

Babu Banarasi Das University

Lucknow

DEPARTMENT OF MASS COMMUNICATION

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Course Curriculum

BA (Journalism and Mass Communication)

Programme Code: BA (J&MC)

Duration: 3 years full time

[Effective from Academic Batch 2015 onwards]

Course Curriculum of BA (Journalism and Mass Communication)

Version Control

Version	2.0
Effective from	1st July, 2015

INTRODUCTION:

Department of Mass Communication, BBD University ensures that learning is an interactive process. Scope and demand of Journalism and different medium of Mass Communication is continuously rising in India. In the last one decade, the field of media communications have undergone profound changes, more so because Marshal McLuhan's prophesy of 'global village' has now been fully realized. The world is not big anymore because the media technologies have become bigger in abolishing and altering the sense of both time and space, globally.

Today media is capable of influencing an individual's life. Be it social, personal, political or cultural. Its power now encompasses the globe sweeping geographical boundaries, territorial distinctions and cultural limitations. The local is global today and real is virtual and vice versa. Developments in technology, politics and society have led to the role expansion of journalism and media with new set of social, cultural and political responsibilities.

The Department of Mass Communication in BBD University aims to create professionals who possess both intellectual and technical rigor of high caliber. The Department is constantly working to innovate and improvise the knowledge delivery mechanism by introducing new-age pedagogy and teaching standards. The perfect combination of theory and practice determines our drive to produce talent which can go beyond the mechanical way of journalistic practice and produce work which is creative, informative, intriguing and entertaining in nature. To cater to the needs of the new age media industry, fresh technical modules such as digital film making, cinematography, advanced digital photography, film production and non-linear editing have been compiled and introduced at bachelor level.

To cater the market needs, Department of Mass Communication offer Program of BA (Journalism and Mass Communication) (Full Time-3 years).

BA (JOURNALISM AND MASS COMMUNICATION) (Full Time-03 years):

BA (Journalism and Mass Communication) is a three year course comprising of six semesters which aims at providing inputs to the students relevant to the media industry so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of mass communication, but also provides inputs necessary for the overall development of the personality of the students. BA (Journalism and Mass Communication) is a three years full time degree course. With the world of Media & Journalism gaining importance, there is a need for a very strong foundation for young students who aspire to take it as a profession. The course offered at this level has been designed to include each & every aspect of journalism and mass media.

The structure of the Course is designed in a way that students have to study the core courses from different functional areas of journalism and mass communication that are made compulsory. Later on, specializations are offered in functional areas where the students can opt for specializations (One Major and two Minor) in Journalism and Mass Communication.

Right from the beginning of the course, the focus is on providing relevant inputs through case discussion/analysis, practical, projects etc., keeping in mind the current media scenario.

Broadly, the course is of three years divided into six semesters. There is a system of major and minor specialization. The students will have to opt for functional areas (Minor in fourth and fifth semester, Major in sixth semester) for their specialization. In Major specialization, Summer Training for 6/8 weeks is compulsory for every student pursuing the course, which they have to undergo in sixth semester. Student has to submit Functional Project Report in Major specialization.

A Research project has to be submitted as part of the course.

A. ADMISSION CRITERIA

1. Minimum 50% in 10+2 or equivalent. Relaxation in qualification and reservation is as per UGC and State Govt. norms.
2. BBD University will also conduct a written test for admission to the program.

B. ASSESSMENT AND EVALUATION

The course assessment and evaluation of courses will be as per BBD University guidelines.

C. MINOR PROJECT

1. Topic of the Minor Project in Semesters IV and V will be allotted by faculty members with approval from Dean/Head of Department. In IV semester topic of minor project will be based on Television Journalism & Production, New Media & Web Journalism or other fields of media. In V semester topic of minor project will be based on Advertising, Event Management or other fields of media. The Internal Assessment shall be on the basis of regular presentation during Semester by the student. At the end of the Semester the student will be required to submit a comprehensive report before the pre-decided date for the purpose of final assessment (ESE).
2. Minor projects tasks that add to the knowledge of the students. A topic will be given to each student in the beginning of the semester in various areas of mass communication and media. The project can be based on primary/secondary data. After completion of the assigned Project a Project Report in respect of the same will be submitted to the concerned Dean/HOD.

3. The student will submit two copies of the report to the Dean/Head of the Department of Mass Communication program. The average size of Report ordinarily will be 50 typed pages in standard font (Times New Roman, font size: 12) and double spacing. Two neatly typed copies of the report will be submitted to the University. The report will be typed in A-4 size paper.
4. The minor project will carry 100 marks. The Internal Assessment will award marks out of 40 and the External Examiner will award marks out of 60.
5. The final report should be written and compiled in the following sequence: Title Page, Acknowledgement, Contents, Body of the Project Report, References/Bibliography.

D. RESEARCH PROJECT REPORT

1. In fifth semester, candidates will have to submit a Research Project Report on a problem/topic to be assigned by the Department of Mass Communication under the supervision of a core faculty member of the department. Students have to study any social problem based on primary research.
2. The report will contain the objectives and scope of the study. Research methodology, scope, significance of the study, analysis of data collected, conclusions and recommendations. It will contain program certifying the authenticity of the report shall be attached therewith.
3. The student will submit three copies of the report to the Dean/Head of the Department of Mass Communication program. The average size of Report ordinarily will be 60 typed pages in standard font (Times New Roman, font size: 12) and double spacing. Three neatly typed and hard bound (black cover page) copies of the research report will be submitted to the University. The report will be typed in A-4 size paper.

E. FUNCTIONAL PROJECT REPORT

1. During sixth semester, every student of BA (J&MC) will undergo on-the-job practical training in any media organization. The training will be of 6 to 8 weeks duration. The College/Institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/topic to the student.

4. The Internal Assessment of Functional Project shall be on the basis of regular presentation by the student after completion of eight weeks training. At the end of the Semester the student will be required to submit a comprehensive report (Functional Project Report) before the pre-decided date for the purpose of final assessment (ESE).
5. The report (based on training and the problem/project studied) prepared by the student will be known as Functional Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it.
6. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of Report ordinarily will be 100 typed pages in standard font (Times New Roman, font size: 12) and double spacing. Three neatly typed and hard bound (black cover page) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
7. The Report will have three certificates. One by the Dean/ Head, Department of Mass Communication, Second by the Reporting Officer of the organization where the student has undergone training and the other by the student. These three certificates should be attached in the beginning of the report.
8. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. The final assessment will be done by the external examiners.

F. CREDIT SYSTEM

Credit system will be followed during the entire three year course curriculum. One credit is equivalent to 30 learning hours.

SEMESTER WISE COURSE STRUCTURE

Semester I									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC2101	Principles of Communications	4			40	60	100	4
Core	BJMC2102	Development of Journalism	4			40	60	100	4
Foundation	BJMC2103	Indian Culture	4			40	60	100	4
Core	BJMC2104	Computer Applications for Media	4			40	60	100	4
Foundation	BJMC2105	General Knowledge & Current Affairs – I	2			40	60	100	2
Foundation	BJMC2106	Functional English	2			40	60	100	2
Core	BJMC2151	Communication Lab			4	40	60	100	2
Core	BJMC2152	Design & Graphics Lab			4	40	60	100	2
Core	GP101	General Proficiency				100		100	1
Total			20		8			900	25

Semester II									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Foundation	BJMC2201	Indian Polity & Issues	4			40	60	100	4
Core	BJMC2202	Print Media – I	4			40	60	100	4
Foundation	BJMC2203	Indian Economy	4			40	60	100	4
Core	BJMC2204	Still Photography	4			40	60	100	4
Foundation	BJMC2205	General Knowledge & Current Affairs – II	2			40	60	100	2
Core	BAS2204	Environmental Studies	2			40	60	100	2
Open Elective		Language*	2			40	60	100	2
Core	BJMC2251	Print Media Lab – I			4	40	60	100	2
Core	BJMC2252	Photo Lab			4	40	60	100	2
Core	GP201	General Proficiency				100		100	1
Total			22		8			1000	27
*Language:									
One Functional Language Course from the following									
BJMC2206	Proficiency in French								
BJMC2207	Proficiency in German								
<ul style="list-style-type: none"> ▪ The syllabus of the course BJMC2206 Proficiency in French and BJMC2207 Proficiency in German shall be accepted as per the recommendations of Center of Second Language Promotion of the University. ▪ BAS2204 Environmental Studies: As per the recommendation of Board of Studies in Chemistry. 									

Semester III									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC2301	Development Communication	4			40	60	100	4
Core	BJMC2302	Print Media – II	4			40	60	100	4
Core	BJMC2303	Radio Journalism & Production	4			40	60	100	4
Core	BJMC2304	Basics of Camera, Light & Sounds	4			40	60	100	4
Core	BJMC2305	Media Laws & Ethics	4			40	60	100	4
Core	BJMC2351	Print Media Lab – II			4	40	60	100	2
Core	BJMC2352	Radio Journalism & Production Lab			4	40	60	100	2
Core	GP301	General Proficiency				100		100	1
Total			20		8			800	25

Semester IV									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC2401	Television Journalism & Production	4			40	60	100	4
Core	BJMC2402	Public Relation	4			40	60	100	4
Core	BJMC2403	New Media & Web Journalism	4			40	60	100	4
Open Elective		Open Elective*	4			40	60	100	4
Core	BJMC2451	Television Journalism & Production Lab			4	40	60	100	2
Core	BJMC2452	Public Relation Lab			4	40	60	100	2
Core	BJMC2453	New Media & Web Journalism Lab			4	40	60	100	2
Core	BJMC2454	Minor Project				40	60	100	2
Core	GP401	General Proficiency				100		100	1
Total			16		12			900	25
<p>*Open Elective: Open Elective course will be chosen by the student from the open elective central list of BBD University. However, the student of BA (J&MC) cannot choose any open elective course from the same Program/Department.</p>									

Semester V									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC2501	Advertising: Concepts & Principles	4			40	60	100	4
Core	BJMC2502	Event Management: Principle & Methods	4			40	60	100	4
Core	BJMC2503	Media Organization and Management	4			40	60	100	4
Core	BJMC2504	Media Research	4			40	60	100	4
Generic Elective		Elective – I*	4			40	60	100	4
Core	BJMC2551	Advertising Lab			4	40	60	100	2
Core	BJMC2552	Media Research Lab			4	40	60	100	2
Core	BJMC2553	Minor Project				40	60	100	2
Core	GP501	General Proficiency				100		100	1
Total			20		8			900	27
*Elective – I:									
One Elective Course from the following									
BJMC01	Environment Communication								
BJMC02	Corporate Communication								
BJMC03	International Communication								

Semester VI									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC2601	Contemporary Issues	4			40	60	100	4
Core	BJMC2602	Global Media Scenario	4			40	60	100	4
Generic Elective		Elective – II*	4			40	60	100	4
Core	BJMC2651	Functional Project Report				40	60	100	8
Core	GP601	General Proficiency				100		100	1
Total			12					500	21
*Elective – II: One Elective Course from the following									
	BJMC04	Advance Print Media							
	BJMC05	Advance Radio & TV							
	BJMC06	Advance Films							

