



**BABU BANARASI DAS  
UNIVERSITY**

**DEPARTMENT OF MASS COMMUNICATION  
SCHOOL OF HUMANITIES AND SOCIAL  
SCIENCES**

**COURSE CURRICULUM**

**BACHELORS OF ARTS  
JOURNALISM & MASS COMMUNICATION**

**COURSECODE: BAJMC  
DURATION:3YEARPROGRAMME**

**VERSION4.0  
EFFECTIVE FROM JULY2019**

**Course Curriculum of Bachelor of Arts  
Journalism & Mass Communication**

**Version Control**

<b>Version</b>	<b>4.0</b>
<b>Effective from</b>	<b>1st July, 2019</b>

**Approved by Board of Studies  
of Department of Mass Communication held on  
6th June 2019**

## **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**

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.

1. 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.
2. 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(Internship) in any media organization. The training will be minimum of 45-60 Days duration depending upon the HR policies of the Media Organization. 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 given 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 Weekly Reports to be sent every week by the student and after completion of the training, compiled report shall be submitted. At the end of the Semester the student will be required to submit a comprehensive report (Functional Project Report) and Presentation 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. Suitable topics shall be given to them for incorporating in the Report. Relevant tables and bibliography should be given if needed.
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	<b>BJMC4101</b>	Principles of Communications	4			40	60	100	4
Core	<b>BJMC4102</b>	Development of Journalism	4			40	60	100	4
Foundation	<b>BJMC4103</b>	Media Industry	4			40	60	100	4
Core	<b>BJMC4104</b>	Introduction to Digital Media	4			40	60	100	4
Foundation	<b>BJMC4105</b>	General Knowledge & Current Affairs	2			40	60	100	2
Foundation	<b>BJMC4106</b>	Functional English	2			40	60	100	2
Core	<b>BJMC4151</b>	Communication Lab			4	40	60	100	2
Core	<b>BJMC4152</b>	Design & Graphics Lab			4	40	60	100	2
Core	<b>GP401</b>	General Proficiency				100		100	1
<b>Total</b>			<b>20</b>	<b>8</b>				<b>900</b>	<b>25</b>

Semester II									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Foundation	<b>BJMC4201</b>	Indian Polity & Issues	4			40	60	100	4
Core	<b>BJMC4202</b>	Print Media – I	4			40	60	100	4
Foundation	<b>BJMC4203</b>	Introduction to Advertising	4			40	60	100	4
Core	<b>BJMC4204</b>	Still Photography	4			40	60	100	4
Foundation	<b>BJMC4205</b>	Mass Media & Global Issues	2			40	60	100	2
Core	<b>BAS3204</b>	Environmental Studies	2			40	60	100	2
Foundation		Language*	2			40	60	100	2
Core	<b>BJMC4251</b>	Print Media Lab – I			4	40	60	100	2
Core	<b>BJMC4252</b>	Photo Lab			4	40	60	100	2
Core	<b>GP402</b>	General Proficiency				100		100	1
<b>Total</b>			<b>22</b>	<b>8</b>				<b>1000</b>	<b>27</b>

**\*Language:**

One Functional Language Course from the following

<b>BJMC4206</b>	Proficiency in French
<b>BJMC4207</b>	Proficiency in German

- The syllabus of the course **BJMC4206** Proficiency in French and **BJMC4207** Proficiency in German shall be accepted as per the recommendations of Center of Second Language Promotion of the University.
- **BAS3204** 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	CI A	ES E	Tota I	
Core	<b>BJMC4301</b>	Advertising: Concepts & Principles	4			40	60	100	4
Core	<b>BJMC4302</b>	Print Media – II	4			40	60	100	4
Core	<b>BJMC4303</b>	Radio Journalism & Production	4			40	60	100	4
Core	<b>BJMC4304</b>	Television Journalism & Production - I	4			40	60	100	4
Core	<b>BJMC4305</b>	Media Laws & Ethics	4			40	60	100	4
Core	<b>BJMC4351</b>	Print Media Lab – II			4	40	60	100	2
Core	<b>BJMC4352</b>	Radio Journalism & Production Lab			4	40	60	100	2
Core	<b>GP403</b>	General Proficiency				100		100	1
<b>Total</b>			<b>20</b>	<b>8</b>				<b>800</b>	<b>25</b>

DEPARTMENT OF MASS COMMUNICATION

Semester IV									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC4401	Television Journalism & Production - II	4			40	60	100	4
Core	BJMC4402	Public Relation	4			40	60	100	4
Core	BJMC4403	New Media & Web Journalism	4			40	60	100	4
Core	BJMC4404	International Media Affairs	4			40	60	100	4
Core	BJMC4451	Television Journalism & Production Lab			4	40	60	100	2
Core	BJMC4452	Public Relation Lab			4	40	60	100	2
Core	BJMC4453	New Media & Web Journalism Lab			4	40	60	100	2
Core	BJMC4454	Minor Project				40	60	100	2
Core	GP404	General Proficiency				100		100	1
<b>Total</b>			<b>16</b>	<b>12</b>				<b>900</b>	<b>25</b>

Semester V									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC4501	Development Communication	4			40	60	100	4
Core	BJMC4502	Film Production - I	4			40	60	100	4
Core	BJMC4503	Media Research	4			40	60	100	4
Generic Elective		Elective (Any one from the list given below)	4			40	60	100	4
Open Elective		Open Elective*	4			40	60	100	4
Core	BJMC4551	Advertising Lab			4	40	60	100	2
Core	BJMC4552	Media Research Lab			4	40	60	100	2
Core	BJMC4553	Minor Project				40	60	100	2
Core	GP405	General Proficiency				100		100	1
<b>Total</b>			<b>20</b>	<b>8</b>				<b>900</b>	<b>27</b>

**\*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.

BJMC101	Advance Print Media	*Elective – I: One Elective Course from the following
BJMC102	Advance Radio & TV Production	
BJMC103	Advance Advertising Practices	
BJMC104	Environment Communication	
BJMC105	Corporate Communication	
BJMC106	International Communication	

Semester VI									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BJMC4601	Film Production - II	4			40	60	100	4
Core	BJMC4602	Event Management: Principle & Methods	4			40	60	100	4
Core	BJMC4651	Functional Project Report *				40	60	100	8
Core	GP406	General Proficiency				100		100	1
<b>Total</b>			<b>8</b>					<b>400</b>	<b>17</b>

**\*Functional Project Report:**

For Details refer to the Introduction on Page no. 5 of this Course Curriculum Program Booklet.

**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	12					20	13.7
C	17	15	25	25	19	17	118	80.8
GE					4		4	2.7
OE					4		4	2.7
<b>Total</b>	<b>25</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>27</b>	<b>17</b>	<b>146</b>	<b>100</b>

## 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
<b>Total</b>	<b>25</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>27</b>	<b>21</b>	<b>150</b>	<b>100</b>

# Semester I

**Course Title: Principles of Communication****Course Code: BJMC4101****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To describe the foundations of human communication.</li> <li>❖ To develop among them broad understanding of the concepts and process of communication.</li> <li>❖ To make them understand communication better through various theories and models.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To enhance the knowledge of students with regard to fundamentals of communication and its different forms.</li> <li>2. To know the effective communication and barriers of communication.</li> <li>3. To illustrate the fundamentals of mass communication and its various forms.</li> <li>4. To describe the theories of communication that make them understand about role of communication in media and society.</li> <li>5. To understand the different models and role of model in communication process.</li> <li>6. To identify the target audiences and able to segmentation of audience for purpose of communication.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Fundamentals of Communication</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Mass Communication</b> 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. Hypodermic Needle Theory		<b>30</b>	<b>1</b>
<b>Module III: Communication Theories</b> Two-step, Multi-step flow of Communication. Individual Difference Theory. Personal Influence Theory. Selective Exposure, Selective Perception & Selective Retention Theory. Agenda Setting Theory.		<b>30</b>	<b>1</b>
<b>Module IV: Models of Communication</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Keval J Kumar, <i>Mass Communication in India</i>, Jaico Publishing House, Mumbai, 2012.</li> <li>2. Uma Narula, <i>Mass Communication Theory and Practice</i>, Haranand Publication, New Delhi, 2004.</li> <li>3. Denis Mc Quail, <i>Mc Quail's Mass Communication Theory</i>, Sage Publications, New Delhi, 2001.</li> <li>4. Andal N, <i>Communication Theories and Models</i>, Himalaya Publishing House, Delhi.</li> <li>5. Uma Joshi, <i>Text Book of Mass Communication and Media</i>, Anmol Publications Pvt. Ltd., New Delhi.</li> <li>6. K Ravindaran, <i>Handbook of Mass Communication</i>, Anmol Publication, New Delhi.</li> </ol>			

