



SGT UNIVERSITY

VALUE ADDED COURSES



**Faculty of Mass Communication
& Media Technology 2023-24**



About the University

SGT University, established in 2013 and recognized by the University Grants Commission (UGC), has set its sights on fostering a culture of research, innovation, and interdisciplinary education. Nestled on a sprawling 70-acre campus on the outskirts of Gurgaon, the university boasts state-of-the-art resources and infrastructure designed to facilitate cutting-edge academic and research achievements.

Driven by a relentless pursuit of excellence, SGT University has earned the prestigious NAAC A+ accreditation, becoming one of the youngest institutions in the country to receive this honour. This recognition highlights the university's commitment to maintaining high standards in education and research.

Among its broad array of academic programs, the university offers premier medical courses through the SGT Medical College, Hospital & Research Institute, which are considered among the best in the nation. These programs are seamlessly integrated with practical training and research opportunities, ensuring that students receive a comprehensive, world-class education in the medical field.

Our Vision

To nurture individual's excellence through value based, cross-cultural, integrated and holistic education adopting the contemporary and advanced means blended with ethical values to contribute in building a peaceful and sustainable global civilization.

Our Mission

- To impart higher education at par with global standards that meets the changing needs of the society
- To provide access to quality education and to improve quality of life, both at individual and community levels with advancing knowledge in all fields through innovations and ethical research.
- To actively engage with and promote growth and welfare of the surrounding community through suitable extension and outreach activities
- To develop socially responsible citizens, fostering ethical values and compassion through participation in community engagement, extension and promotion activities.
- To create competitive and coordinated environment wherein the individual develops skills and a lifelong learning attitude to excel in their endeavours.

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INTRODUCTION

In the dynamic and ever-changing global landscape, the need for lateral thinking, innovation, and entrepreneurial spirit has never been greater. Traditional educational approaches that focus solely on specific skill sets often become outdated due to the rapid pace of technological advancements. As such, no university curriculum can comprehensively address all areas of importance or relevance. To ensure that students are better equipped to meet industry demands, it is crucial for higher education institutions to supplement the core curriculum, helping students develop both their aptitudes and interests.

Objectives:

The primary objectives of the Value-Added Course (VAC) are:

1. **To enhance industry understanding:** Equip students with knowledge of industry expectations and requirements.
2. **To improve employability:** Enhance students' employability skills, making them more competitive in the job market.
3. **To bridge skill gaps:** Address existing gaps in skills and ensure students are industry ready.
4. **To foster inter-disciplinary skills:** Provide students with opportunities to develop diverse skills across various disciplines.
5. **To encourage entrepreneurship:** Inspire students to become job creators rather than just job seekers.

Course Design

Departments designing Value-Added Courses should begin by conducting a **Training Need Analysis** and engaging with industry experts, alumni, and employers to identify skill gaps and emerging trends. This will guide the creation of a syllabus tailored to current demands.

Conduction of Value-Added Courses

- **Voluntary Participation:** VAC is not a mandatory requirement for completing any academic program, and the credits earned through these courses are additional to the degree's total credit requirement.
- **Learning Format:** VAC is an instructor-supported learning course, available to all students without any additional fee. Classes are typically scheduled during reserved time slots, beyond regular class hours, and may also be conducted on weekends or during vacations.
- **Course Registration:** Students may register for only one Value-Added Course per semester, preferably offered by their own department. However, with prior permission from the Dean, they can take courses from other departments.



- **Minimum Participants:** A minimum of 5 students must opt for a course for it to be offered.
- **Industry and Expert Involvement:** Eminent industry professionals or academicians may conduct VACs. This broadens students' exposure and enhances the learning experience.

Course Duration and Structure

- **Duration:** Each Value-Added Course should last at least 30 hours, with a balanced structure of 18 hours (60%) theory and 12 hours (40%) practical. The exact division of theory and practical hours will be determined by the course instructor with the approval of the Dean.
- **Location:** The courses will be conducted within the respective schools, with classrooms assigned by the Dean based on student numbers.

REGISTRATION PROCEDURE

1. **Course Listings:** A list of available Value-Added Courses, along with syllabi, will be posted on the university website.
2. **Registration Process:** Students must complete and submit a registration form to enroll in a course. The Department Head will group students based on their choices and send them to the Dean for final approval.
3. **Attendance and Assessment Records:** The course instructor is responsible for maintaining attendance and assessment records, including details on assignments, seminars, and other activities. These records must be signed by both the course instructor and the Department Head and kept for future reference.
4. **Attendance Requirements:** Students must maintain at least 75% attendance in the Value-Added Course to be eligible for a certificate. Up to a 10% relaxation in attendance may be granted for valid reasons, such as illness or extracurricular participation.

Certification

Upon successfully completing a Value-Added Course, students will be awarded a **certificate** signed by the authorized university signatories, recognizing their accomplishment in the course.

Fundamentals of Photography in Journalism



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Course Code: VAC/FMMT/001

COURSE OBJECTIVES:

- To understand the basics of photography, including camera operations and composition techniques.
- To explore the role of photography in journalism and mass communication.
- To develop practical skills in capturing, editing, and presenting photographs.
- To learn the ethical and legal considerations in journalistic photography.