Abbreviation:

CIA: Continuous Internal Assessment

ESE: End Semester Examination

L-Lecture, T-Tutorial, P-Practical

CREDIT SUMMARY CHART

Course Category	Semester						Total Credit	%age
	I	II	III	IV	V	VI		
F	8	10					18	12
C	17	15	25	21	23	17	118	78.67
GE					4	4	8	5.33
OE		2		4			6	4
Total	25	27	25	25	27	21	150	100

DISCIPLINE WISE CREDIT SUMMARY CHART

Course Category	Semester						Total Credit	%age
	I	II	III	IV	V	VI		
Basic Science								
Humanities	2						2	1.33
Social Science	6	10					16	10.67
Professional Subject Core	16	14	24	18	20	8	100	66.67
Professional Subject Generic Elective					4	4	8	5.33
Professional Subject Open Elective		2		4			6	4
Project Work Seminar Internship Industry Elsewhere	1	1	1	3	3	9	18	12
Total	25	27	25	25	27	21	150	100

BA (JOURNALISM AND MASS COMMUNICATION) [BA (J&MC)]**SEMESTER I****Course Title: Principles of Communication****Course Code: BJMC2101****Course Credit: 04**

COURSE OBJECTIVE:		No of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ To describe the foundations of human communication. ❖ To develop among them broad understanding of the concepts and process of communication. ❖ To make them understand communication better through various theories and models. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To enhance the knowledge of students with regard to fundamentals of communication and its different forms. 2. To know the effective communication and barriers of communication. 3. To illustrate the fundamentals of mass communication and its various forms. 4. To describe the theories of communication that make them understand about role of communication in media and society. 5. To understand the different models and role of model in communication process. 6. To identify the target audiences and able to segmentation of audience for purpose of communication. 		
Module I Fundamentals of Communication		30	1
Communication: meaning and definition, objectives, scope and functions. Seven Cs of Communication. Process of communication, Elements of the process. Forms of communication: Intra personal, Inter personal, Group and Mass Communication. Verbal and Non Verbal Communication. Effective Communication and barriers of communication.			
Module II Mass Communication		30	1
Mass Communication: Meaning, definitions, characteristic. Functions of Mass Communication. Audience: type and nature. Normative Theories of Press: Authoritarian, Libertarian, Soviet Communist Theory and Social Responsibility Theory. Other Theories: Development Media Theory, Democratic Participant Media Theory, Social Influence or Identification Theory.			
Module III Communication Theories		30	1

Two-step, Multi-step flow of Communication. Individual Difference Theory. Personal Influence Theory. Selective Exposure, Selective Perception & Selective Retention Theory. Agenda Setting Theory.		
Module IV Models of Communication SMCR Model. Shannon & Weaver Model. Schramm's Model. Osgood Model. Laswell Model. Dance's Helical Model. New Comb's Model. Gate Keeping Model. Gerbner's Model. Changing definition of 'Mass' in communication. Audience as a market.	30	1
Suggested Readings: 1. Keval J Kumar, Mass Communication in India, Jaico Publishing House, Mumbai, 2012. 2. Uma Narula, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004. 3. Denis Mc Quail, Mc Quail's Mass Communication Theory, Sage Publications, New Delhi, 2001. 4. Stanley J Baran & Dennis K. Devis, Mass Communication Theory: Foundation, Ferment and Future, Thomson Wadsworth, 2000. 5. Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi. 6. Uma Joshi, Text Book of Mass Communication and Media, Anmol Publications Pvt. Ltd., New Delhi. 7. K Ravindaran, Handbook of Mass Communication, Anmol Publication, New Delhi. 8. C. S. Rayadu, Communication, Himalaya Publishing House, Mumbai.		

Course Title: Development of Journalism**Course Code: BJMC2102****Course Credit: 04**

COURSE OBJECTIVE:	❖ To enhance the knowledge of students with regard to the development of journalism over the period of time and also the contemporary issues. ❖ To make them understand the development of newspapers in India.	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To explain details about development and evolution of journalism in India. 2. To give a clear understanding of Freedom Movement & Journalism. 3. To tell the growth of media as an industry and Professional Journalism. 4. To provide a detail study of Post Independence Journalism. 5. To give an overview of Press and Political System during post independence period. 6. To understand the changing face of journalism. 7. To deal with various significant Contemporary Issues. 		
Module I Development of Journalism in India Early Newspaper Publications in India. Press, Literature and Renaissance. Indian Language Press and English Press. Press and First Independent Struggle. Press and British Rule.		30	1
Module II Freedom Movement and Journalism Preliminary Challenges of Early 20th Century and Press (Movement against Imperialism, First World War, October Revolution, Press Laws etc). Journalism of the Leaders of Freedom Movement (Tilak, Gokhale, Gandhi, Bhagat Singh, Maulana Azad, Subhash Chandra Bose, Nehru). Indian Press and Social Reform Movements (Untouchability, Women Issues, Communal Harmony, Swadeshi Movement etc). Indian Language Press and English Press in the last phase of freedom movement (1940-1947). Missionary and Professional Journalism. Media as an Industry.		30	1
Module III Post-Independence Journalism Press and Post Independence Challenges (Division, Communal Riots, First Election, Formation of First Government, Plan Period, Land Reforms, Abolition of Zamindari, Reorganization of States). Post Independence Governments and Press		30	1

Regulations (Press Commission, Press Council of India). Press and Political System (Parliament, Constitution, Political Parties etc). Changing Nature of Indian Press after Independence (Publication of New National and Regional Newspapers and Magazines). Parallel Journalism (Dalit Journalism, Small Magazines). Missionary Journalism. Discussion in the Class on Professional and Alternative Newspapers and Magazines).		
Module IV Changing Face of Journalism and Contemporary Issues Modernization of Press and Press Management. National Press, Regional Press, District and Tehsel Level Press. Electronic Medium and Internet Journalism. Press and Contemporary Issues (Multilevel Governments, Human Right, Terrorism, Nationalism, Regionalism, Constitution Review, Social Justice etc.). Press and Secularism. Indian Press, Multinational Press and Globalization, Capitalization. Contemporary Issues and Press Coverage: Analysis.	30	1
Suggested Readings: 1. Dr. N.K. Trikha, The Press Council, Somaiya Publication. 2. Keval J. Kumar, Mass Communication in India, Jaico Publication, New Delhi. 3. Robbin Jeffery, India's Newspaper Revolution, Oxford University Press. 4. Arbind Singhal, India's Communication Revolution, Sage Publications. 5. Dr. H.O. Srivastava, Broadcast Technology: A Review, Gyan Publishing House, New Delhi.		

Course Title: Indian Culture**Course Code: BJMC2103****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ Describe the socio-cultural aspect of Indian life in medieval India. ❖ Differentiate between the socio-economic-political milieu in pre and post-colonial India. 	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To describe the foundations of Indian culture, civilization and Religions. 2. To give an overview of the medieval period and different cultures of India. 3. To describe the stages of freedom struggle and the role of social reformers in the national movement. 4. To tell the growth of the British colonial period in India. 		

	5. To enhance the knowledge of students with regard to social reform movements. 6. To understand the concept of economic resurgence.		
Module I The Foundations of Indian Culture and Civilization	Vedas. Upanishads. Puranas. Buddhism. Jainism. Unity in diversity in India: Religions, fairs and festivals, dance, languages, different cultures, food habits.	30	1
Module II The Medieval Period	Medieval Period: The advent of Islam. Bhakti movement. Sufism. Sikhism. The birth of Hindi. The flourishing of Arts and Crafts, Literature, Architecture. The loss of the scientific impulse.	30	1
Module III The Colonial Period	Colonial Period: British Colonization. Emergence of the middle class. The birth of the modern state. The economics of colonization. The emergence of the Indian entrepreneur class. Western education and social mobility.	30	1
Module IV The National Awakening	The social reformers & religious revivalism. Freedom struggle. Economic Resurgence: Pre and post liberalization. The Indian middle class. Modernization and Westernization. The Swadeshi Agenda. Future of Indian Culture.	30	1
Suggested Readings:	1. Shyam Benegal, Bharat Ek Khoj (Series). 2. Ram Chander Guha India After Gandhi, The History of the World's Largest Democracy, Perennial. 3. D.B. Vohra, History of Freedom Movement, Delhi Admin. 4. H.R. Ghosal, An Outline History of Indian People. 5. A.L. Basham A Cultural History of India, The Wonder that is India Volume-1 & 2. 6. A.N. Aggarwal, Indian Economy. 7. Rajni Kothari, Caste in Indian politics. 8. Ministry of I & B Facts about India 9. Pandit Jawahar Lal Nehru, The Discovery of India.		

Course Title: Computer Applications for Media**Course Code:** BJMC2104 **Course Credit:** 04

COURSE OBJECTIVE:	❖ Students should have the knowledge of various application of information technology in media. ❖ Able to describe basics of design and graphics. ❖ To understand the principles of design to various forms of visual design.	No of Hours	No of Credits
LEARNING OUTCOMES:	1. To understand computer and its operations, basic internet application in media and various internet tools for fast dissemination of news, video and pictures. 2. To understand the basic IT applications that is using in print, electronic and cyber media. 3. To analyze the differences between conventional and new media. 4. To understand basics of design and graphics and able to apply different types of layouts for different media usage. 5. To gives an overview of apply various elements and principles of design to various forms of visual and graphics communication for print media. 6. To understand basics of desktop publishing and printing process.		
Module I Internet for Interactivity Introduction to internet application in media. Websites and portals. Static and dynamic websites. Various internet tools for fast dissemination of news, video and pictures.		30	1
Module II IT for Media Basic IT applications in print. Electronic and cyber media. Emerging Trends in information technology. Conventional media Vs new media. Introduction to Blogs and Vlogs.		30	1
Module III Layout Components of layout and layout planning. Advertisement layout. Broadsheet and Tabloid layout. Magazine & Book Layout.		30	1
Module IV DTP and Printing Basics of Desktop Publishing. Printing Process. Printing Methods: Letter Press, Screen, Offset. Paper and finishing.		30	1

Suggested Readings:

1. N. N. Sarkar, Art and Production, Sagar Publishers, New Delhi.
2. N.N. Sarkar, Designing Print Communication, Sagar Publishers, New Delhi.
3. Author Adobe, Adobe Photoshop, Publisher Tech media.
4. Coburn Foster D., Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007.
5. Jaiswal, Fundamentals of computer Information technology Today, Wiley Dreamtech.
6. V. Rajaraman, Fundamentals of computer, Prentice Hall of India.
7. G K Parthasarathy, Computer Aided Communication, Authors Press, 2006.
8. R. Singhal, Computer Application for Journalism, Ess Publishers.
9. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi.
10. T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication.