**Course Title: Development of Journalism****Course Code: BJMC4102****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To enhance the knowledge of students with regard to the development of journalism over the period of time and also the contemporary issues.</li> <li>❖ To make them understand the development of newspapers in India.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To explain details about development and evolution of journalism in India.</li> <li>2. To give a clear understanding of Freedom Movement &amp; Journalism.</li> <li>3. To tell the growth of media as an industry and Professional Journalism.</li> <li>4. To provide a detail study of Post-Independence Journalism.</li> <li>5. To give an overview of Press and Political System during post-independence period.</li> <li>6. To understand the changing face of journalism.</li> <li>7. To deal with various significant Contemporary Issues.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Development of Journalism in India</b>			
Early Newspaper Publications in India. Press, Literature and Renaissance. Indian Language Press and English Press. Press and First Independent Struggle. Press and British Rule.		<b>30</b>	<b>1</b>
<b>Module II: Freedom Movement and Journalism</b>			
Press Laws. 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.		<b>30</b>	<b>1</b>
<b>Module III: Post-Independence Journalism</b>			
Press and Post-Independence Challenges (Division, Communal Riots, First Election, Plan Period, Land Reforms, Reorganization of States). Post-Independence Governments and Press Regulations (Press Commission, Press Council of India). Changing Nature of Indian Press Parallel Journalism (Dalit Journalism, Small Magazines). Discussion in the Class on Professional and Alternative Newspapers and Magazines).		<b>30</b>	<b>1</b>
<b>Module IV: Changing Face of Journalism and Contemporary Issues</b>			
Modernization of Press and Press Management. National Press, Regional Press. Electronic Medium and Internet Journalism. Press and Contemporary Issues (Human Right, Terrorism, Nationalism, Regionalism, Social Justice, Secularism etc.). Contemporary Issues and Press Coverage: Analysis.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Dr. N.K. Trikha, <i>The Press Council</i>, Somaiya Publication.</li> <li>2. Keval J. Kumar, <i>Mass Communication in India</i>, Jaico Publication, New Delhi.</li> <li>3. Robbin Jeffery, <i>India's Newspaper Revolution</i>, Oxford University Press.</li> <li>4. Arbind Singhal, <i>India's Communication Revolution</i>, Sage Publications.</li> <li>5. Dr. H.O. Srivastava, <i>Broadcast Technology: A Review</i>, Gyan Publishing House, New Delhi.</li> </ol>			

**Course Title: Media Industry****Course Code: BJMC4103****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Describe the principles and functions of management.</li> <li>❖ Enumerate leadership styles and behavioral patterns.</li> <li>❖ Describe the structure and functions of media organizations.</li> <li>❖ Explain the importance of revenue generation viz-viz various media.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Functions and Principles of Management.</li> <li>2. To make student aware of Behavior and Leadership.</li> <li>3. To enhance the knowledge of students with regard to structure and functions of media organization.</li> <li>4. To describe the salient features of economics media organization.</li> <li>5. To define topics like cross media ownership and FDI in media.</li> <li>6. To make them understand the importance of revenue generation through various media.</li> </ol>		
<b>Module I: Management: Functions and Principles</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Behavior and Leadership</b> Foundations of behavior: Attitudes, Personality and Learning. Leadership: Importance and major types. Motivation and Conflict management.		<b>30</b>	<b>1</b>
<b>Module III: Media Organizations: Structure and Functions</b> Media Organization: Meaning, Nature, process and importance. Ownership patterns of media organizations. Organizational structure of media organizations: Print and Electronic and their functions. Cross media ownership, conglomerates.		<b>30</b>	<b>1</b>
<b>Module IV: Economics of Media Organizations</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Hargie O, Dickson D, Tourish Denis, <i>Communication Skills for Effective Management</i>, Palgrave Macmillan, India.</li> <li>2. Dr. Sakthivel Murugan M, <i>Management Principles &amp; Practices</i>, New Age International Publishers, New Delhi.</li> <li>3. Redmond, J, Trager R, <i>Media Organization Management</i>, Biztantra, New Delhi.</li> <li>4. Albarran, Alan B, <i>Media Economics</i>, Surjeet Publication, New Delhi.</li> </ol>			

**Course Title: Introduction to Digital Media****Course Code: BJMC4104****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Students should have the knowledge of various application of information technology in media.</li> <li>❖ Able to describe basics of design and graphics.</li> <li>❖ To understand the principles of design to various forms of visual design.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand computer and its operations, basic internet application in media and various internet tools for fast dissemination of news, video and pictures.</li> <li>2. To understand the basic IT applications that is using in print, electronic and cyber media.</li> <li>3. To analyze the differences between conventional and new media.</li> <li>4. To understand basics of design and graphics and able to apply different types of layouts for different media usage.</li> <li>5. To gives an overview of apply various elements and principles of design to various forms of visual and graphics communication for print media.</li> <li>6. To understand basics of desktop publishing and printing process.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Internet for Interactivity</b>			
Introduction to internet application in media. Websites and portals. Static and dynamic websites. Various internet tools for fast dissemination of news, video and pictures. Convergent Media.		<b>30</b>	<b>1</b>
<b>Module II: IT for Media</b>			
Basic IT applications in print. Electronic and cyber media. Emerging Trends in information technology. Conventional media Vs new media. Introduction to Blogs and Vlogs.		<b>30</b>	<b>1</b>
<b>Module III: Layout</b>			
Components of layout and layout planning. Advertisement layout. Broadsheet and Tabloid layout. Magazine & Book Layout. Digital Color Schemes and other elements.		<b>30</b>	<b>1</b>
<b>Module IV: DTP and Printing</b>			
Basics of Desktop Publishing. Printing Process. Printing Methods: Letter Press, Screen, Offset. Paper and finishing. Design: Elements & Principles, Use of Software in DTP.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. N. N. Sarkar, <i>Art and Production</i>, Sagar Publishers, New Delhi.</li> <li>2. N.N. Sarkar, <i>Designing Print Communication</i>, Sagar Publishers, New Delhi.</li> <li>3. Author Adobe, <i>Adobe Photoshop</i>, Publisher Tech media.</li> <li>4. Coburn Foster D., <i>Corel Draw</i>, Tata Mcgraw Hill Publishing Co Ltd, 2007.</li> <li>5. Jaiswal, <i>Fundamentals of computer Information Technology Today</i>, Wiley Dreamtech.</li> <li>6. V. Rajaraman, <i>Fundamentals of computer</i>, Prentice Hall of India.</li> <li>7. G K Parthasarathy, <i>Computer Aided Communication</i>, Authors Press, 2006.</li> <li>8. R. Singhal, <i>Computer Application for Journalism</i>, Ess Publishers.</li> <li>9. Chetan Shrivastava, <i>Introduction to Information Technology</i>, Kalyani Publishers, Delhi.</li> <li>10. T. C. Bartee, <i>Digital Computer Fundamentals</i>, Mc Graw Hill Publication.</li> </ol>			

**Course Title: General Knowledge & Current Affairs****Course Code: BJMC4105****Course Credit: 02**

<b>Course Objective:</b>	❖ This course will enhance the knowledge of students regarding Indian political system and Indian economics.	<b>No of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the fundamental knowledge of Indian political system.</li> <li>2. To understand the political system of Uttar Pradesh.</li> <li>3. To illustrate the economic system of India and present scenario.</li> <li>4. To understand the work of NITI Ayog.</li> </ol>		
<b>Module I: Indian Political System</b> Brief knowledge of the Indian Constitution. Three pillars of democracy. Media as fourth pillar of democracy. States, Chief Ministers, Capitals & languages. Fundamental rights. President. Vice president. Prime minister. Election commission. Political system of Uttar Pradesh and current status. Political Parties & leaders.		<b>30</b>	<b>1</b>
<b>Module II: Indian Economics</b> National income. New economic policy 1991. Agriculture & Green Revolution. Reserve Bank of India. NABARD. Union Budget & Ministry of Finance. NITI Ayog. Industry & Service Sector. Role of Media in Indian Economy. Inflation and its related concepts. Ministry of Commerce & Trade. Import & Export, Latest Government Schemes and Initiatives.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. <i>India: A Reference Manual (Annual); Publication Division, Ministry of I and B.</i></li> <li>2. <i>Malayala Manorma Year Book (Annual)</i></li> <li>3. <i>National and Regional Newspapers and Magazines (Times of India, Hindustan Times, The Hindu, Indian Express, Magazines (India Today, Frontline, Outlook, Economic and Political Weekly and Yojana).</i></li> </ol>			

**Course Title: Functional English****Course Code: BJMC4106****Course Credit: 02**

<b>Course Objective</b>	❖ 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.	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Form new vocabulary as per need of the situation following the concept/s.</li> <li>2. Understand complexity of situations to use suitable vocabulary.</li> <li>3. Apply language for various purposes of journalism such as News Report, note-sheet, PIL and RTI etc. and to have expertise of Translation required for different purposes of journalism and communication with common people.</li> </ol>		
<b>Module I: Word Formation and Documentation (A Brief Survey)</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Applied Language and Translation Studies (A Brief Survey)</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Baker, Mona. <i>In Other Words: A Course Book on Translation</i>. Routledge, 2001.</li> <li>2. Comfort, Jeremy et. al. <i>Speaking Effectively: Developing Speaking Skills for Business English</i>. Cambridge: Cambridge University Press, 2002.</li> </ol>			

