, cyber crimes, vulnerabilities and remedies thereto.
- Analyse and evaluate existing legal frameworks and laws on cyber security.
- Analyse and evaluate the digital payment system security and remedial measures against digital payment frauds
- Analyse and evaluate the importance of personal data and its privacy and security.
- Analyse and evaluate the security aspects of social media platforms and ethical aspects associated with the use of social media.
- Analyse and evaluate the cyber security risks.
- Based on the Risk assessment, plan suitable security controls, audit and compliance.
- Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training.
- Increase awareness about cyber-attack vectors and safety against cyber frauds.
- Take measures for self-cyber-protection as well as societal cyber-protection.

Unit 1

Introduction to Cyber security: Defining Cyberspace and Overview of Computer and Web-technology, Architecture cyberspace, Communication and web technology, Internet, World wide web, Advent of the internet, Internet infrastructure for data transfer and governance, Internet Society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

Unit 2

Cybercrime and Cyberlaw: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero-day and zero click attacks, Cybercriminals' modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Cybercrime and offences, Organisations dealing with Cybercrime and Cyber security in India, Case studies.

Unit 3

Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social networks, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies

Unit 4

E-Commerce and Digital Payments: Definition of E-Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stakeholders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI),

e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related to common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorised banking transactions. Relevant provisions of Payment Settlement Act,2007,

Unit 5

Digital Devices Security, Tools and Technologies for Cyber Security: End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Cyber Crime Impact in the New Millennium, by R. C. Mishra,
- Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
- Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
- Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
- Fundamentals of Network Security by E. Maiwald, McGraw Hill
- Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
- Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson, 13 November 2001) Author Press. Edition, 2010.

DJ062: Gender Studies

THEORY - 6 credits: (6 theory hours/week)

OUTCOMES

- Students should be able to recognise the concepts relating to sex, gender, femininity, masculinity, Human rights and media constructions of gender
- Interpret the mass-mediated gender and human rights representations.
- Use gender and media-related theories to understand gender, media and human rights
- Critically evaluate mass media representations and constructions of gender from a human rights perspective
- Demonstrate the implications of gender-prejudiced and insensitive representations in mass media content

Unit 1

Sex and Gender - Types of Gender - Gender roles
Social and cultural construction of gender - Femininity and Masculinity
Different waves of feminism
Feminism in Indian context
Pre-independence – issues and struggles social reformers
Social Reform Movements in Women Empowerment
Women movements – Related Acts and Judgments – India
Understanding human rights and its principles
International HR Covenants
HR in National law – CEDAW, UDHR
LGBTQI – rights
HR Institutions – National Commission for Women

Unit 2

Theories of gender and media
Sociological theories of gender
Feminist media theories
Gender, Power and Media – Hegemonic masculinities
Intersectionality.

Unit 3

Gendered constructions in traditional media platforms – entertainment, news and information media – gender stereotyping – hegemonic masculinities – popular culture - commodification and objectification
Presence of women in media – representation of different genders
Media policies and women
Mass media approaches to gender issues, victimisation and violence against women
Gender in online social media platforms – global public sphere
Misogyny – trolling – cybercrime
Socio Political participation – online platforms

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical components: 20 marks

End-semester examination: 60 marks

REFERENCES

- Bow, Bonnie J. & Wood, Julia T. (2006) *The Sage Handbook of Gender and Communication*. New Delhi: Sage
- Creedon, Pamela J. & Cramer, Judith (2007) *Women in Mass Communication*. New Delhi: Sage.
- Dragowski, E.A., Scharron-del Rio, M.R., Sandigorsky, A.L. (2011). Childhood gender identity – Disorder?: Developmental, cultural, and diagnostic concerns. *Journal of Counselling and Development*, 89, 360-366.
- Gray, M.L. (2009). Negotiating identities/queering desires: coming out online and the remediation of the coming-out story. *Journal of Computer-Mediated Communication*, 14, 1162-1189.
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DJ063: Infographics

PRACTICAL - 3 credits: (3 practical hours/week)

OBJECTIVES

- To impart the necessary skills required to create infographics.

Module

Students will submit a record of 20 full-page infographics for evaluation.

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks

DJ064: Internship

PRACTICAL - 3 credits

Students are expected to complete a minimum of 30 days of internship in media organisations (one newspaper internship and the other as per the preference of the student) and submit a hard-bound Internship report with the following characterisation:

Cover page

Certificate (declaration)

Internship certificates

Acknowledgement

Introduction (about the media organisations where the internships were undertaken)

Contact details of the persons under whom internships were undertaken Daily diary

Contributions

Scheme of evaluation:

Internal assessment: 60 marks

External assessment: 40 marks

DJ065: Visual Effects

PRACTICAL - 3 credits: (3 practical hours/week)

OBJECTIVES

- To teach techniques and practical applications of visual effects to develop motion graphics

Module

3D text modelling (After Effects)

Visual text effects using After Effects

(Fiery text, particle effects, animations)

Video intro creation, lower thirds

2D animation basics

Shape and motion tween

Drawing and animating a cartoon

After Effects puppet rigging

2D text animation (kinetic)

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks

DJ066: Audio Production

PRACTICAL - 3 credits: (3 practical hours/week)

OBJECTIVES

- To impart the necessary skills required to produce audio programmes.
- To train the students in hands-on professional audio production equipment

Module

1. Write a script for a 3-minute radio production (any one of emotions as the subject). Make an audio recording of the script. (conventional microphone positioning)
2. Record a 2-minute speech-based recording for older listeners. (slow pace & mellow); Record a 2-minute music-based live recording for all age groups. (more dynamic & cheerful).
3. Conduct and record live interviews with senior academics (6 min)-(intelligence & maturity)
4. Location recording of a festival /sports event. (6 min)-(convey immediacy -impromptu-natural qualities of the occasion)
5. Record a radio drama (6min) -create localisation of sound & effects by microphone placement, obstruction and electronic means)

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks

DJ067: Video Production

PRACTICAL - 6 credits: (6 practical hours/week)

OBJECTIVES

- To impart the necessary skills required for video production.

Module

Students have to work in a group for this project on the delta-oriented and agriculture-related themes under the supervision and guidance of a faculty member. Several groups and group members will be formed by the faculty, and each group has to submit a video project.

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 20 marks

Record: 40 marks

End-semester examination: 40 marks