Course Title: General Knowledge & Current Affairs-I**Course Code:** BJMC2105**Course Credit:** 02

COURSE OBJECTIVE:	❖ This course will enhance the knowledge of students regarding Indian political system and Indian economics.	No of Hours	No of Credits
LEARNING OUTCOMES:	1. To understand the fundamental knowledge of Indian political system. 2. To understand the political system of Uttar Pradesh. 3. To illustrate the economical system of India and present scenario. 4. To understand the work of NITI Ayog.		
Module I Indian Political System		30	1
Brief knowledge of the Indian Constitution. Centre and its powers. Fundamental rights. President. Vice president. Prime minister. CAG. Election commission. Three tier Panchayati Raj. Political system of Uttar Pradesh and current status.			
Module II Indian Economics		30	1
National income. New economic policy. Agriculture. Industry and commerce. Budget and its terminology. NITI Ayog.			
Suggested Readings:			
1. India: A Reference Manual (Annual); Publication Division, Ministry of I and B. 2. Malayala Manorma Year Book (Annual) 3. National and Regional Newspapers (Times of India, Hindustan Times, The Hindu, Indian Express, The Economic Times). 4. Magazines (India Today, Frontline, Outlook, Economic and Political Weekly and Yojana).			

Course Title: Functional English**Course Code: BJMC2106****Course Credit: 02**

Course Objective	No. of Hours	No of Credits
<p>❖ A brief survey of the topics included in the course will enable students to enhance language skill in its variety of applications in the area of Journalism.</p>		
<p>Learning Outcomes</p> <p>After successful completion of this syllabus students will be able to:</p> <ol style="list-style-type: none"> 1. Form new vocabulary as per need of the situation following the concept/s. 2. Understand complexity of situations to use suitable vocabulary. 3. Apply language for various purposes of journalism such as News Report, note-sheet, PIL and RTI etc. 4. Have expertise of Translation required for different purposes of journalism and communication with common people. 		
<p>Module I Word Formation and Documentation (A Brief Survey)</p> <p>Word Formation: Affixation, Prefix, Suffix, Clipping, Blending, Portmanteau, Compounding, Duplicating and Borrowing. Abbreviations and Acronyms, etc. Foreign Words in day-today use: German, French, Latin, etc. Documentation: Press/News Report, News Letter, Note-sheet Making, Slogan Writing, Column and Review Writing, Making News Headlines, Complaints, Agenda, Corrigendum, Notes. Writing an Advertisement. Radio Jockey and FM Writing.</p>	30	1
<p>Module II Applied Language and Translation Studies (A Brief Survey)</p> <p>Multilingual Aspects: Understanding Equivalence, Language Variety, Dialect, Idiolect, Register, style, Mode, Code-mixing and Code-switching. Translation and Interpretation: Literal, Semantic, Free, Sense and Literary Translations, Functional and Communicative Translation, Technical and Official Translation, Trans-creation and Audio Visual Translation. Writing for Print and Electronic Media.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Baker, Mona. <i>In Other Words: A Course Book on Translation</i>. Routledge, 2001. 2. Comfort, Jeremy et. al. <i>Speaking Effectively: Developing Speaking Skills for Business English</i>. Cambridge: Cambridge University Press, 2002. 3. Gargesh, Ravinder and Krishna Kumar Goswami (eds.) <i>Translation and Interpreting: Reader and Workbook</i>. New Delhi: Orient Longman, 2007. 		

4. Randhawa, H. S. <i>Nation, Translation and Bhasha Literatures</i> ed. New Delhi: Saroop and Sons, 2013.		
5. Raman, Meenakshi and Sangeeta Sharma. <i>Technical Communication</i> : New Delhi: Oxford University Press, 2010.		
6. Singh, R.P. <i>Functional Skills in Language and Literature</i> . New Delhi: Oxford University Press.		
7. Sinha, R. P. <i>Current English Grammar and Usage with Composition</i> . New Delhi: Oxford University Press, 2002.		

Course Title: Communication Lab**Course Code: BJMC2151****Course Credit: 02**

COURSE OBJECTIVE:		No of Hours	No of Credits
❖ Student should be effective speak in interpersonal and public speaking situation. ❖ Student should be the good writing skills.			
LEARNING OUTCOMES:	1. To speak effectively in interpersonal and public speaking situations using appropriate nonverbal communication. 2. To write effectively on different types of broadcast programmes. 3. To rewrite headlines of newspapers (Hindi & English). 4. To make effective presentation using various audio-visual aids.		
Module I Reporting and Presentation Conversation between two students recorded on camera. To be self critiqued. Reporting on various types of radio programmes monitored by them. Presentation on TV programmes watched on the previous day. Rewriting Headlines of Newspapers (Hindi & English) on the display boards. Reading of day's newspapers followed by discussions.		30	1
Module II Forms of Writings Writing exercises to inform report and persuade. Using microphones (Public Speaking/Presentation Situations). Interview and Group Discussion sessions. Book Reading, Reviews, Appreciation. Effective Presentation using various audio-visual aids.		30	1

Course Title: Design & Graphics Lab**Course Code: BJMC2152****Course Credit: 02**

COURSE OBJECTIVE:		No of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ On the completion of the course students should be able to understand the different colour schemes. ❖ Students should be able to design and produce print material manually. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To work with different textures, colour schemes and letterforms. 2. To understand the role of various elements and principles of design for print media. 3. To differentiate between complementary, analogous and split complementary. 4. To design and develop a booklet. 		
Module I Typography and Colour in Design		30	1
To work with different textures, colour schemes and other elements on at least 10 different topics/themes. To work on various types of signographic, calligraphic and typographic letterforms. Use of colours in different schemes-complementary, analogous, split complementary, triad, soft, dark and monochromatic.			
Module II Layout		30	1
Design a logo. Design flash cards. Design and develop a booklet (story/ rhymes/ play/ comic strips or any other). Visit to a printing press.			

SEMESTER II**Course Title: Indian Polity & Issues****Course Code: BJMC2201****Course Credit: 04**

COURSE OBJECTIVE:		No of Hours	No of Credits
<ul style="list-style-type: none"> ❖ To enable students understand the Indian political system and functioning of democratic Institutions. ❖ To apprise students of electoral system from the perspective of election coverage by media. ❖ Also to make them aware of contemporary political issues and motivate them to brainstorm on such issues. 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of the Indian political system and functioning of democratic Institutions. 2. To enhance the knowledge of students with regard to electoral system from the perspective of election coverage by media. 3. To make them aware of contemporary political issues and motivate them to brainstorm on such issues. 4. To understand the Communalism, fundamentalism and secularism. 5. To identify Terrorism in India- Legal and political measures to curb it and Naxalite Movement – Government’s approach towards people’s war. 6. To discriminate a political thought in respect of Indian political system. 		
Module I Indian Constitution		30	1
Constitution: Preamble, salient features. States and Union Territories. Citizenship. Fundamental Rights. Fundamental Duties. Directive Principles of State Policy.			
Module II Three Pillars of Democracy		30	1
President and Vice President. Prime Minister and the cabinet. Governor and Lt. Governor. Chief Minister and the cabinet. Parliament: Functions and powers. State legislature: Functions and powers. Superior Judiciary: Supreme Court and High Courts. Subordinate Judiciary. Controller and Auditor General.			
Module III Electoral System		30	1
Election Commission: Functions and powers. General Elections, Mid-Term Elections, By Elections. Elections of upper and lower houses. Election of President and Vice President. Multi Party System: National and Regional Parties. Electoral			

Reforms: Electoral lists, EVMs, Voter ID Cards etc. Opinion & exit polls: Legal and ethical aspects, their impact. Election of Municipalities & Panchayats.		
Module IV Political Issues and Debates Politics concerning caste, religion and minorities. Communalism, fundamentalism and secularism. Political Defections: Anti Defection Act 1985 as amended in 2003. Universal adult franchise: compulsory voting vs people's choice. Dalit Movement. Reservation of seats for women in Parliament, Panchayats. Criminalization of politics: Nexus of politicians and criminals. Terrorism in India: Legal and political measures to curb it. Naxalite Movement: Government's approach towards people's war.	30	1
Suggested Readings: 1. Shukla, V.N., Constitution of India, Eastern Book Company, Lucknow 2001. 2. Bakshi, P. M., The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001. 3. Jhabvala, Noshirvan H., The Constitution of India, C Jamnadas and Co., Mumbai, 2003. 4. D. D. Basu, An introduction to the Constitution of India, Vikas Publishing House, Delhi. 5. J.C. Johri, Indian Political System, Anmol Publications. 6. Parth Chatterjee, State and Politics in India, Oxford University, Press.		

Course Title: Print Media-I**Course Code: BJMC2202****Course Credit: 04**

COURSE OBJECTIVE:	❖ This course intends to apprise students with print media specially reporting and editing of news and to enable students to analyze the trends in contemporary journalism along with the organizational structure of print media organizations.	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand news, its elements and news value. 2. To understand the functions and responsibilities of reporter. 3. To distinguish the technique of rewriting news agency copy and headlines. 4. To analyze reporting techniques, principles, various beats and news gathering methods. 5. To describe the responsibilities and functions of a reporters, pitfalls and problems in reporting. 6. To understand the different types of reporting beats. 7. To understand the function and qualification of a sub-editor and chief sub-editor 8. To prepare copy for press and style sheet by using proofreading symbols. 		
Module I Introduction to News Writing	News: Definition, elements, news values. Role of a reporter, Functions and responsibilities. Writing news: lead, types of lead, body. Technique of rewriting news agency copy. Headlines, types of headlines.	30	1
Module II Reporting	Reporting: Principles of reporting, reporting techniques, Sources of news, Beat. News gathering methods. Qualification, Responsibility and functions of a reporter. Classification of reporters. Pitfalls and problems in reporting. Attribution, Off the record. Follow-up. Advocacy. Interpretation.	30	1
Module III Specialized Reporting	Specialized Reporting: Crime, Court, Culture, Political, Education, Development, Investigative reporting, Business, Disaster, Obituary, Science, Weather, War and Sports reporting.	30	1
Module IV Editing	Editing: Definition, nature and need for editing. Principles of editing, Editorial desk. Function and qualification of a sub-editor and chief sub editor. Copy	30	1

<p>selection and copy pasting. Principles of translation. Copy editing: Preparation of copy for press, style sheet. Editing and proofreading symbols and their significance. Headlines: Principles of headline writing, functions, kinds and techniques of headline writing.</p>		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Kamath, M.V; The Journalist's Handbook, Vikas Publications . 2. Franklin, Bob, Key Concepts in Journalism Studies, Vistaar Publications. 3. Agarwal, Vir Bala, Handbook of Journalism; Concept Publications. 4. Bloom, Stephen G., Inside the Writer's Mind-Writing Narrative Journalism, Surjeet Publications, Delhi. 5. Knight, Robert, The Craft of Clarity-A Journalistic Approach to Good Writing, Surjeet Publications, Delhi. 6. Harris, Jullian, The Complete Reporter, Macmillan Publishing Co., New York. 7. Srivastava, K.M., News Reporting and Editing, Sterling Publishers, New Delhi. 8. Warren, Care H., Modern News Reporting, Harper, New York. 9. Mehta, D.S., Mass Communication and Journalism in India, Allied Publishers Ltd. 10. Walia, Harjinder Ed., Batra, Bhupinder, Sanchar, Sanchar Publishers, Patiala. 11. Hobenberg, John, The Professional Journalist, Oxford IEH Publishing Company. 12. Reddick, Dewelt, Modern Feature Writing, Harper, New York. 		