**Course Title: Communication Lab****Course Code: BJMC4151****Course Credit: 02**

<b>Course Objective:</b>	❖ Student should be effective speak in interpersonal and public speaking situation. ❖ Student should be the good writing skills.	<b>No of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	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.		
<b>Module I: Reporting and Presentation</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Forms of Writings</b> 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. Writing Articles & Features.		<b>30</b>	<b>1</b>

**Course Title: Design & Graphics Lab****Course Code: BJMC4152****Course Credit: 02**

<b>Course Objective:</b>	❖ On the completion of the course students should be able to understand the different color schemes. ❖ Students should be able to design and produce print material using DTP.	<b>No of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	1. To work with different textures, color schemes and letterforms. 2. To understand the role of various elements and principles of design for print media. 3. To differentiate between Color Schemes 4. To design and develop a Poster.		
<b>Module I: Typography and Color in Design</b> To work with different textures, color schemes and other elements on at least 10 different topics/themes. To work on various types of signographic, calligraphic and typographic letterforms. Use of colors in different schemes-complementary, analogous, split complementary, triad, soft, dark and monochromatic. Designing A Size Poster with aforementioned Descriptions.		<b>30</b>	<b>1</b>
<b>Module II: Layout</b> Design a logo. Design flash cards. Design and develop a booklet (story/ rhymes/ play/ comic strips or any other). Visit to a printing press. Designing Corporate Stationary Items.		<b>30</b>	<b>1</b>



# Semester II

<b>Course Title: Indian Polity &amp; Issues</b>			
<b>Course Code: BJMC4201</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To enable students, understand the Indian political system and functioning of democratic Institutions.</li> <li>❖ To apprise students of electoral system from the perspective of election coverage by media.</li> <li>❖ Also to make them aware of contemporary political issues and motivate them to brainstorm on such issues.</li> </ul>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of the Indian political system and functioning of democratic Institutions.</li> <li>2. To enhance the knowledge of students with regard to electoral system from the perspective of election coverage by media.</li> <li>3. To make them aware of contemporary political issues and motivate them to brainstorm on such issues.</li> <li>4. To understand the Communalism, fundamentalism and secularism.</li> <li>5. To identify Terrorism in India- Legal and political measures to curb it and Naxalite Movement – Government’s approach towards people’s war.</li> <li>6. To discriminate a political thought in respect of Indian political system.</li> </ol>		
<b>Module I: Indian Constitution</b> Constitution: Preamble, salient features. States and Union Territories. Citizenship. Fundamental Rights. Fundamental Duties. Directive Principles of State Policy.		<b>30</b>	<b>1</b>
<b>Module II: Three Pillars of Democracy</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Electoral System</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Political Issues and Debates</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Shukla, V.N., <i>Constitution of India</i>, Eastern Book Company, Lucknow 2001.</li> <li>2. Bakshi, P. M., <i>The Constitution of India</i>, Universal Law Publishing Co. Pvt. Ltd. 2001.</li> <li>3. Jhabvala, Noshirvan H., <i>The Constitution of India</i>, C Jammadas and Co., Mumbai, 2003.</li> <li>4. D. D. Basu, <i>An introduction to the Constitution of India</i>, Vikas Publishing House, Delhi.</li> <li>5. J.C. Johri, <i>Indian Political System</i>, Anmol Publications.</li> <li>6. Parth Chatterjee, <i>State and Politics in India</i>, Oxford University, Press.</li> </ol>			

<b>Course Title: Print Media-I</b>			
<b>Course Code: BJMC4202</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	❖ 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.		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand news, its elements and news value.</li> <li>2. To understand the functions and responsibilities of reporter.</li> <li>3. To distinguish the technique of rewriting news agency, copy and headlines.</li> <li>4. To analyze reporting techniques, principles, various beats and news gathering methods.</li> <li>5. To describe the responsibilities and functions of a reporters, pitfalls and problems in reporting.</li> <li>6. To understand the different types of reporting beats.</li> <li>7. To understand the function and qualification of a sub-editor and chief sub-editor</li> <li>8. To prepare copy for press and style sheet by using proofreading symbols.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction to News Writing</b> 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. Headlines: Principles of headline writing, functions, kinds and techniques of headline writing.		<b>30</b>	<b>1</b>
<b>Module II: Reporting</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Specialized Reporting</b> Specialized Reporting: Crime, Court, Culture, Political, Education, Development, Investigative reporting, Business, Disaster, Obituary, Science, Weather, War and Sports reporting.		<b>30</b>	<b>1</b>
<b>Module IV: Editing</b> Editing: Definition, nature and need for editing. Principles of editing, Editorial desk. Function and qualification of a sub-editor and chief sub editor. Principles of translation.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Kamath, M.V; <i>The Journalist's Handbook</i>, VikasPublications .</li> <li>2. Franklin, Bob, <i>Key Concepts in Journalism Studies</i>, Vistaar Publications.</li> <li>3. Agarwal, Vir Bala, <i>Handbook of Journalism; Concept Publications</i>.</li> <li>4. Bloom, Stephen G., <i>Inside the Writer's Mind-Writing Narrative Journalism</i>, Surjeet Publications, Delhi.</li> <li>5. Knight, Robert, <i>The Craft of Clarity-A Journalistic Approach to Good Writing</i>, Surjeet Publications, Delhi.</li> <li>6. Harris, Jullian, <i>The Complete Reporter</i>, Macmillan Publishing Co., New York.</li> <li>7. Srivastava, K.M., <i>News Reporting and Editing</i>, Sterling Publishers, New Delhi.</li> <li>8. Warren, Care H., <i>Modern News Reporting</i>, Harper, New York.</li> <li>9. Mehta, D.S., <i>Mass Communication and Journalism in India</i>, Allied Publishers Ltd.</li> <li>10. Walia, Harjinder Ed., Batra, Bhupinder, <i>Sanchar</i>, Sanchar Publishers, Patiala.</li> <li>11. Hobenberg, John, <i>The Professional Journalist</i>, Oxford IEH Publishing Company.</li> <li>12. Reddick, Dewelt, <i>Modern Feature Writing</i>, Harper, New York.</li> </ol>			

<b>Course Title: Introduction to Advertising</b>			
<b>Course Code: BJMC4203</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This module will help students understand the concepts of advertising.</li> <li>❖ The students will understand the advertising scenario in India, organizational structure, and brand-management.</li> <li>❖ Students will have an opportunity to explore various creative fields involved in making advertisements.</li> </ul>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop the knowledge about Fundamentals of Advertising.</li> <li>2. To understand the Various types of Advertising &amp; Structure.</li> <li>3. To evaluate the impact of Marketing Plan Process.</li> <li>4. To understand the functions and structures of Advertising Agencies.</li> <li>5. To apply recent trends in Advertising Practices.</li> <li>6. To understand the specific task of Ethics in Advertising.</li> </ol>		
<b>Module I: Fundamentals of Advertising</b> What is advertising, definition, concepts of advertisement and advertising campaign, target audience and audiences for advertising, AIDA & DAGMAR Model. Advertising Theories: The Mediation of Reality, Shifting Loyalties, The Magic of the Meaning, The Hidden Message, Imitative Desire, Johari Window		<b>30</b>	<b>1</b>
<b>Module II: Various types of Advertising &amp; Structure</b> Personal, classified, consumer / product, retailer, trade, business to business, institutional, public service, financial, educational and NGO, advocacy, generic, comparative. Types of advertising agencies, Advertising agency structure, Functions of various departments, how agencies earn revenue, Advertising on Digital Platform.		<b>30</b>	<b>1</b>
<b>Module III: Marketing Plan Process</b> The marketing plan, Situation analysis, SWOT analysis, Marketing problem / opportunity (how it evolves from SWOT analysis), Marketing objective and strategy (market share, target segments, positioning) (only basic understanding of these concepts), The marketing mix (product, price, place, promotion), Product Life Cycle (PLC)		<b>30</b>	<b>1</b>
<b>Module IV: Ethics in Advertising</b> ASCI's code of advertising practice, Children and advertising, Advertising controversial products. Mishandling of Surrogate Advertising.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. <i>Advertising; Jethwaney, Jaishri N.</i></li> <li>2. <i>Foundation of Advertising; Chunawalla, S.A. &amp; Sethia, K.C.</i></li> <li>3. <i>Advertising Management; Manendra Mohan</i></li> <li>4. <i>Advertising; Ahiya, B.N. &amp; Chhabra, S.S.</i></li> <li>5. <i>Advertising; O'guinn, Thomas C</i></li> </ol>			