COURSE OUTCOMES:

- Operate cameras proficiently and apply composition techniques to produce visually compelling photographs.
- Analyze the role and impact of photographs in journalistic storytelling.
- Capture and edit photographs for journalistic purposes while adhering to ethical standards.
- Create and present a photo essay demonstrating their understanding of the course content.

COURSE CONTENT:

Module I: Basics of Photography

- Session 1: Introduction to Photography: History and Evolution
- Session 2: Understanding Camera Types: DSLR, Mirrorless, and Smartphones
- Session 3: Technical Foundations: Shutter Speed, Aperture, ISO, and White Balance
- Session 4: Composition Techniques: Rule of Thirds, Leading Lines, Framing, and Perspective

Module II: Photography in Journalism

- The Role of Photography in Journalism: Storytelling through Images
- Genres of Journalistic Photography: News, Features, Sports, and Documentary
- Practical Workshop: Capturing Newsworthy Moments
- Editing Basics: Tools and Techniques for Enhancing Images
- Case Studies: Iconic Photographs in Journalism

Module III: Ethics and Practical Application

- Ethical Considerations in Photojournalism: Consent, Privacy, and Sensitivity
- Legal Aspects: Copyrights and Permissions
- Practical Workshop: Covering an Event
- Creating a Photo Essay: Concept to Execution
- Feedback and Peer Review of Photo Essays
- Presentation of Final Projects and Course Wrap-Up

Course Code: VAC/FMMT/002

COURSE OBJECTIVES:

- This course is designed to introduce students to the world of digital media, covering the various platforms, tools, techniques, and content creation methods used in today's fast-paced digital environment. Students will explore key concepts of online communication, social media, and digital marketing.

COURSE OUTCOMES:

- Demonstrate a comprehensive understanding of different digital media platforms (social media, websites, search engines, etc.) and their characteristics.
- Develop practical skills in using various digital media tools for content creation and dissemination.
- Apply the principles of digital media in personal and professional contexts.
- Identify and analyze various digital media content formats (text, images, video, audio) and their effectiveness.

COURSE CONTENT:

Module I: Introduction to Digital Media

- Definition and Importance of Digital Media
- Evolution of Media: From Traditional to Digital
- Types of Digital Media: Social Media, Blogs, Online News, Video Platforms
- Impact of Digital Media on Society and Culture
- Understanding the Digital Landscape: Websites, Apps, Social Networks

Module II: Content Creation and Digital Tools

- Basics of Digital Content: Text, Image, Video, and Audio
- Tools for Content Creation: Photoshop, Canva, Video Editing Software, Blogging Platforms
- Strategies for Writing Effective Digital Content
- Photography and Videography for Digital Platforms
- Graphic Design for Social Media and Websites

Module III: Social Media and Digital Marketing

- Overview of Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn)
- Building a Brand Online: Personal Branding and Business Branding
- Digital Marketing Strategies: SEO, SEM, Content Marketing, Influencer Marketing
- Social Media Analytics and Engagement Metrics
- Ethics and Privacy in Social Media



Module IV: Digital Media Trends and Future

- Emerging Digital Media Technologies (AI, AR, VR, and Interactive Media)
- Future Trends in Social Media and Digital Communication
- The Role of Artificial Intelligence in Content Creation and Curation
- Ethics in Digital Media: Fake News, Cybersecurity, and Privacy Concerns
- Case Studies of Successful Digital Campaigns



Radio Podcast



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Course Code: VAC/FMMT/003

COURSE OBJECTIVES:

- The course will introduce students to the principles of radio and podcasting, focusing on the production and presentation of audio content. Students will learn to develop, record, edit, and distribute podcasts, gaining skills in both technical and creative aspects of audio content creation.

COURSE OUTCOMES:

- Demonstrate proficiency in using audio recording equipment and software.
- Master audio editing techniques, including noise reduction, equalization, and sound effects.
- Learn to record and mix high-quality audio for podcasting.
- Develop skills in using audio production tools for storytelling and creative expression.

COURSE CONTENT:

Module I: Introduction to Radio and Podcasting

- History and Evolution of Radio and Podcasting
- Difference between Radio Broadcasting and Podcasting
- Key Elements of a Podcast: Concept, Audience, Structure
- Types of Podcasts: Interview-based, Storytelling, Educational, Entertainment
- Podcast Genres and Formats

Module II: Podcast Production

- Tools for Podcast Production: Microphones, Audio Interfaces, Headphones
- Recording Techniques: Voice Modulation, Tone, Pacing
- Software for Editing Podcasts: Audacity, Garageband, Adobe Audition
- Structuring an Episode: Introduction, Content, Outro
- Interview Techniques and Scriptwriting for Podcasts

Module III: Distribution and Marketing

- Hosting and Publishing Podcasts: Hosting Platforms, RSS Feeds
- Distributing Podcasts on Platforms: Spotify, Apple Podcasts, Google Podcasts
- Promoting and Marketing Podcasts: Social Media, SEO for Podcasts
- Audience Engagement: Building a Community around a Podcast
- Monetizing Podcasts: Sponsorship, Ads, Crowdfunding