Course Title: Indian Economy**Course Code: BJMC2203****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ To recognize the classification of the Indian economics into different sector. ❖ To understand the information, flow of money, union budget etc. 	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop the knowledge about Indian economy. 2. To understand the impact of economy on development. 3. To evaluate the impact of FDI on the Indian economy. 4. To distinguish between economic growth and economic development. 5. To apply recent trends in management of global financial flows. 6. To understand the specific task of NITI Ayog in India. 		
Module I Terms and Types of Economy		30	1
Definition, scope and relationship with other subjects. Role and responsibility of an economist. Objective of a firm. Budget (Union). National Income. Mixed economy. Capitalistic economy. Socialistic economy.			
Module II Demand Concepts		30	1
Elasticity of demand: concepts, types, measurements of elasticity of demand, implications in decision-making. Demand forecasting: meaning and significance of demand forecasting, methods of demand forecasting, characteristics of a good demand forecasting. India as an agricultural economy.			
Module III Cost Concepts		30	1
Cost concepts, classification of costs, cost and output relationship: short run and long run. Economies and diseconomies of scale. Cost control and reduction, Pricing decision policies and methods. NITI Ayog.			
Module IV Theories of Profit		30	1
Profit: concept, theories of profit, measurement of profit. Industry. Break-even analysis: concepts, methods of estimation, application in profit planning.			
Suggested Readings:			
<ol style="list-style-type: none"> 1. International Economics, M.L. Jhingan, Vrindra Publications, Delhi. 2. Communism, Capitalism and the Mass Media, Cdinsparls with Anna Reading, Sage Publications. 3. International Finance, The Market and Financial Management of multinational business, Maurice D. levi, Mc. Graw – Hill, Inc. 4. The Media Monopoly by Ben H. Bagdikian published by Beacon 			

Press.Business Economics: Ahuja, M. L. 5. Principles of Economics: Jain, K. P. 6. Business Economics: Mishra & Puri. 7. Modern Micro Economics: Koutsoyianni.		
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Course Title: Still Photography**Course Code: BJMC2204****Course Credit: 04**

COURSE OBJECTIVE:		No of Hours	No of Credits
❖ Describe photography. ❖ Explain parts of film & digital camera, its functions and use of accessories. ❖ Describe lights and lighting application for indoor and outdoor. ❖ Explain steps involved in printing a digital photograph.			
LEARNING OUTCOMES: 1. To understand the fundamental knowledge regarding digital camera, its functions and use of accessories. 2. To describe the concept of photography. 3. To illustrate the structure and features of specialized cameras that make them understand about role of still photography in media and society. 4. To explain steps involved in printing a digital photograph. 5. To use the basics of camera i.e. shutter speed, aperture and focal length etc. 6. To apply the lights and lighting application for indoor and outdoor shooting.			
Module I Introduction History of Photography. Definitions. Camera: Types, Structure & Features. Specialized Cameras.		30	1
Module II Camera Basics Exposure triangle: Film Speed, Shutter Speed, Aperture. Figuring Focus, Depth of Field, Exposure. Focal Length, Angle of View. Types of Lenses: Normal lens, Wide angle, Telephoto, Fish eye & Close up lenses, Macro and Zoom Lens. Digital Image Sensor: CCD, CMOS Sensors. Resolution. Storage Medium, File Formats.		30	1
Module III Light Basic Lightings. Three point lighting. Outdoor Lightings. Indoor Portrait Lighting: Flashbulbs, Electronic Flash units, Flash Techniques. B/W & Color Filters, Filter		30	1

Factor. Role of Reflector.		
Module IV Composing Effective Photographs Picture Purpose. Centre of Interest. Rule of Third. Backgrounds. Angles. Framing. Varying Format. Focus for Effect. Good Timing. Color Consideration. Imagination. News Photography/ Photo Journalist: works and qualities. Photography under Special Conditions.	30	1
Suggested Readings: 1. O.P. Sharma, Practical Photography, Hind Pocket Books. 2. Michael Langford, Basic Photography, Focal Press. 3. James A. Folts Ronald P. Lovell, Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning. 4. Lee Frost, Photography, Hodder Headline.		

Course Title: General Knowledge & Current Affairs- II Course Code: BJMC2205 Course Credit: 02

COURSE OBJECTIVE:	❖ This course will enhance the knowledge of students regarding Indian geography and contemporary issues.	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the basics of Indian geography. 2. To illustrate the current and burning national and international issues. 3. To use different Jargon words of newspaper. 4. To know national and international politics, sports, business etc. 		
Module I Indian Geography Rivers and dams in India. Agriculture in India. States. Forest reserves. Indian tribes. Mining and natural resources.		30	1
Module II Current Affairs and Abbreviations News pertaining to national and international politics, sports, business and other issues of national and international importance. All the general issues of national importance in detail like female feticide, global warming, terrorism, depleting water level, issues related to media, RTI etc. Terminology or jargon from various newspapers. Current affairs in last six months. Abbreviations.		30	1
Suggested Readings: <ol style="list-style-type: none"> 1. India: A Reference Manual (Annual), Publication Division, Ministry of I and B. 2. Malayala Manorma Year Book (Annual). 3. National and Regional Newspapers (Times of India, Hindustan Times, The Hindu, Indian Express, The Economic Times). 4. Magazines (India Today, Frontline, Outlook, Economic and Political Weekly and Yojana). 			

Course Title: Print Media Lab-I Course Code: BJMC2251 Course Credit: 02

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ Write reports for newspapers and magazines. ❖ Prepare questionnaire for interview. 	No of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the criteria of news writing and also distinguish between the front page and local page news. 2. To prepare reports on crime related incidents and civic problems. 3. To understand the role of interview and prepare questionnaire for specific interview. 		

	4. To rewrite news stories for newspaper and magazine.		
Module I Writing Reports	Reading of newspapers in the class particularly the front page and the local news pages. Writing reports on crime related incidents after visiting local police stations. Writing reports on civic problems incorporating information from civil organization based on interview. Prepare questions for a specific interview.	30	1
Module II Re-writing Techniques and Press Conference	Rewriting news stories from news papers converting them for magazine. Filing report on the basis of mock press conferences. Filing report after attending one press conference after going to the field.	30	1

Course Title: Photo Lab**Course Code: BJMC2252****Course Credit: 02**

COURSE OBJECTIVE:		No of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ Handle Digital SLR Camera. ❖ Compose and Shoot in different lighting conditions. ❖ Make a photo feature on a specific topic. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the structure and features of different types of specialized camera. 2. To use the basic of camera i.e. shutter speed, aperture and focal length etc. 3. To apply different types of light in different shooting conditions. 4. To produce a photograph in different shot angles. 		
Module I Outdoor Photography	Outdoor Shoot: Using Digital SLR or Mobile camera, developing an idea and practice. Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera Photographs should be of 5x7 inch size. A photo feature must of comprise 10–15 Photographs.	30	1
Module II Studio Photography	Studio Photo Shoot: Shooting exercise in artificial lights. Photo Lab: Use of software for modification of picture. Editing of captured images with the help of Photoshop. Preparing a softcopy of photo feature on CD.	30	1

SEMESTER III**Course Title: Development Communication****Course Code: BJMC2301****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ To develop understanding of development issues. ❖ To contribute positively towards the development process of country as responsible mass communicators. ❖ To understand the role of communication for social change. 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the key concept of self reliance, dependence, cultural identity, modernization for development. 2. To develop critical and reflective thinking ability for alternative paths to developments. 3. To understand the concept of development communication and different models of development communication. 4. To use folk media forms for social change. 5. To build meaningful relationship with peers, leaders and community members in the process of social change. 6. To develop the ability to work and lead service in Folk forms and 'alternative silver screen' for social change. 		
Module I Introduction to Development Communication		30	01
The nature of development, defining development as a goal, as a process key. Concepts in development: self-reliance, dependence, cultural identify, decentralization, participation, modernization, industrialization, first, second, third, fourth world, basic needs etc. Complexities of development efforts. Alternate paths to development. Development and colonialism. Development and tradition bound society.			
Module II The concepts of Development Communication		30	01
Development communication: definitions of development communication, roles of development communication and philosophy of development communication. Differences from general communication, goals of development communication. Differences between communication for development and development communication. Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.			
Module III Communication and Social Change		30	01
Communication for social change. Social issues: female infanticide & girl child, gender discrimination & women empowerment, health, nutrition & sanitation,			

poverty & unemployment and primary education. Using folk forms for social change. Taking theatre into the streets.		
Module IV Role of Communication Empowerment through silver screen. Role of a communicator in the process of social change. Folk forms and alternative silver screen for social change.	30	01
Suggested Readings: 1. Narula Uma, Development Communication: Theory and Practice, Har Anand. 2. Gupta V.S., Communication and Development Concept, New Delhi. 3. Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India. 4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi. 5. Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi. 6. Lerner Daniel & Schramm Wilbur, Communication and Changes in Developing Countries, East West Communication Centre, Honolulu. 7. Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi. 8. Todaro, Michael P, Economic Development in the Third World, Longman, New York.		

Course Title: Print Media–II**Course Code: BJMC2302****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ This course intends to apprise students with print media especially advanced reporting. ❖ To edit the news and to enable students analyze the trends in contemporary journalism along with set up of print media organizations and editorial working in a newsroom. 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To apply print news writing techniques including the proper use of news values. 2. To do advance reporting for print i.e. interpretive and investigative reporting. 3. To understand the practices, problems and policies of agricultural reporting. 4. To write feature and article write-ups for publication. 5. To distinguish between different types of reporting. 6. To do editing for different types of copy. 7. To understand the page-makeup and layout style of newspaper. 		
Module I Advance Reporting for Print		30	01
Interpretative reporting and investigative reporting. Book reviews and cultural program reviews. In-depth reporting.			
Module II Types of Reporting		30	01
Rural reporting, City reporting, Urban reporting, Metro reporting, reporting for special situations. Agricultural reporting: practices, problems and policies, caste-community relations, rural-urban relations.			
Module III Feature and Article Writing		30	01
Advanced reporting. Exercises in features, interviews. Proceedings of the meetings of Panchayat, municipal corporation and legislative assembly.			
Module IV Editing Techniques		30	01
Advance exercises in editing. Re-writing. Page make up and layout. Rewriting the story. Editing of different types of copies.			
Suggested Readings:			
<ol style="list-style-type: none"> 1. Kamath, M.V., The Journalist's Handbook, Vikas Publications. 2. Franklin, Bob, Key Concepts in Journalism Studies, Vistaar Publications. 3. Bloom, G. Stephen, Inside the Writer's Mind: Writing Narrative Journalism, Surjeet Publications, Delhi. 			