<b>Course Title: Still Photography</b>			
<b>Course Code: BJMC4204</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Describe photography.</li> <li>❖ Explain parts of film &amp; digital camera, its functions and use of accessories.</li> <li>❖ Describe lights and lighting application for indoor and outdoor.</li> <li>❖ Explain steps involved in printing a digital photograph.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the fundamental knowledge regarding digital camera, its functions and use of accessories.</li> <li>2. To describe the concept of photography.</li> <li>3. To illustrate the structure and features of specialized cameras that make them understand about role of still photography in media and society.</li> <li>4. To explain steps involved in printing a digital photograph.</li> <li>5. To use the basics of camera i.e. shutter speed, aperture and focal length etc.</li> <li>6. To apply the lights and lighting application for indoor and outdoor shooting.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction</b> History of Photography. Definitions. Camera: Types, Structure & Features. Camera Accessories		<b>30</b>	<b>1</b>
<b>Module II: Camera Basics</b> 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. Latest Trends in Photography, Types of Photography. Digital Image Sensor: CCD, CMOS Sensors. Resolution. Storage Medium, File Formats. Understanding DPI.		<b>30</b>	<b>1</b>
<b>Module III: Light</b> Basic Lightings. Three-point lighting. Outdoor Lightings. Indoor Portrait Lighting: Flashbulbs, Electronic Flash units, Flash Techniques. B/W & Color Filters, Filter Factor. Role of Reflector. Spot Light, Barn Doors, Snoot and Ambient Light.		<b>30</b>	<b>1</b>
<b>Module IV: Composing Effective Photographs</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. O.P. Sharma, <i>Practical Photography, Hind Pocket Books.</i></li> <li>2. Michael Langford, <i>Basic Photography, Focal Press.</i></li> <li>3. James A. Folts Ronald P. Lovell, <i>Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning.</i></li> <li>4. Lee Frost, <i>Photography, Hodder Headline.</i></li> </ol>			

**Course Title: Mass Media & Global Issues****Course Code: BJMC4205****Course Credit: 02**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Contribute to the society in a positive manner by researching and broadening their horizons of knowledge.</li> <li>❖ Identify, discuss and explain various issues and concerns.</li> <li>❖ Differentiate and apply their knowledge in reforming the society.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Indian Foreign Relationship.</li> <li>2. To enhance the knowledge of students with regard to major concerns of Indian.</li> <li>3. To make students aware about security concerns in Indian context.</li> <li>4. To make them understand about different global issues in detail.</li> <li>5. To expand the knowledge of students on Human Rights issues.</li> <li>6. To understand Indian Foreign Policy.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Indian Foreign Relations&amp; Security Concerns</b> India's Foreign Policy. India's relations with its neighbors especially Pakistan, Sri Lanka, Bangladesh and Nepal. India and NAM. India and SAARC BIMSTEC, BRICKS. India and UN. India and ICTs. India as a Nuclear Power. India's Defense. Criminalization of Politics. Nasalism.		<b>30</b>	<b>1</b>
<b>Module II: India and Major Concerns</b> Rapid Urbanization. Major poverty alleviation programs. Food Self-Sufficiency. Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario. Terrorism and anti-terror measures. Human Rights Issues. Gender Issues. Consumerism. Digital Divide.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Tapan Biswal, <i>Human Rights Gender and Environment</i>, Vina Books.</li> <li>2. Prof. S.D. Muni, <i>Indian and Nepal</i>, Konark Publisher.</li> <li>3. Madan Gopal, <i>India through the Ages</i>, Publication Division.</li> <li>4. Muchkund Dubey, <i>Political Issues</i>.</li> <li>5. Prakash Chander, <i>International Politics</i>.</li> <li>6. R.S. Yadav (ed.), <i>India's Foreign Policy: Contemporary Trends</i>.</li> <li>7. J.N. Dixit, <i>Assignment Colombo</i>.</li> <li>8. I.K. Gujral, <i>Continuity and Change: India's Foreign Policy</i>, Mac Millan, India.</li> </ol>			

**Course Title: Print Media Lab-I****Course Code: BJMC4251****Course Credit: 02**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Write reports for newspapers and magazines.</li> <li>❖ Prepare questionnaire for interview.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the criteria of news writing and also distinguish between the front page and local page news.</li> <li>2. To prepare reports on crime related incidents and civic problems.</li> <li>3. To understand the role of interview and prepare questionnaire for specific interview.</li> <li>4. To rewrite news stories for newspaper and magazine.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I: Writing Reports</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Re-writing Techniques and Press Conference</b> Rewriting news stories from newspapers 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.		<b>30</b>	<b>1</b>

**Course Title: Photo Lab****Course Code: BJMC4252****Course Credit: 02**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Handle Digital SLR Camera.</li> <li>❖ Compose and Shoot in different lighting conditions.</li> <li>❖ Make a photo feature on a specific topic.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the structure and features of different types of specialized camera.</li> <li>2. To use the basic of camera i.e. shutter speed, aperture and focal length etc.</li> <li>3. To apply different types of light in different shooting conditions.</li> <li>4. To produce a photograph in different shot angles.</li> </ol>	<b>No of Hours</b>	<b>No of Credits</b>
<b>Module I Outdoor Photography</b> 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 6x4 inch size. A photo feature must of comprise 10–15 Photographs.		<b>30</b>	<b>1</b>
<b>Module II Studio Photography</b> 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. Table Top Photography, Miniature Photography, Portrait Photography.		<b>30</b>	<b>1</b>

# Semester III



**Course Title: Advertising: Concepts & Principles****Course Code: BJMC4301****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Define and explain advertising objectives.</li> <li>❖ Identify various types of advertising budget.</li> <li>❖ Design an advertising campaign.</li> <li>❖ Identify various styles of copywriting.</li> <li>❖ Describe the process from copy to production.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Advertising and its terms.</li> <li>2. To enhance the knowledge of students with regard to integrated marketing communication.</li> <li>3. To make them aware of creative strategy to development.</li> <li>4. To describe the salient features and usage of Media Planning.</li> <li>5. To define advertising as a marketing and P.R tool.</li> <li>6. To understand the concept of Advertising Research.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Integrated Marketing Communication</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Creative Strategy to Development</b> 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 colors, photographs, computer graphics, artwork. Appeals in Advertising. Production process for audio and video copies: pre-production, production and post Production.		<b>30</b>	<b>1</b>
<b>Module IV: Media Planning</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Mohan Mahender, <i>Advertising Management: Concepts &amp; Cases</i>, Tata McGraw Hill Publishers.</li> <li>2. Ogilvy David, <i>Ogilvy on Advertising</i>, Prion Books Ltd.</li> <li>3. White Roderick, <i>Advertising: What it is and How to do it</i>, McGraw Hill Book Company, London.</li> <li>4. Bulmore Jeremy, <i>Behind the Scenes in Advertising</i>, NTC Publishers, Henley.</li> <li>5. Douglas Torin, <i>The Complete Guide to Advertising</i>, MacMilan, London.</li> <li>6. Jethwaney Jaishri, <i>Advertising</i>, Phoenix Publishing House Pvt. Ltd., New Delhi.</li> </ol>			

<b>Course Title: Print Media–II</b>			
<b>Course Code: BJMC4302</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This course intends to apprise students with print media especially advanced reporting.</li> <li>❖ 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.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To apply print news writing techniques including the proper use of news values.</li> <li>2. To do advance reporting for print i.e. interpretive and investigative reporting.</li> <li>3. To understand the practices, problems and policies of agricultural reporting.</li> <li>4. To write feature and article write-ups for publication.</li> <li>5. To distinguish between different types of reporting.</li> <li>6. To do editing for different types of copy.</li> <li>7. To understand the page-makeup and layout style of newspaper.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Advance Reporting for Print</b> Interpretative reporting and investigative reporting. Book reviews and cultural program reviews. In-depth reporting.		<b>30</b>	<b>01</b>
<b>Module II: Types of Reporting</b> Rural reporting, City reporting, Urban reporting, Metro reporting, reporting for special situations. Agricultural reporting: practices, problems and policies, caste-community relations, rural-urban relations.		<b>30</b>	<b>01</b>
<b>Module III: Feature and Article Writing</b> Advanced reporting. Exercises in features, interviews. Proceedings of the meetings of Panchayat, municipal corporation and legislative assembly.		<b>30</b>	<b>01</b>
<b>Module IV: Editing Techniques</b> Advance exercises in editing. Re-writing. Page make up and layout. Rewriting the story. Editing of different types of copies.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Kamath, M.V., <i>The Journalist's Handbook</i>, Vikas Publications.</li> <li>2. Franklin, Bob, <i>Key Concepts in Journalism Studies</i>, Vistaar Publications.</li> <li>3. Bloom, G. Stephen, <i>Inside the Writer's Mind: Writing Narrative Journalism</i>, Surjeet Publications, Delhi.</li> <li>4. Knight, M. Robert, <i>The Craft of Clarity: A Journalistic Approach to Good Writing</i>, Surjeet Publications, Delhi.</li> <li>5. Harris, Jullian and others, <i>The Complete Reporter</i>, Macmillan Publishing Co., New York.</li> <li>6. Srivastava, K.M., <i>News Reporting and Editing</i>, Sterling Publishers, New Delhi.</li> <li>7. Care, H. Warren, <i>Modern News Reporting</i>, Harper, New York.</li> <li>8. Mehta, D.S., <i>Mass Communication and Journalism in India</i>, Allied Publishers, New Delhi.</li> <li>9. Walia, Harjinder and Batra, Bhupinder, <i>Sanchar</i>, Sanchar Publishers, Patiala.</li> <li>10. Hobenberg, John, <i>The Professional Journalist</i>, Oxford IEH Publishing Company, New Delhi.</li> </ol>			