<p>4. Knight, M. Robert, The Craft of Clarity: A Journalistic Approach to Good Writing, Surjeet Publications, Delhi.</p> <p>5. Harris, Jullian and others, The Complete Reporter, Macmillan Publishing Co., New York.</p> <p>6. Srivastava, K.M., News Reporting and Editing, Sterling Publishers, New Delhi.</p> <p>7. Care, H. Warren, Modern News Reporting, Harper, New York.</p> <p>8. Mehta, D.S., Mass Communication and Journalism in India, Allied Publishers, New Delhi.</p> <p>9. Walia, Harjinder and Batra, Bhupinder, Sanchar, Sanchar Publishers, Patiala.</p> <p>10. Hobenberg, John, The Professional Journalist, Oxford IEH Publishing Company, New Delhi.</p>		
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Course Title: Radio Journalism & Production **Course Code: BJMC2303** **Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ To describe the characteristics of radio as a medium of mass communication and its limitations. ❖ To identify different modes of broadcasting and types of radio stations. ❖ To distinguish & describe the qualities of different types of microphones used in radio production 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the advantages and disadvantages of radio as a medium of mass communication. 2. To apply radio signs and codes in radio programme recordings. 3. To distinguish and identify the different modes of broadcasting and types of radio stations. 4. To write effectively for ear. 5. To understand the three phase of radio production i.e. pre production, production, post production. 6. To apply the right kind of music and sound effects for different formats of radio programmes. 		
Module I Radio as a Medium Characteristics of radio: advantages and disadvantages of radio as medium. History & development of radio. Radio broadcasting in India. Radio signs & codes. Talk & music radio.		30	01
Module II The New Trends and Technology Internet broadcasting. Digital audio broadcasting. World Space: the FM revolution. Community Radio, Amateur Radio, Narrowcasting, Podcasting.		30	01
Module III Writing for Radio Radio programming. Radio formats: short talks, discussions, features, interviews, commentaries.		30	01
Module IV Radio Program Productions Three phase: preproduction, production and postproduction of a radio programme. Special audience programmes: dramas, spots, jingles, Public Service Announcement (PSA).		30	01
Suggested Readings: <ol style="list-style-type: none"> 1. H.R. Luthra, Indian Broadcasting, Publications Division. 2. Robert Mc Liesh, Radio Production, Focal Press. 			

3. James R. Alburger, The Art of Voice Acting, Focal Press.		
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Course Title: Basics of Camera, Light & Sounds Course Code: BJMC2304 Course Credit: 04

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ To identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera. ❖ To describe techniques of lighting for video production. ❖ To describe the methods of recording and mixing of sound in video production. 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the different types of video camera, its parts and functions. 2. To work on different types of shots, camera angle and camera movement and composition. 3. To apply the technique and use of lighting. 4. To use different lighting tools i.e. diffusers, reflectors, cutters and gels. 5. To apply the basics of audio in video programmes. 6. To understand various audio elements used in video broadcast. 7. To use audio mixers for recording and editing of sound. 		
Module I Camera		30	01
Introduction to video camera. Parts of video camera and their functions. Camera movement equipment. Lenses: functions and types.			
Module II Visualization		30	01
Composition: different types of shots, camera angles and camera movements. Aesthetics in visual composition. Subject & camera relationship. Aperture control and depth of field.			
Module III Lights		30	01
Lights and its properties. Different types of lights. Other tools used in lighting: diffusers, reflectors, cutters & gels. Basic lighting techniques. Accessories used in lighting.			
Module IV Sound		30	01
Audio fundamentals. Various audio elements used in video programmes: lip synchronized sound, voice, music, ambience, sound effects. Types of microphones. Use of audio mixers for recording & editing of sound. Different			

audio equipment for studio and location recording. Audio post production: mix and unmix tracks.		
<p>Suggested Readings:</p> <p>1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi.</p> <p>2. Herbert Zettl, TV production Handbook, Thomas Wardsworth Publishing.</p>		

Course Title: Media Laws & Ethics**Course Code: BJMC2305****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ To define freedom of the press as enshrined in article 19(1) (a) of the constitution. ❖ To list the reasonable restrictions for freedom of the press. ❖ To describe the salient features of the Press Council of India, its powers and functions. ❖ To cover judicial proceedings, parliament and state legislature without attracting penal action 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand freedom of the press as enshrined in article 19 (1) (a) of the constitution. 2. To list the reasonable restrictions for freedom of the press. 3. To describe the salient features of the Press Council of India, Its powers and functions. 4. To identify and apply the necessary provisions of laws and acts applicable to publication. 5. To identify and apply the necessary provisions of laws and acts applicable to broadcast of news and programmes of a sensitive nature. 6. To understand judicial proceedings, parliament and state legislature without attracting penal action. 		
<p>Module I Media laws: Concept and Need</p> <p>Media laws: concept and need. History of media legislation in India. Constitutional freedom of the media and constitutional limitations of the freedom of the media in India. The media and the legislature: powers, privileges and immunities of parliament and its members (also state legislatures), contempt of legislature, The Parliamentary Proceedings (protection of publications) Act, 1977 and article 361-A of the constitution of India. The constitution of India:</p>		30	01

emergency provisions. Media censorship: Indian experience.		
Module II Types of Media Laws Law of Defamation. The Contempt of Courts Act, 1971. The Copyright Act, 1957. The Official Secret Act, 1923. The Right to Information Act, 2005 with its background.	30	01
Module III Media Legislations The Prasar Bharti (Broadcasting Corporation of India) act, 1990. The Press Council Act, 1978. The Press and Registration of Books Act, 1867. The Working Journalists and other Newspaper Employees (condition of services) and Miscellaneous Provisions Act, 1955. The Cinematography Act, 1952. Press Commission I & II. Law relating to cyber crimes.	30	01
Module IV Journalistic Code and Ethics Guidelines to journalistic ethics prepared by Press Council of India and different associations and unions of journalists. Guidelines for coverage of parliamentary proceedings by AIR and Doordarshan (Geeta Mukharjee committee recommendations). Guidelines on coverage of elections by Akashwani and Doordarshan, AIR code during elections. The Cable Television Networks (regulation) Act, 1995 and amended 2003. Right to privacy.	30	01
Suggested Readings: 1. Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Media Ethics and Laws, Anmol Publications Pvt. Ltd. 2. Y.K. D'souza, Principles and Ethics of Journalism and Mass Communication, Commonwealth Publishers. 3. Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur. Press Vidhi (Hindi), Prof. Nandkishor Trikha, Vishwavidyalaya Prakashan, Varanasi. 4. Relevant Sections of IPC from Criminal Law Manual, Universal 5. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal 6. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi 7. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi R. K. Ravindrana Press in the Indian Constitution 8. K.S. Venkateshwaran, Mass Media Laws and Regulations in India, Published		

by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay 9. Ambrish Saxena, Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi.		
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Course Title: Print Media Lab-II**Course Code: BJMC2351****Course Credit: 02**

COURSE OBJECTIVE:		No. of Hours	No of Credits
❖ To edit reports using editing symbols. ❖ To write headlines. ❖ To write captions for cartoons and photographs.			
LEARNING OUTCOMES:	1. To prepare copy by using editing symbols. 2. To make headline for publication. 3. To write captions for Photographs. 4. To write editorial on different topics.		
Module I Writing and Editing Preparation of copy by using editing symbols. Editing features into a news story. Headlines writing exercises based on newspaper published stories. Writing caption/changing caption of the selected cartoons and photos.		30	01
Module II Editorials Writing two editorials. Assigning the qualities or attributes of a good editor. Finding out facts or opinion or hearsay in at least five stories published in newspapers.		30	01

Course Title: Radio Journalism & Production Lab Course Code: BJMC2352 Course Credit: 02

COURSE	❖ To prepare an audio brief.	No. of	No of
OBJECTIVE:	❖ To use different types of microphones for radio/audio productions.	Hours	Credits
	❖ To apply various elements of radio production for producing different radio formats.		
LEARNING	1. To prepare audio brief.		
OUTCOMES:	2. To apply different types of microphones for recording purpose.		
	3. To write script for radio i.e. documentary, feature and drama.		
	4. To prepare various types of radio programmes.		
Module I Writing for Radio		30	01
Preparation of audio brief. Recording and editing exercises in the studio. OB recordings. Writing exercises. Interviews-simulated and actuality. Research and scripting of radio documentary/ feature/ drama.			
Module II Radio Program Production		30	01
Production of radio discussions. Presentation of various types of programmes. Production of social messages (max 30 seconds). Production of radio documentary/ feature. Preparation of audience profile. End Product.			

SEMESTER IV**Course Title: Television Journalism & Production Course Code: BJMC2401 Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ To explain the salient features of TV as a medium. ❖ To know the process of gathering news and report for TV. ❖ To understand the stages of production of a video program. ❖ To describe the steps involved in editing of a video program. 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the nature and language of TV formats and programmes. 2. To write script for fiction or non-fiction format. 3. To understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also be apply while reporting. 4. To conduct a good interview for production purpose. 5. To apply steps involved in production and utilization of a program i.e. pre-production, production and post-production. 6. To understand the role of control room, PCR command and Cues, Live Board and can also be able to produce bulletin. 7. To understand the linear and non-linear editing formats. 		
Module I TV as a Medium Understanding the medium: Nature and Language of TV. Formats and types for TV Programmes. TV News script format. Scripting for Fiction and Non-Fiction.		30	01
Module II TV News Gathering Fundamentals of TV reporting: Reporting skills, ethics for TV reporting. Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away). Interview: types of news interview, art of conducting a good interview. Anchoring: live shows. Packaging.		30	01
Module III TV Programme Production Steps involved in production & utilisation of a TV program. Stages of production: pre-production, production and post-production. The production personnel: single camera and multi camera production. Use of graphics and special effects. Developing a video brief. Anchoring: handling teleprompter, live interview, art of anchoring. Producing a bulletin, Production Control Room, role of functionaries, putting the bulletin together, run order, PCR commands and cues, live broad.		30	01
Module IV Editing Basics		30	01

Introduction to Linear Editing. Logging. Use of Time Code. Introduction to Non Linear Editing. Vision Mixing in PCR. Maintaining Consistency and Continuity. Guidelines for Editing.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi. 2. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi. 3. Stuart W. Hyde, TV & Radio Announcing, Kanishka Publishers. 4. Andrew Boyd, Techniques of Radio and Television News Publisher, Focal Press, India. 5. Janet Trewin, Presenting on TV and Radio, Focal Press, India. 6. Ralph Donald and Thomas Spann, Fundamentals of Television Production, Surjeet Publications, New Delhi. 7. Herbert Zettl, Handbook of Television Production, Publisher: Wadsworth. 8. Thomas D Burrows & Lynne S., Video Production Publisher, MC Graw Hill. 9. Ralph Donald and Thomas Spann, Fundamentals of TV Production, Surjeet Publications, New Delhi. 10. Lynn S Gross, Larry W. Ward, Electronic Movie making, Wadsworth Publishing. 11. Neill Hicks, Screen Writing, Michael Wiese Productions. 12. Thomas D Burrows Lynne S Gross, Video Production, Mc Graw Hill. 		

Course Title: Public Relation**Course Code: BJMC2402****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ To know public relation and its function. ❖ To differentiate between PR & Corporate Communication. ❖ To understand the tools and techniques for handling public and corporate relations. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To understand the work of Public Relation. 2. To differentiate that how PR is different from advertising, publicity and propaganda. 3. To understand the tools and techniques of corporate communication. 4. To prepare news release. 5. To understand the role of PR in Educational and Research Institutions, 6. To understand the work of applied PR, International PR, and PR for Central Government, state government and local bodies. 		
Module I Introduction		30	01
Definition of Public Relations: Its need, nature and scope. Types of Publics, Functions of PR. How PR is different from advertising, publicity and propaganda. Corporate Communication, Difference between Corporate communication & PR. Ethics of PR: IPRA code, professionalism, PRSI.			
Module II Tools and Techniques		30	01
Tools and techniques of Corporate Communication. News release: seven point formula. Media relations: press conference and press tours. Internal and External PR media: corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising.			
Module III Role of PR		30	01
Role of PR in developing countries. Role of PR in educational and research institutions. Role of PR in rural sector. Role of PR in defense. Role of PR in political and election campaigns. PR for individuals.			
Module IV Types of PR and Agencies		30	01
Applied PR, International PR, PR for central government, State government, Local bodies. PR and extension, employees relations. Preparation of literature for PR campaigns through mass media house journals, case studies. Professional organizations of PR: PRSI, PASA, IPRA, BPRA. A brief survey of PR in India:			

PR research areas, techniques, evaluation, Laws and ethical aspects, recent trends, PR Education.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal Book Stall, New Delhi. 2. JR Henry and A. Rene, Marketing Public Relations, Surjeet Publications, New Delhi. 3. Jefkins Frank, Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford. 4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall. 5. Kaul J.M., Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd. 6. Heath Robert L, Handbook of Public Relations, Sage Publications, New Delhi. 7. K.R. Balan, Applied Public Relations and Communications, Sultan Chand and Sons. 8. Philip Hens lowe, Public Relations: A Practical Guide to the Basics, Crest Publishing House. 9. Dennis L. Wilcose & Glen T Cameron, Public Relations, Pearson, New Delhi. 		

Course Title: New Media & Web Journalism Course Code: BJMC2403 Course Credit: 04

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ To explain new media technology for journalistic purpose. ❖ To describe online discussion forums keeping in mind cyber laws and create blogs. 			
<p>LEARNING OUTCOMES:</p> <ol style="list-style-type: none"> 1. To understand the advantages, Limitation and risk factors involve in News Media. 2. To create own Blog. 3. To distinguish between Static and Dynamic Pages. 4. To understand the elements and functioning of multimedia. 5. To work on Photoshop and sound editing software. 6. To write effectively for web. 7. Prepare a presentation of web content. 			
<p>Module I Introduction</p> <p>Use of New Communication Medium: Internet and Mobile. Advantages, Limitation and Risk factor involve in it. Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of time, cost and quality. Required technical &</p>		30	01

other understanding and preparation for media personal.		
Module II Web Pages Introduction to Front Pages. Tools, Menus and Interface of Front Page. Basic tags of HTML and DHTML. Understand Script Languages: VB Script, JavaScript, Blog, Static Pages and Dynamic Pages.	30	01
Module III Multimedia Introduction to Multimedia. Elements of Multimedia: Text, Images, Audio, Video, Animation. Introduction to Photoshop. Introduction to Sound Editing and popular applications. Introduction to Video Editing and popular applications.	30	01
Module IV Content Planning Planning, Management and Retiring of Content. Writing for web: basic principles. Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content.	30	01
Suggested Readings 1. Microsoft front page 98, Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB Publications, Delhi. 2. Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi. 3. Multimedia: an introduction, Casanova John Villamil. 4. Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi. 5. Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi. 6. Flash mx action script programming bible, Reinhardt Robert Lott Joey, Wiley dream tech India P Ltd., Delhi. 7. New Media Technology: Pavlik Johnv.		

Course Title: Television Journalism & Production Lab**Course Code:** BJMC2451**Course Credit:** 02

COURSE OBJECTIVE:	❖ To handle various aspects of TV production and direction. ❖ To write scripts for TV. ❖ To use sound and light. ❖ To apply production and post-production technique effectively to produce a video program.	No. of Hours	No of Credits
LEARNING OUTCOMES:	1. To prepare a video brief. 2. To write a script and prepare a story board. 3. To produce a fiction or non-fiction programme. 4. To understand the floor plan and lighting plan.		
Module I Video Brief Preparation of a video brief. Idea generation: fiction and nonfiction. Developing an idea into story. Script and story board. Production schedule. Budget.		30	01
Module II TV Production Floor plan. Lighting plan. Shooting script. Production of a programme. Post production. At the end students will produce a programme (fiction/ nonfiction).		30	01

Course Title: Public Relation Lab**Course Code: BJMC2452****Course Credit: 02**

COURSE OBJECTIVE:	❖ To plan, design and implement PR tools effectively. ❖ To prepare presentations. ❖ To write press release, speeches, memos and notices.	No. of Hours	No of Credits
LEARNING OUTCOMES:	1. To write a press note and press release. 2. To plan PR campaign. 3. To organize press conference in the situation of crisis. 4. To prepare power point presentations.		
Module I PR Writing Collect at least five press clippings of any company for its launch of product service, corporate communication. Collect Corporate & Institutional ad of a product/service (five each). Write press note and press release. PR campaign planning and evaluation.		30	01
Module II PR Practice Organize press conference in the situation of crisis. Write speeches, memos and notices. Minute-to-minute planning of an event. Prepare power point presentations.		30	01

Course Title: New Media & Web Journalism Lab**Course Code: BJMC2453****Course Credit: 02**

COURSE OBJECTIVE:	❖ To use search engines effectively. ❖ To design and develop a website.	No. of Hours	No of Credits
LEARNING OUTCOMES:	1. To create and maintain blog. 2. To understand the different elements and content of a news website. 3. To create a simple web page with links to text document, graphics, audio and video documents. 4. To distinguish between static and dynamic website.		
Module I Blog and Websites To create and maintain blogs. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements.		30	01
Module II Web Publishing Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.		30	01

SEMESTER V**Course Title: Advertising: Concepts & Principles****Course Code: BJMC2501 Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ Define and explain advertising objectives. ❖ Identify various types of advertising budget. ❖ Design an advertising campaign. ❖ Identify various styles of copywriting. ❖ Describe the process from copy to production. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of Advertising and its terms. 2. To enhance the knowledge of students with regard to integrated marketing communication. 3. To make them aware of creative strategy to development. 4. To describe the salient features and usage of Media Planning. 5. To define advertising as a marketing and P.R tool. 6. To understand the concept of Advertising Research. 		
Module I Introduction		30	1
Advertising: definition, origin & development. Growth of advertising in India. Scope of Advertising: Effects on Economy and Industry. Facets of advertising: as an act of commerce, as hidden persuader.			
Module II Integrated Marketing Communication		30	1
Integrated Marketing Communication: Public relations, Salesmanship, Publicity, Sales promotion, Marketing public relations, Direct marketing, Rural marketing. Advertising as marketing tool: The product marketing process, Market segmentation process, Target marketing process, Advertising and product, price, place and promotion element. Advertising as PR tool: PR, Publicity& Corporate Advertising, PR technologies implemented in advertising. Advertising Campaign, various stages of Advertising Campaign.			
Module III Creative Strategy to Development		30	1
Concept of Creativity. Idea generation. The creative brief. Advertising Research: Consumer, Market & Product. Types of copy, how to prepare ad copy. Copy and script writing: Print, Radio, TV, Cyber, Outdoor. Copy and script writing for audio and video. Story board. Audio-video copy formats. Production process of print copy: thumbnail, roughs, comprehensive, mechanical. Role of colours, photographs,			

computer graphics, artwork. Appeals in Advertising. Production process for audio and video copies: pre production, production and post Production.		
Module IV Media Planning Media Agencies: definition, need and importance. Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery. Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP. Uses and importance of media planning software: TAM, INTAM, IRS, NRS. Avenues for retail merchandize: point of purchase, point of sale. Methods of measuring effectiveness of advertising programme: different types of pre-testing con-current testing and post testing.	30	1
Suggested Readings: 1.Sandage C H, Fryburger, Advertising Theory and Practice, Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi. 2.Mohan Mahender, Advertising Management: Concepts & Cases, Tata McGraw Hill Publishers. 3. Ogilvy David, Ogilvy on Advertising, Prion Books Ltd. 4. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook, East West Books (Madras) Pvt. Ltd., Chennai. 5. White Roderick, Advertising: What it is and How to do it, McGraw Hill Book Company, London. 6. Bulmore Jeremy, Behind the Scenes in Advertising, NTC Publishers, Henley. 7. Douglas Torin, The Complete Guide to Advertising, MacMilan, London. 8. Jethwaney Jaishri, Advertising, Phoenix Publishing House Pvt. Ltd., New Delhi.		

Course Title: Event Management: Principles & Methods

Course Code: BJMC2502 Course Credit: 04

COURSE OBJECTIVE:		No. of Hours	No of Credits
❖ Define and explain event management and its functions.			
❖ Enumerate different steps involved in planning an event.			
❖ Explain the revenue generating process for an event.			
❖ Enumerate the steps involved in evaluation and assessment of an event.			
LEARNING OUTCOMES:	1. To enhance the knowledge of students with regard to events and event management.		

	<p>2. To make them understand about the growing need of event management.</p> <p>3. To develop among them broad understanding of how to create an event.</p> <p>4. To identify and apply the required understanding of human resource and revenue.</p> <p>5. To describe the complete process of evaluation and assessment of event cost & benefit.</p> <p>6. To understand the nuances and methods of Market Research.</p>		
<p>Module I Need and Event Management</p> <p>Events and Event Management: What are events, types of Events & Event Management. Understanding Events: Events as a communication tool, Events as a marketing tool. The Need: Why do we need events, Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.</p>		30	1
<p>Module II Creating an Event</p> <p>Conceptualization and Planning, The Nature of Planning, Project Planning, Planning the Setting, Location and Site, Operations Plan, Business Plan, Developing Strategic Plan. Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management. Programming and Service Management: Programme Planning, Elements of Style, Developing a Program Portfolio, Programme Life Cycle, Scheduling.</p>		30	1
<p>Module III Human Resource and Revenue</p> <p>Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation. Generating Revenue: Fund Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, Price of Admission, Sponsorship. Financial and Risk Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management.</p>		30	1
<p>Module IV Evaluation and Assessment</p> <p>Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys, Sampling Method, Attendance Counts and Estimates, Market Area Surveys. Communications-reaching the Customer: The Communication Mix,</p>		30	1

Developing and Communicating a Positive Image. Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques an Application, Evaluation of Costs and Benefits.		
Suggested Readings: 1. Bruce E Skinner, Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002. 2. Anton Shene & Bryn Parry, Successful Event Management, Thomson Learning, 2004. 3. Judy Alley. Event Planning, John Wiley and Sons, 2000.		