<b>Course Title: Radio Journalism &amp; Production</b>			
<b>Course Code: BJMC4303</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To describe the characteristics of radio as a medium of mass communication and its limitations.</li> <li>❖ To identify different modes of broadcasting and types of radio stations.</li> <li>❖ To distinguish &amp; describe the qualities of different types of microphones used in radio production</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the advantages and disadvantages of radio as a medium of mass communication.</li> <li>2. To apply radio signs and codes in radio programme recordings.</li> <li>3. To distinguish and identify the different modes of broadcasting and types of radio stations.</li> <li>4. To write effectively for ear.</li> <li>5. To understand the three phase of radio production i.e. pre-production, production, post production.</li> <li>6. To apply the right kind of music and sound effects for different formats of radio programmes.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Radio as a Medium</b> Characteristics of radio: advantages and disadvantages of radio as medium. History & development of radio. Radio broadcasting in India. Radio signs & codes. Talk & music radio.		<b>30</b>	<b>01</b>
<b>Module II: The New Trends and Technology</b> Internet broadcasting. Digital audio broadcasting. World Space: the FM revolution. Community Radio, Amateur Radio, Narrowcasting, Podcasting, Webcast, Radio Signal Up linking and Down linking.		<b>30</b>	<b>01</b>
<b>Module III: Writing for Radio</b> Radio programming. Radio formats: short talks, discussions, features, interviews, commentaries. Radio Drama		<b>30</b>	<b>01</b>
<b>Module IV: Radio Program Productions</b> Three phase: preproduction, production and postproduction of a radio programme. Studio Recording Set-Up Special audience programmes: dramas, spots, jingles, Public Service Announcement (PSA).		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. H.R. Luthra, <i>Indian Broadcasting, Publications Division.</i></li> <li>2. Robert Mc Liesh, <i>Radio Production, Focal Press.</i></li> </ol>			

**Course Title: Television Journalism & Production – I****Course Code: BJMC4304****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera.</li> <li>❖ To describe techniques of lighting for video production.</li> <li>❖ To describe the methods of recording and mixing of sound in video production.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the different types of video camera, its parts and functions.</li> <li>2. To work on different types of shots, camera angle and camera movement and composition.</li> <li>3. To apply the technique and use of lighting.</li> <li>4. To use different lighting tools i.e. diffusers, reflectors, cutters and gels.</li> <li>5. To apply the basics of audio in video programmes.</li> <li>6. To understand various audio elements used in video broadcast.</li> <li>7. To use audio mixers for recording and editing of sound.</li> </ol>		
<b>Module I: Camera</b> Introduction to video camera. Parts of video camera and their functions. Camera movement equipment. Lenses: functions and types. Latest Camera Equipments		<b>30</b>	<b>01</b>
<b>Module II: Visualization</b> Composition: different types of shots, camera angles and camera movements. Aesthetics in visual composition. Subject & camera relationship. Aperture control and depth of field.		<b>30</b>	<b>01</b>
<b>Module III: Lights</b> Lights and its properties. Different types of lights. Other tools used in lighting: diffusers, reflectors, cutters & gels. Basic lighting techniques. Accessories used in lighting.		<b>30</b>	<b>01</b>
<b>Module IV: Sound</b> 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 unmixed tracks.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b> 1. <i>Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi.</i> 2. <i>Herbert Zettl, TV production Handbook, Thomas Wardsworth Publishing.</i>			

<b>Course Title: Media Laws &amp; Ethics</b>			
<b>Course Code: BJMC4305</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To define freedom of the press as enshrined in article 19(1) (a) of the constitution.</li> <li>❖ To list the reasonable restrictions for freedom of the press.</li> <li>❖ To describe the salient features of the Press Council of India, its powers and functions.</li> <li>❖ To cover judicial proceedings, parliament and state legislature without attracting penal action</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand freedom of the press as enshrined in article 19 (1) (a) of the constitution and to list the reasonable restrictions for freedom of the press.</li> <li>2. To describe the salient features of the Press Council of India, its powers and functions and to identify and apply the necessary provisions of laws and acts applicable to publication.</li> <li>3. To identify and apply the necessary provisions of laws and acts applicable to broadcast of news and programmes of a sensitive nature.</li> <li>4. To understand judicial proceedings, parliament and state legislature without attracting penal action.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Media laws: Concept and Need</b>			
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: emergency provisions. Media censorship: Indian experience.		<b>30</b>	<b>01</b>
<b>Module II: Types of Media Laws</b>			
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 back ground.		<b>30</b>	<b>01</b>
<b>Module III: Media Legislations</b>			
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. IT ACT 2000.		<b>30</b>	<b>01</b>
<b>Module IV: Journalistic Code and Ethics</b>			
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.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, <i>Media Ethics and Laws</i>, Anmol Publications Pvt.Ltd</li> <li>2. Y.K. D'souza, <i>Principles and Ethics of Journalism and Mass Communication</i>, Commonwealth Publishers.</li> <li>3. <i>Law of the Press</i>, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur. <i>Press Vidhi (Hindi)</i>, Prof. NandkishorTrikha, Vishwavidyalaya Prakashan, Varanasi.</li> <li>4. <i>Relevant Sections of IPC from Criminal Law Manual</i>, Universal</li> <li>5. <i>Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary</i>, Universal</li> <li>6. <i>Vidisha Barua Press &amp;Media Law Manual</i>, Universal Law Publishing Co. Pvt. Ltd. New Delhi</li> <li>7. <i>Ambrish Saxena, Freedom of Press and Right to Information in India</i>, Kanishka Publication, New Delhi.</li> </ol>			

<b>Course Title: Print Media Lab-II</b>			
<b>Course Code: BJMC4351</b>			
<b>Course Credit: 02</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To edit reports using editing symbols.</li> <li>❖ To write headlines.</li> <li>❖ To write captions for cartoons and photographs.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To prepare copy by using editing symbols.</li> <li>2. To make headline for publication.</li> <li>3. To write captions for Photographs.</li> <li>4. To write editorial on different topics.</li> </ol>		
<b>Module I: Writing and Editing</b>		<b>30</b>	<b>01</b>
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. 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.			
<b>Module II: Newspaper Designing</b>		<b>30</b>	<b>01</b>
Jargons of Print Design. Designing a Tabloid, Newspaper on DTP software with all Important incorporations.			

<b>Course Title: Radio Journalism &amp; Production Lab</b>			
<b>Course Code: BJMC4352</b>			
<b>Course Credit: 02</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To prepare an audio brief.</li> <li>❖ To use different types of microphones for radio/audio productions.</li> <li>❖ To apply various elements of radio production for producing different radio formats.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To prepare audio brief.</li> <li>2. To apply different types of microphones for recording purpose.</li> <li>3. To write script for radio i.e. documentary, feature and drama.</li> <li>4. To prepare various types of radio programmes.</li> </ol>		
<b>Module I: Writing for Radio</b>		<b>30</b>	<b>01</b>
Preparation of audio brief. Recording Audio on Mobile Device, Recording and editing exercises in the studio. Writing exercises. Interviews-simulated and actuality. Research and scripting of radio documentary/ feature/ drama. Preparation of a Radio Programme.			
<b>Module II: Radio Program Production</b>		<b>30</b>	<b>01</b>
Production of radio discussions. Presentation of various types of programmes. Production of social messages (max 30 seconds). Production of radio documentary/ feature. Preparation of Radio Advertisements. Visit To a Radio Station.			

# Semester IV

<b>Course Title: Television Journalism &amp; Production- II</b>			
<b>Course Code: BJMC4401</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To explain the salient features of TV as a medium.</li> <li>❖ To know the process of gathering news and report for TV.</li> <li>❖ To understand the stages of production of a video program.</li> <li>❖ To describe the steps involved in editing of a video program.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the nature and language of TV formats and programmes.</li> <li>2. To write script for fiction or non-fiction format.</li> <li>3. To understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also be apply while reporting.</li> <li>4. To conduct a good interview for production purpose.</li> <li>5. To apply steps involved in production and utilization of a program i.e. pre-production, production and post-production.</li> <li>6. To understand the role of control room, PCR command and Cues, Live Board and can also be able to produce bulletin.</li> <li>7. To understand the linear and non-linear editing formats.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: TV as a Medium</b> Understanding the medium: Nature and Language of TV. Formats and types for TV Programmes. TV News script format. Scripting for Fiction and Non-Fiction.		<b>30</b>	<b>01</b>
<b>Module II: TV News Gathering</b> Fundamentals of TV reporting: Reporting skills, ethics for TV reporting. Mobile Journalism (MOJO), 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. News Gathering for Online Portals.		<b>30</b>	<b>01</b>
<b>Module III: TV Programme Production</b> Steps involved in production &utilization 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.		<b>30</b>	<b>01</b>
<b>Module IV: Editing Basics</b> 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.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Jan R. Hakemulder, <i>Broadcast Journalism</i>, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi.</li> <li>2. Janet Trewin, <i>Presenting on TV and Radio</i>, Focal Press, New Delhi.</li> <li>3. Stuart W. Hyde, <i>TV &amp; Radio Announcing</i>, Kanishka Publishers.</li> <li>4. Andrew Boyd, <i>Techniques of Radio and Television News Publisher</i>, Focal Press, India.</li> <li>5. Janet Trewin, <i>Presenting on TV and Radio</i>, Focal Press, India.</li> <li>6. Ralph Donald and Thomas Spann, <i>Fundamentals of Television Production</i>, Surjeet Publications, New Delhi.</li> <li>7. Herbert Zettl, <i>Handbook of Television Production</i>, Publisher: Wadsworth.</li> <li>8. Thomas D Burrows &amp; Lynne S., <i>Video Production Publisher</i>, MC Graw Hill.</li> <li>9. Ralph Donald and Thomas Spann, <i>Fundamentals of TV Production</i>, Surjeet Publications, New Delhi.</li> <li>10. Lynn S Gross, Larry W. Ward, <i>Electronic Movie making</i>, Wadsworth Publishing.</li> <li>11. Neill Hicks, <i>Screen Writing</i>, Michael Wiese Productions.</li> <li>12. Thomas D Burrows Lynne S Gross, <i>Video Production</i>, Mc Graw Hill.</li> </ol>			



<b>Course Title: Public Relation</b>			
<b>Course Code: BJMC4402</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To know public relation and its function.</li> <li>❖ To differentiate between PR &amp; Corporate Communication.</li> <li>❖ To understand the tools and techniques for handling public and corporate relations.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the work of Public Relation.</li> <li>2. To differentiate that how PR is different from advertising, publicity and propaganda.</li> <li>3. To understand the tools and techniques of corporate communication.</li> <li>4. To prepare news release.</li> <li>5. To understand the role of PR in Educational and Research Institutions,</li> <li>6. To understand the work of applied PR, International PR, and PR for Central Government, state government and local bodies.</li> </ol>		
<b>Module I: Introduction</b> 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, Human Values & Work Culture, PRSI, PRCI.		<b>30</b>	<b>01</b>
<b>Module II: Tools and Techniques</b> 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. Webinars and Digital Conferences.		<b>30</b>	<b>01</b>
<b>Module III: Role of PR</b> 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 and Social Media, Marinating Corporate Relations.		<b>30</b>	<b>01</b>
<b>Module IV: Types of PR and Agencies</b> 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.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Black Sam &amp; Melvin L. Sharpe, <i>Practical Public Relations</i>, Universal Book Stall, New Delhi.</li> <li>2. JR Henry and A. Rene, <i>Marketing Public Relations</i>, Surjeet Publications, New Delhi.</li> <li>3. Jefkins Frank, <i>Public Relations Techniques</i>, Butterworth-Heinmann Ltd., Oxford.</li> <li>4. Cutlip S.M and Center A.H., <i>Effective Public Relations</i>, Prentice Hall.</li> <li>5. Kaul J.M., <i>Public Relation in India</i>, Noya Prakash, Calcutta Pvt. Ltd.</li> <li>6. Heath Robert L, <i>Handbook of Public Relations</i>, Sage Publications, New Delhi.</li> <li>7. K.R. Balan, <i>Applied Public Relations and Communications</i>, Sultan Chand and Sons.</li> <li>8. Philip Hens lowe, <i>Public Relations: A Practical Guide to the Basics</i>, Crest Publishing House.</li> <li>9. Dennis L. Wilcoxe &amp; Glen T Cameron, <i>Public Relations</i>, Pearson, New Delhi.</li> </ol>			

<b>Course Title: New Media &amp; Web Journalism</b>			
<b>Course Code: BJMC4403</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To explain new media technology for journalistic purpose.</li> <li>❖ To describe online discussion forums keeping in mind cyber laws and create blogs.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the advantages, Limitation and risk factors involve in News Media.</li> <li>2. To create own Blog.</li> <li>3. To distinguish between Static and Dynamic Pages.</li> <li>4. To understand the elements and functioning of multimedia.</li> <li>5. To work on Photoshop and sound editing software.</li> <li>6. To write effectively for web.</li> <li>7. Prepare a presentation of web content.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction</b> 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 & other understanding and preparation for media personal. Digital Media: SEO, SEM, TAGs, Organic Vs Inorganic Search. Ad sense QR & Bar Code		<b>30</b>	<b>01</b>
<b>Module II: Web Pages</b> Introduction to Front Pages. Tools, Menus and Interface of FrontPage, Blog, Static Pages and Dynamic Pages. Interactive Web portals, Online Gaming Platform, Online Entertainment Platforms.		<b>30</b>	<b>01</b>
<b>Module III: Multimedia</b> Introduction to Multimedia. Elements of Multimedia: Text, Images, Audio, Video, Animation. Introduction to Advance Photo Editing Software, Introduction to Advance Sound and Video Editing Software		<b>30</b>	<b>01</b>
<b>Module IV: Content Planning</b> 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. Plagiarism & Software to Check it.		<b>30</b>	<b>01</b>
<b>Suggested Readings</b>			
<ol style="list-style-type: none"> <li>1. <i>Microsoft front page 98, Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB Publications, Delhi.</i></li> <li>2. <i>Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi.</i></li> <li>3. <i>Multimedia: an introduction, Casanova John Villamil.</i></li> <li>4. <i>Multimedia: illustrated, Singh Vishnu Priya Singh Meenakshi, Asian publishers, Delhi.</i></li> <li>5. <i>Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi.</i></li> <li>6. <i>New Media Technology: Pavlik Johnv.</i></li> </ol>			

<b>Course Title: International Media Affairs</b>			
<b>Course Code: BJMC4404</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Describe the North-South flow of information.</li> <li>❖ Explain the New World Information and Communication Order.</li> <li>❖ Explain contemporary global media scenario.</li> <li>❖ Explain the influence of global media on India.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To enhance the knowledge of students with regard historical perspective of Global Communication.</li> <li>2. To make them understand about struggle for balance of Information Flows.</li> <li>3. To make students aware about contemporary trends in the world.</li> <li>4. To develop among them broad understanding of Global Media impact on India.</li> <li>5. To understand the North-South flow of information.</li> <li>6. To describe the role of UN &amp; UNESCO in bridging the gap between north and south.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Global Communication: Historical Perspective</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Struggle for Balance of Information Flows</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Contemporary Trends</b> Emergence of Global village of media. The policies of global communication. Global communication & culture. Democratization of communication.		<b>30</b>	<b>1</b>
<b>Module IV: Global Media Impact on India</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Ahyar Kamplipur, <i>Global Communication</i>, Wadsworth Publication.</li> <li>2. Belmont C.A, <i>Technology Communication Behavior</i>, Wadsworth Publication, New Delhi.</li> <li>3. Zettle Herbert, <i>Video Basics</i>, Wadsworth Publication, New Delhi.</li> <li>4. Ramesh Babu, <i>Glocalization</i>, SAP Publication House, New Delhi.</li> <li>5. Jan R. Hakemulder, Ray AC DE Jough &amp; P.P.Singh, <i>Broadcast Journalism</i>, Anmol Publication, New Delhi.</li> </ol>			

**Course Title: Television Journalism & Production Lab****Course Code: BJMC4451****Course Credit: 02**

<b>Course Objective:</b>	❖ To handle various aspects of TV production and direction. ❖ To write scripts for TV & How to use sound and light. ❖ To apply production and post-production technique	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	1. To prepare a video brief and to write a script and prepare a story board. 2. To produce a fiction or non-fiction programme		
<b>Module I: Video Brief</b> Preparation of a Short Fiction /Ad Film or a News Bulletin. Idea generation: Writing from Idea to Script. Preparing News Packages, Scripting & Story Boarding, Studio Lighting, planning an Outdoor Production, Planning of Editing.		<b>30</b>	<b>01</b>
<b>Module II: TV Production</b> Preparation of Documentary Film, Conceptualization Exercises, Research & Treatment, Writing Script, Music and Visual Correlations. Arranging Background Score & Editing.		<b>30</b>	<b>01</b>