Course Title: Media Organization and Management Course Code: BJMC2503 Course Credit: 04

COURSE OBJECTIVE:		No. of Hours	No of Credits
❖ Describe the principles and functions of management. ❖ Enumerate leadership styles and behavioral patterns. ❖ Describe the structure and functions of media organizations. ❖ Explain the importance of revenue generation viz-viz various media.			
LEARNING OUTCOMES: 1. To develop among them broad understanding of Functions and Principles of Management. 2. To make student aware of Behaviour and Leadership. 3. To enhance the knowledge of students with regard to structure and functions of media organization. 4. To describe the salient features of economics media organization. 5. To define topics like cross media ownership and FDI in media. 6. To make them understand the importance of revenue generation through various media.			
Module I Management: Functions and Principles Management: Definition, Nature, Principles. Need for Management. Management Functions, Responsibility, Authority and Accountability of Management. Planning: Definition, process and importance, organizing, directing and controlling. Human Resource Planning.		30	1
Module II Behavior and Leadership Foundations of behavior: Attitudes, Personality and Learning. Leadership: Importance and major types. Motivation and Conflict management.		30	1
Module III Media Organizations: Structure and Functions Media Organization: Meaning, Nature, process and importance. Ownership		30	1

patterns of media organizations. Organizational structure of media organizations: Print and Electronic and their functions. Cross media ownership, conglomerates.		
Module IV Economics of Media Organizations Economics of newspapers. Electronic and Print media organization: cost and revenue relationship. FDI in media. Establishing a media organization: steps involved. Importance of entrepreneurship and fund-raising.	30	1
Suggested Readings: 1. Hargie O, Dickson D, Tourish Denis, Communication Skills for Effective Management, Palgrave Macmillan, India. 2. Dr. Sakthivel Murugan M, Management Principles & Practices, New Age International Publishers, New Delhi. 3. Redmond, J, Trager R, Media Organization Management, Biztantra, New Delhi. 4. Albarran, Alan B, Media Economics, Surjeet Publication, New Delhi.		

Course Title: Media Research**Course Code: BJMC2504****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
❖ This course will explain students about types of research. ❖ Describe about methods of collection and analysis of data ❖ Explains the structured way of writing for research report. ❖ Enhance their abilities to undertake a full-fledged research project.			
LEARNING OUTCOMES:	1. To develop among them understanding of Basic Research and its importance. 2. To enhance the knowledge of students with regard to Data Collection techniques. 3. To make them aware about Research Problem & Research Design. 4. To describe the process and types of Sampling. 5. To explains the technique of data analysis through statistical tools. 6. To develop among them skill of writing for research.		
Module I Introduction to Research Research: Meaning, definition, objective. Types of Research: Basic and Applied Research, Qualitative and Quantitative Research. Significance of Research. Criteria for a good Research. Problems faced by researchers in India.		30	1
Module II Research Design		30	1

Defining the Research Problem. Selection of a problem. Techniques involved in defining a problem. Research Design: Meaning, definition, types & need of a research design. Introduction to Hypothesis: Meaning & characteristics. Type of Variables: Independent & Dependent.		
Module III Research Tools Introduction to Research tools: Questionnaire, Schedule, Interview, Focus Group Study, Discussion, Surveys etc. Data Collection Technique: Primary & Secondary data. Sampling: Definition, Concept, Characteristics & Need. Types of sampling design: Probability & Non-Probability sample. Census & Sample Survey.	30	1
Module IV Statics in Research Statistics applied in Research: Frequencies and Percentages. Measures of Central Tendency: Mean median and mode. Measures of Dispersion: Range, standard deviation and variance and co-variance. Measures of Association: Rank order correlation and product moment correlation. Statistical analysis: Distribution and its significance, Bi-variate analysis, Multivariate analysis.	30	1
Suggested Readings: 1. Kothari C.R., (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International. 2. Berger Arthur Asa, (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. New Delhi: Sage. 3. Gunter Barrie, (2000). Media Research Methods. New Delhi: Sage. 4. Guthrie Gerard, (2010). Basic Research Methods: An entry to Social Science Research. New Delhi: Sage. 5. Young Pauline V., (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India. 6. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth. 7. Bell Judith, (2005). Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Forth Edition. Buckingham: Open University Press. 8. White Patrick (2009). Developing Research Questions: A guide for Social Scientists. Palgrave Macmillian: Basingstoke. 9. Singh A.K., (2006). Tests, Measurements, and Research methods in Behavioural		

Sciences. Bharti Bhawan: Patna.		
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Course Title: Environment Communication**Course Code: BJMC01****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ Sensitized to the environmental issues so as to enable them to include these issues in their media productions. ❖ Define and explains the relationship between media and the environment. ❖ Identify the role of media in conservation of natural resources and disaster management. ❖ Describe the environmental ethics and solution to conserve environment. 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To illustrate the relationship between media and the environment. 2. To develop among them broad understanding of Media and Ecology. 3. To enhance the knowledge of students with regard to Media and Environmental Disasters. 4. To make them aware of different global environmental issues. 5. To describe the Media's role in disseminating of information in ecology. 6. To understand the concept of Communicating Human Welfare. 		
Module I Media and the Environment		30	1
Environment Communication: Definition, scope and importance. Need for public awareness via media. Natural resources and associated problems: Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources. Role of an individual and media in conservation of natural resources.			
Module II Media and Ecology		30	1
Concept of an Ecosystem: structure and function of an Ecosystem. Producers, consumers and decomposers. Ecological succession: Introduction, definition, genetic, species and ecosystem diversity. Biodiversity at Global, National and Local levels. India as a mega-diversity nation, Threats to biodiversity, habitat loss, poaching of wild life, man-wildlife conflicts. Endangered and endemic species of India. Media's role in disseminating of information in ecology.			
Module III Media and Environment Disaster		30	1
Definition of Environmental Pollution: Causes, effects and control measures of Air			

<p>pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Role of an individual and media in prevention of pollution. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides. Environmental ethics: Issues and possible solutions.</p>		
<p>Module IV Communicating Human Welfare Population growth, variation among nations. Population explosion: Family Welfare Programme and media awareness. Environment and human health: Smoking and Cancer, HIV/AIDS. Women and Child Welfare. Role of Media awareness in environment and human health issues.</p>	30	1
<p>Suggested Readings: 1. P. C Joshi & Namita Joshi, A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3. 2. B. S Chauhan, Environmental Studies, Laxmi Publication. 3. Anubha Kaushik & C. P. Kaushik, Environmental Studies, New Age International.</p>		

Course Title: Corporate Communication **Course Code: BJMC02** **Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ Provides an introduction to the principles, concepts and objectives of Corporate Communication. ❖ Define and explain the media dynamic and strategies. ❖ Describe the corporate communication management. ❖ Explains Brand Promotion and CSR. 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To illustrate the relationship between media and the corporate world. 2. To develop among them broad understanding of Corporate Communication. 3. To enhance the knowledge of students with regard to CSR and Crisis Communication. 4. To make them aware of Brand Promotion and Sponsorship. 5. To describe the influence of corporate communication in Media. 6. To understand the concept of corporate communication management. 		
Module I Corporate Communication: Meaning, and Function		30	1
Corporate Communication: Meaning, and Function. Need of Corporate Communication. History of Corporate Communication in India. Elements of Corporate Communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy.			
Module II Media Characteristics		30	1
Media Characteristics. Changing Media Scene. Reach and Accessibility. Lessons for corporate communication professionals. PR Vs Corporate Communication. Third Party Endorsement. Growing influence of corporate communication in Media. Credibility of Corporate News.			
Module III Corporate Communication and Advertising		30	1
Corporate Advertising. Important concepts in corporate communication: Image management, direct marketing, network marketing. Issue management. Celebrity endorsement. DTP. Crisis and Risk Management. Business and Government. Industry Associations and their role in government relations.			
Module IV Corporate Writings		30	1
Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report. Types of leaflets, formal and informal invitations,			

Designing of leaflets. Sponsorships. Brand Promotion Events. CSR: Meaning, Importance, CSR ratings of Indian Companies and Designing a CSR project.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Argenti, Paul, A & Forman, Janis, The power of Corporate Communication. 2. Lynn Van Der Wagem, Joseph Fernandez, Event Management: Corporate Communication. 3. Paul A. Argenti, Corporate Communication 6th Edition, McGraw Hill Education. 4. Nagendra V Chowdhary , Corporate Communication Concepts and Cases. 5. L. Padmaja, Public Relation and Corporate Communication, Astha Prakashan. 		

Course Title: International Communication Course Code: BJMC03 Course Credit: 04

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ Provides an introduction to the principles, concepts and objectives of International Communication. ❖ Define and explains the concept of Global Village. ❖ Describe the role of international media organization. ❖ Explain different theories of International Communication. 			
<p>LEARNING OUTCOMES:</p> <ol style="list-style-type: none"> 1. To illustrate the concept of International Communication. 2. To develop among them broad understanding of NWICO and NIEO. 3. To enhance the knowledge of students with regard to Modernization theory and Dependency theory. 4. To make them aware of International Media Organizations. 5. To describe the concept of Global Village and Cultural Imperialism. 6. To understand the theories of information society. 			
<p>Module I Concepts of International Communication</p> <p>Concept of International Communication. Political, economic and cultural dimensions of international communication. Imbalance in international flow. NWICO. NIEO.</p>		30	1
<p>Module II Theories of International Communication</p> <p>Modernization theory. Dependency theory. Structural imperialism. Hegemony. Propaganda. Global village. Globalization. Cultural imperialism.</p>		30	1

<p>Module III International Media Organizations</p> <p>International media organization. International news agencies. Communication as a human right. UNO's Universal declaration of human rights and communication.</p>	30	1
<p>Module IV International telecommunication and regulatory organizations</p> <p>International telecommunication and regulatory organizations: UNESCO's effort in removal imbalance in news flows. Information super highways. Theories of information society.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Daya Krishna Tussy, International Communication a Reader. 2. Kwadwo Anokwa, International Communication. 3. Bella Modi, International and Development Communication a 21 century perspective. 4. Bella Modi and William B Gudykunst, Handbook of International and Intercultural Communication. 5. Mehndi Semanti, New Frontiers in International Communication Theory. 		