**Course Title: Public Relation Lab****Course Code: BJMC4452****Course Credit: 02**

<b>Course Objective:</b>	❖ To plan, design and implement PR tools effectively ❖ To prepare presentations and write press release, speeches, memos, notices.	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	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.		
<b>Module I: PR Writing</b> 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.		<b>30</b>	<b>01</b>
<b>Module II: PR Practice</b> Organize press conference in the situation of crisis. Write speeches, memos and notices. Minute-to-minute planning of an event. Prepare power point presentations.		<b>30</b>	<b>01</b>

**Course Title: New Media & Web Journalism Lab****Course Code: BJMC4453****Course Credit: 02**

<b>Course Objective:</b>	❖ To use search engines effectively and to design and develop a website.	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	1. To create and maintain blog, understand the different elements of a news website by creating a simple web page with all necessary elements. To distinguish between static and dynamic website.		
<b>Module I: Blog and Websites</b> To create and maintain blogs/V-Logs. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements.		<b>30</b>	<b>01</b>
<b>Module II: Web Publishing</b> Web publishing, Creating a simple web page with links to text document, graphics and audio & video document on Online Free Webpage Development Site. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.		<b>30</b>	<b>01</b>

# Semester V

<b>Course Title: Development Communication</b>			
<b>Course Code: BJMC4501</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ To develop understanding of development issues.</li> <li>❖ To contribute positively towards the development process of country as responsible mass communicators.</li> <li>❖ To understand the role of communication for social change.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To understand the key concept of self-reliance, dependence, cultural identity, modernization for development.</li> <li>2. To develop critical and reflective thinking ability for alternative paths to developments.</li> <li>3. To understand the concept of development communication and different models of development communication.</li> <li>4. To use folk media forms for social change.</li> <li>5. To build meaningful relationship with peers, leaders and community members in the process of social change.</li> <li>6. To develop the ability to work and lead service in Folk forms and 'alternative silver screen' for social change.</li> </ol>		
<b>Module I: Introduction to Development Communication</b> 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.		<b>30</b>	<b>01</b>
<b>Module II: The concepts of Development Communication</b> 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.		<b>30</b>	<b>01</b>
<b>Module III: Communication and Social Change</b> 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.		<b>30</b>	<b>01</b>
<b>Module IV: Role of Communication</b> Empowerment through silver screen. Role of a communicator in the process of social change. Folk forms and alternative silver screen for social change.		<b>30</b>	<b>01</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Narula Uma, <i>Development Communication: Theory and Practice</i>, Har Anand.</li> <li>2. Gupta V.S., <i>Communication and Development Concept</i>, New Delhi.</li> <li>3. Tewari, I P, <i>Communication Technology and Development</i>, Publication Division, Govt. of India.</li> <li>4. Joshi Uma, <i>Understanding Development Communication</i>, Dominant Publications, New Delhi.</li> <li>5. Srinivas R. Melkote, <i>Communication for Development in the Third World</i>, Sage, New Delhi.</li> <li>6. Rogers Everett M, <i>Communication and Development: Critical Perspective</i>, Sage, New Delhi.</li> <li>7. 8. Todaro, Michael P, <i>Economic Development in the Third World</i>, Longman, New York.</li> </ol>			

<b>Course Title: Film Production - I</b>			
<b>Course Code: BJMC4502</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This focuses on the language of filmmaking and its techniques.</li> <li>❖ Students are introduced to principles and methodology of filmmaking.</li> <li>❖ The finer nuances of cinema will be explained.</li> <li>❖ To understand the technical as well as the artistic aspects of film making.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Language of cinema.</li> <li>2. To enhance the knowledge of students with regard to Film Production.</li> <li>3. To make students aware about lighting techniques for Film.</li> <li>4. To make them understand about aesthetics of Film.</li> <li>5. To expand the knowledge of students on Film Theories.</li> <li>6. To understand the principles and techniques of making different genre of films.</li> </ol>		
<b>Module I: Concepts of Film Making</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Film Production</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Techniques</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Types of Film Genre</b> Film Genre. Documentary Films. Feminist Film theory. Italian Neo-Realism. Emergence of New Wave in Cinema. The Auteur Theory.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. <i>Directing the Documentary</i>; Rabiger, Michael.</li> <li>2. <i>Movies and Methods V1</i>; Nichols, Bill.</li> <li>3. <i>Movies and Methods V2</i>; Nichols, Bill.</li> <li>4. <i>Film Art: An Introduction</i>, D. Bordwell, K. Thomson 1990.</li> <li>5. <i>Image and imagination</i>, Geeti Sen.</li> <li>6. <i>The Cinematic Society</i>, Norman K. Denzin.</li> <li>7. <i>The Image trap</i>, M.S.S. Pandian.</li> <li>8. <i>The Camera Age</i>, Michael J. Arlen.</li> </ol>			

<b>Course Title: Media Research</b>			
<b>Course Code: BJMC4503</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This course will explain students about types of research.</li> <li>❖ Describe about methods of collection and analysis of data</li> <li>❖ Explains the structured way of writing for research report.</li> <li>❖ Enhance their abilities to undertake a full-fledged research project.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them understanding of Basic Research and its importance.</li> <li>2. To enhance the knowledge of students with regard to Data Collection techniques.</li> <li>3. To make them aware about Research Problem &amp; Research Design.</li> <li>4. To describe the process and types of Sampling.</li> <li>5. To explain the technique of data analysis through statistical tools.</li> <li>6. To develop among them skill of writing for research.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction to Research</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Research Design</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Research Tools</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Statistics in Research</b> Statistics applied in Research: Frequencies and Percentages. Measures of Central Tendency: Mean median and mode. Scaling Method, Tabulation Method, Distribution Method, Formulation of Data on Software (Excel, SPSS)		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Kothari C.R., (2008). <i>Research Methodology: Methods and Techniques</i>, second revised edition. New Delhi: New Age International.</li> <li>2. Berger Arthur Asa, (2000). <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches</i>. New Delhi: Sage.</li> <li>3. Gunter Barrie, (2000). <i>Media Research Methods</i>. New Delhi: Sage.</li> <li>4. Guthrie Gerard, (2010). <i>Basic Research Methods: An entry to Social Science Research</i>. New Delhi: Sage.</li> <li>5. Young Pauline V., (2001). <i>Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences</i>, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.</li> <li>6. Wimmer R. D &amp; Dominick J.R, (2005). <i>Mass Media Research: An Introduction</i>, second reprint. Singapore: Wadsworth.</li> <li>7. Bell Judith, (2005). <i>Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science</i>, Forth Edition. Buckingham: Open University Press.</li> <li>8. White Patrick (2009). <i>Developing Research Questions: A guide for Social Scientists</i>. Palgrave Macmillian: Basingstoke.</li> <li>9. Singh A.K., (2006). <i>Tests, Measurements, and Research methods in Behavioural Sciences</i>. Bharti Bhawan: Patna.</li> </ol>			



<b>Course Title: Advance Print Media</b>			
<b>Course Code: BJMC401</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Students will delve into the issues of specialization in news.</li> <li>❖ The concepts of beats will be introduced.</li> <li>❖ They will learn the subtle differences between reporting on politics, business, sports and crime.</li> <li>❖ The student will be giving focus on the principles of editing and mechanics of newspaper layout and design.</li> <li>❖ This will help students to acquire skills for feature writing.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Beat Reporting.</li> <li>2. To enhance the knowledge of students with regard to Business &amp; Sports Reporting.</li> <li>3. To make students aware about Feature Reporting.</li> <li>4. To make them understand about Review Writing for book, film, theatre, music and art.</li> <li>5. To expand the knowledge of students on Analytical Writing.</li> <li>6. To understand the principles of editing and layout designing.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: News Beats and Reporting</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Types of Reporting</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Business Reporting</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Features and Reviews</b> How to write a feature? Different types of features. Analytical writing. Writing reviews: book, film, theatre, music and art.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. <i>Journalism Reporting; Sharma, Seema.</i></li> <li>2. <i>Writing the New's; Fox, Walter.</i></li> <li>3. <i>The newswriter's Handbook; Stein, M.L. &amp; Paterno, Susan F.</i></li> <li>4. <i>Basic News writing; Mencher, Melvin.</i></li> <li>5. <i>News Writing; Hough, George A.</i></li> <li>6. <i>Sports Writing: The Lively Game; Fink Conrad C.</i></li> <li>7. <i>21st Century Journalism in India; Rajan, Nalini.</i></li> <li>8. <i>The Newspapers Handbook; Keeble, Richard.</i></li> </ol>			