Course Title: Advertising Lab**Course Code: BJMC2551****Course Credit: 02**

COURSE OBJECTIVE:	❖ On completion of the programme students should be able to plan, design and develop Ad campaigns. ❖ Student will be able to write scripts for radio and TV commercials.	No. of Hours	No of Credits
LEARNING OUTCOMES:	1. To enhance the knowledge of students with regard to designing and planning of advertisement. 2. To understand the process of developing an advertisement. 3. To develop among them skill of writing scripts for radio and TV advertisement. 4. To formulate and design ad campaign.		
Module I Creating an Ad Analyze Five Print Advertisements. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector. Design display advertisement: classified & display classified (one each). Print advertising preparation: copywriting, designing, making posters, handbills.		30	1
Module II Writing for an Ad Writing radio spots and jingles. Writing TV commercials, developing script and story board. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic or theme.		30	1

Course Title: Media Research Lab**Course Code: BJMC2552****Course Credit: 02**

COURSE OBJECTIVE:	❖ Apply research techniques in media studies. ❖ Conduct media research. ❖ Write research project.	No. of Hours	No of Credits
LEARNING OUTCOMES:	1. To enhance the knowledge of students with regard to different research techniques. 2. To understand the process of conducting a media research. 3. To develop among them skill of writing research project. 4. To prepare research design.		
Module I Research Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.		30	1

Module II Research Report Following studies will have to be conducted by the students who will prepare the reports based on the study: Preparing the research design, Conducting a survey, preparing questionnaires and schedule, Analysis of any media context, Measuring media effects and media agenda, Pre-testing/evaluation tools for audio-video, print, publicity material, Writing the report.	30	1
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SEMESTER VI**Course Title: Contemporary Issues****Course Code: BJMC2601****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ Contribute to the society in a positive manner by researching and broadening their horizons of knowledge. ❖ Identify, discuss and explain various issues and concerns. ❖ Differentiate and apply their knowledge in reforming the society. 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of Indian Foreign Relationship. 2. To enhance the knowledge of students with regard to major concerns of Indian. 3. To make students aware about security concerns in Indian context. 4. To make them understand about different global issues in detail. 5. To expand the knowledge of students on Human Rights issues. 6. To understand Indian Foreign Policy. 		
Module I Indian Foreign Relations		30	1
India's Foreign Policy. India's relations with its neighbors especially Pakistan, Sri Lanka, Bangladesh and Nepal. India and NAM. India and SAARC. India and UN. India and ICTs.			
Module II India and Major Concerns		30	1
Rapid Urbanization. Major poverty alleviation programs. Food Self-Sufficiency. Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario.			
Module III Security Concerns		30	1
India as a Nuclear Power. India's Defense. Criminalization of Politics. Naxalism.			
Module IV Global Issues		30	1
Terrorism and anti-terror measures. Human Rights Issues. Gender Issues. Consumerism.			
Suggested Readings:			
<ol style="list-style-type: none"> 1. Tapan Biswal, Human Rights Gender and Environment, Vina Books. 2. Prof. S.D. Muni, Indian and Nepal, Konark Publisher. 3. Madan Gopal, India through the Ages, Publication Division. 4. Muchkund Dubey, Political Issues. 5. Prakash Chander, International Politics. 			

6. R.S. Yadav (ed.), India's Foreign Policy: Contemporary Trends.		
7. J.N. Dixit, Assignment Colombo.		
8. I.K. Gujral, Continuity and Change: India's Foreign Policy, Mac Millan, India.		
9. Rajan Harshe & K.N. Sethi, Engaging the World: Critical Reflections on India's Foreign Policy, Orient Longman.		
10. S.R. Sharma, Indian Foreign Policy, Om Sons.		
Note: In order to fulfill the objectives the students need to do assignments, presentations, Discussions and hold seminars.		

Course Title: Global Media Scenario**Course Code: BJMC2602****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
❖ Describe the North-South flow of information.			
❖ Explain the New World Information and Communication Order.			
❖ Explain contemporary global media scenario.			
❖ Explain the influence of global media on India.			
LEARNING OUTCOMES:	1. To enhance the knowledge of students with regard historical perspective of Global Communication.		
	2. To make them understand about struggle for balance of Information Flows.		
	3. To make students aware about contemporary trends in the world.		
	4. To develop among them broad understanding of Global Media impact on India.		
	5. To understand the North-South flow of information.		
	6. To describe the role of UN & UNESCO in bridging the gap between north and south.		
Module I Global Communication: Historical Perspective		30	1
The Great North-South Divide. Domination of Transnational news agencies. Global news and information flow: the flip side. Barriers to the flow of news and information.			
Module II Struggle for Balance of Information Flows		30	1
Demand for NWICO. MacBride Commission, Recommendations of MacBride. Commission & NWICO. Role of UN & UNESCO in bridging the gap between north and south. Bi-lateral, Multi-lateral and Regional and information Co-operation.			
Module III Contemporary Trends		30	1

Emergence of Global village of media. The policies of global communication. Global communication & culture. Democratization of communication.		
Module IV Global Media Impact on India Hegemony of International media mughals. Transnational media and India. Global media and the promotion of the cult of stars. Hollywood's foray into film industry.	30	1
Suggested Readings: 1. Ahyar Kamplipur, Global Communication ,Wadsworth Publication. 2. Dr. K. Chandrakanan & Dr. S. Palaiswamy, Advances in Communication Technology, Indian Publisher Distributor, New Delhi. 3. Belmont C.A, Technology Communication Behavior, Wadsworth Publication, New Delhi. 4. Zettle Herbert, Video Basics, Wadsworth Publication, New Delhi. 5. Ramesh Babu, Glocalization, SAP Publication House, New Delhi. 6. Jan R. Hakemulder, Ray AC DE Jough & P.P.Singh, Broadcast Journalism, Anmol Publication, New Delhi.		

Course Title: Advance Print Media**Course Code: BJMC04****Course Credit: 04**

COURSE OBJECTIVE:	<ul style="list-style-type: none"> ❖ Students will delve into the issues of specialization in news. ❖ The concepts of beats will be introduced. ❖ They will learn the subtle differences between reporting on politics, business, sports and crime. ❖ The student will be giving focus on the principles of editing and mechanics of newspaper layout and design. ❖ This will help students to acquire skills for feature writing. 	No. of Hours	No of Credits
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of Beat Reporting. 2. To enhance the knowledge of students with regard to Business & Sports Reporting. 3. To make students aware about Feature Reporting. 4. To make them understand about Review Writing for book, film, theatre, music and art. 5. To expand the knowledge of students on Analytical Writing. 6. To understand the principles of editing and layout designing. 		
Module I News Beats and Reporting Covering news beat. Coverage of various beats: crime, education, health, civic affairs and environment. Political Reporting: Political structure in India, Covering political parties, events, rallies, elections. Parliament Reporting: Parliament Structure, reporting on legislature.		30	1
Module II Types of Reporting Covering the Government at local and national level: PIB, Ministries. Legal Reporting: structure & jurisdiction of courts, reporting court hearings, precautions. Entertainment and Lifestyle Reporting. Basic Business Knowledge & Business Bodies. Corporate Reporting.		30	1
Module III Business Reporting Covering Economic Policy: ministries of commerce, finance, industry, company affairs and other infrastructure ministries. Stock market coverage. How to develop good sports writing skills. Covering local, national and international level events.		30	1
Module IV Features and Reviews How to write a feature. Different types of features. Analytical writing. Writing reviews: book, film, theatre, music and art.		30	1

<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Journalism Reporting; Sharma, Seema. 2. Writing the New's; Fox, Walter. 3. The newswriter's Handbook; Stein, M.L. & Paterno, Susan F. 4. Basic News writing; Mencher, Melvin. 5. News Writing; Hough, George A. 6. Sports Writing: The Lively Game; Fink Conrad C. 7. 21st Century Journalism in India; Rajan, Nalini. 8. The Newspapers Handbook; Keeble, Richard. 		
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Course Title: Advance Radio & TV**Course Code: BJMC05****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
	<ul style="list-style-type: none"> ❖ This will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism. ❖ Identify and examine key principles involved in TV and radio programming. ❖ Train the student in basics of news and feature reporting, writing and programming. ❖ The student will be giving focus on the principles of video editing and process of TV and Radio production. 		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of TV Reporting. 2. To enhance the knowledge of students with regard to writing for Radio and TV. 3. To make students aware about lighting techniques for TV. 4. To make them understand about TV and Radio production. 5. To expand the knowledge of students on characteristics and trends in TV Broadcasting. 6. To understand the principles and techniques of audio and video editing. 		
Module I Introduction to Broadcast	<p>Qualities and attributes of a broadcast reporter. Essentials during reporting. Live reporting and working on a story: the concept of ENG (Electronic News Gathering). Interviewing skills, different types of interviews in broadcast journalism. The news Anchor: qualities, role and responsibilities.</p>	30	1

<p>Module II Techniques and Writing</p> <p>Basic contours and characteristics of TV news journalism. Writing styles for Broadcast Medium, Conversational Writing. TV News script Writing: important points to write a TV news script. Radio: Writing for ear Style, Radio scripts for different formats. Types of microphones. Directionality and pick-up patterns. Positioning of mics: floor stand, hidden mics, camera mics, and wireless mics. Types of camera. Camera movements & angles, shots.</p>	30	1
<p>Module III Television News Production</p> <p>TV news room: hierarchy, role of each element in hierarchy. Various technical departments, Floor plan, set designing. Multi camera coverage: concept of EFP (Electronic Field Production). TV news bulletin, rundown, stacking, blocking. The news process from field reporting to packaging and going on Air. Role of sound and voice over in TV programs.</p>	30	1
<p>Module IV Light, Camera and Editing</p> <p>Nature, quality and lighting for TV. Colour temperature. Lighting instruments. Three point lighting. Creative additions to lighting for different genres. Editing; principles and techniques. Continuity and non continuity editing. Linear and non-linear editing. Basic transitions: Cut, dissolve, fade, wipe, sequencing of shots. Concept of montage.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Radio Production, Robert McLeish. 2. P.C. Joshi, Broadcasting in India, concept Publication. 3. William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 2000. 4. Geeta Sen, Image and imagination, Mopin Publishing. 5. Gopal Sexena, Television in India, Vikas Publishing House. 6. E. Moris, Broadcasting reforms in India, Oxford University Press. 		

Course Title: Advance Films**Course Code: BJMC06****Course Credit: 04**

COURSE OBJECTIVE:		No. of Hours	No of Credits
<ul style="list-style-type: none"> ❖ This focuses on the language of filmmaking and its techniques. ❖ Students are introduced to principles and methodology of filmmaking. ❖ The finer nuances of cinema will be explained. ❖ To understand the technical as well as the artistic aspects of film making. 			
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. To develop among them broad understanding of Language of cinema. 2. To enhance the knowledge of students with regard to Film Production. 3. To make students aware about lighting techniques for Film. 4. To make them understand about aesthetics of Film. 5. To expand the knowledge of students on Film Theories. 6. To understand the principles and techniques of making different genre of films. 		
Module I Concepts of Film Making		30	1
Shots, camera angles, movements. Mise-en-scene. Dimensions of Sound: sync and non-sync, sound effects and silence, dialogues, ambient sound. Narrative and non-narrative films. Narrative Composition: 3 plot structure, Characterization & Dramatic Structure. Ideation and Visualization. Screen Play. Storyboarding.			
Module II Film Production		30	1
Three stages of Film Production: Pre-production, Production and Post Production. Lighting. Art Direction. Departments and their role. Role and importance of the director. Division of roles between creative and technical personnel.			
Module III Techniques		30	1
Sound as a metaphor. Importance of silence. Mise-en-scene and interpretations. Continuity Vs discontinuity. Film space and screen space. Changing dimensions of pace and rhythm.			
Module IV Types of Film Genre		30	1
Film Genre. Documentary Films. Feminist Film theory. Italian Neo-Realism. Emergence of New Wave in Cinema. The Auteur Theory.			
Suggested Readings:			
1. Directing the Documentary; Rabiger, Michael.			

2. Movies and Methods V1; Nichols, Bill. 3. Movies and Methods V2; Nichols, Bill. 4. Film Art: An Introduction, D. Bordwell, K. Thomson 1990. 5. Image and imagination, Geeti Sen. 6. The Cinematic Society, Norman K. Denzin. 7. The Image trap, M.S.S. Pandian. 8. The Camera Age, Michael J. Arlen.		
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