<b>Course Title: Advance Radio &amp; TV Production</b>			
<b>Course Code: BJMC402</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism.</li> <li>❖ Identify and examine key principles involved in TV and radio programming.</li> <li>❖ Train the student in basics of news and feature reporting, writing and programming.</li> <li>❖ The student will be giving focus on the principles of video editing and process of TV and Radio production.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of TV Reporting.</li> <li>2. To enhance the knowledge of students with regard to writing for Radio and TV.</li> <li>3. To make students aware about lighting techniques for TV.</li> <li>4. To make them understand about TV and Radio production.</li> <li>5. To expand the knowledge of students on characteristics and trends in TV Broadcasting.</li> <li>6. To understand the principles and techniques of audio and video editing.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Introduction to Broadcast</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Techniques and Writing</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Television News Production</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Light, Camera and Editing</b> Nature, quality and lighting for TV. Color 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. <i>Radio Production, Robert McLeish.</i></li> <li>2. <i>P.C. Joshi, Broadcasting in India, concept Publication.</i></li> <li>3. <i>William Crawley &amp; David Page (Eds.), Satellites over South Asia, Sage, India, 2000.</i></li> <li>4. <i>Geeta Sen, Image and imagination, Mopin Publishing.</i></li> <li>5. <i>Gopal Sexena, Television in India, Vikas Publishing House.</i></li> <li>6. <i>E. Moris, Broadcasting reforms in India, Oxford University Press.</i></li> </ol>			

<b>Course Title: Advance Advertising Practices</b>			
<b>Course Code: BJMC403</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ This course will further define the role of design in an advertising context.</li> <li>❖ Advertising strategy based on media and marketing realities will be investigated and applied.</li> <li>❖ Students will explore specific areas of advertising, including consumer goods, consumer service and public service.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Advertising Design Fundamentals.</li> <li>2. To enhance the knowledge of students with regard to Advertising Design Practices</li> <li>3. To make students aware about perspective to Advertising Design.</li> <li>4. To make them understand about Advertising Design; Industrial/Practical Approach.</li> <li>5. To expand the knowledge of students on exhibit design solutions to advertising.</li> <li>6. To understand the principles and elements of advertisement designing.</li> </ol>		
<b>Module I: Advertising Design Fundamentals</b> Role of design in society, printing/publishing technology, role and responsibility of designers. Understand specific areas of advertising to include consumer goods, consumer service, public service and institutional.		<b>30</b>	<b>1</b>
<b>Module II: Advertising Design Practice</b> Identify, design and develop individual strengths in preparation of varied media in commercial art, such as photography, graphic design, graphic arts, illustration, advertising, and publishing. Exhibit design solutions to advertising in an organized, finished manner suitable for client presentation.		<b>30</b>	<b>1</b>
<b>Module III: Creative Perspective to Advertising Design: Practice</b> Basic design: development of aesthetic sensibility towards design. Elements of design: (line, shape, forms, space, colors etc.). Principles of design: harmony, balance, rhythm, perspective, emphasis, orientation, radiation, repetition and proportion. Elements of design, color, principles of design. Calligraphy & typography		<b>30</b>	<b>1</b>
<b>Module IV: Advertising Design; Industrial/Practical Approach.</b> Making of a T.V commercial (creative and practical). Making of radio commercial. Product packaging practical label designing		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. <i>Kempner's advertising procedures: J. Thomas Russell, w. Ronald lane</i></li> <li>2. <i>Hearty on advertising (hardcover): John Hearty</i></li> <li>3. <i>Advertising &amp;IMac: principles and practice; Sandra moiety, Nancy Mitchell, William d.</i></li> </ol>			

<b>Course Title: Environment Communication</b>			
<b>Course Code: BJMC404</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Sensitized to the environmental issues so as to enable them to include these issues in their media productions.</li> <li>❖ Define and explains the relationship between media and the environment.</li> <li>❖ Identify the role of media in conservation of natural resources and disaster management.</li> <li>❖ Describe the environmental ethics and solution to conserve environment.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To illustrate the relationship between media and the environment.</li> <li>2. To develop among them broad understanding of Media and Ecology.</li> <li>3. To enhance the knowledge of students with regard to Media and Environmental Disasters.</li> <li>4. To make them aware of different global environmental issues.</li> <li>5. To describe the Media's role in disseminating of information in ecology.</li> <li>6. To understand the concept of Communicating Human Welfare.</li> </ol>		
<b>Module I: Media and the Environment</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Media and Ecology</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Media and Environment Disaster</b> Definition of Environmental Pollution: Causes, effects and control measures of Air 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: Foods, earthquakes, cyclones and landslides. Environmental ethics: Issues and possible solutions.		<b>30</b>	<b>1</b>
<b>Module IV: Communicating Human Welfare</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. P. C Joshi &amp; Namita Joshi, <i>A Text Book of Environmental Science</i>, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3.</li> <li>2. B. S Chauhan, <i>Environmental Studies</i>, Laxmi Publication.</li> <li>3. Anubha Kaushik &amp; C. P. Kaushik, <i>Environmental Studies</i>, New Age International.</li> </ol>			

<b>Course Title: Corporate Communication</b>			
<b>Course Code: BJMC405</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Provides an introduction to the principles, concepts and objectives of Corporate Communication.</li> <li>❖ Define and explain the media dynamic and strategies.</li> <li>❖ Describe the corporate communication management.</li> <li>❖ Explains Brand Promotion and CSR.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To illustrate the relationship between media and the corporate world.</li> <li>2. To develop among them broad understanding of Corporate Communication.</li> <li>3. To enhance the knowledge of students with regard to CSR and Crisis Communication.</li> <li>4. To make them aware of Brand Promotion and Sponsorship.</li> <li>5. To describe the influence of corporate communication in Media.</li> <li>6. To understand the concept of corporate communication management.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Corporate Communication: Meaning, and Function</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Media Characteristics</b> 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.		<b>30</b>	<b>1</b>
<b>Module III: Corporate Communication and Advertising</b> 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.		<b>30</b>	<b>1</b>
<b>Module IV: Corporate Writings</b> 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.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Argenti, Paul, A &amp; Forman, Janis, <i>The power of Corporate Communication</i>.</li> <li>2. Lynn Van Der Wagem, Joseph Fernandez, <i>Event Management: Corporate Communication</i>.</li> <li>3. Paul A. Argenti, <i>Corporate Communication 6th Edition, McGraw Hill Education</i>.</li> <li>4. Nagendra V Chowdhary, <i>Corporate Communication Concepts and Cases</i>.</li> <li>5. L. Padmaja, <i>Public Relation and Corporate Communication, Astha Prakashan</i>.</li> </ol>			

<b>Course Title: International Communication</b>			
<b>Course Code: BJMC406</b>			
<b>Course Credit: 04</b>			
<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Provides an introduction to the principles, concepts and objectives of International Communication.</li> <li>❖ Define and explains the concept of Global Village.</li> <li>❖ Describe the role of international media organization.</li> <li>❖ Explain different theories of International Communication.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To illustrate the concept of International Communication.</li> <li>2. To develop among them broad understanding of NWICO and NIEO.</li> <li>3. To enhance the knowledge of students with regard to Modernization theory and Dependency theory.</li> <li>4. To make them aware of International Media Organizations.</li> <li>5. To describe the concept of Global Village and Cultural Imperialism.</li> <li>6. To understand the theories of information society.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Concepts of International Communication</b> Concept of International Communication. Political, economic and cultural dimensions of international communication. Imbalance in international flow. NWICO. NIEO.		<b>30</b>	<b>1</b>
<b>Module II: Theories of International Communication</b> Modernization theory. Dependency theory. Structural imperialism. Hegemony. Propaganda. Global village. Globalization. Cultural imperialism.		<b>30</b>	<b>1</b>
<b>Module III: International Media Organizations</b> International media organization. International news agencies. Communication as a human right. UNO's Universal declaration of human rights and communication.		<b>30</b>	<b>1</b>
<b>Module IV: International telecommunication and regulatory organizations</b> International telecommunication and regulatory organizations: UNESCO's effort in removal imbalance in news flows. Information super highways. Theories of information society.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. <i>Daya Krishna Tussy, International Communication a Reader.</i></li> <li>2. <i>Kwadwo Anokwa, International Communication.</i></li> <li>3. <i>Bella Modi, International and Development Communication a 21 century perspective.</i></li> <li>4. <i>Bella Modi and William B Gudykunst, Handbook of International and Intercultural Communication.</i></li> <li>5. <i>Mehndi Semanti, New Frontiers in International Communication Theory.</i></li> </ol>			

**Course Title: Advertising Lab****Course Code: BJMC4551****Course Credit: 02**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ On completion of the programme students should be able to plan, design and develop Ad campaigns.</li> <li>❖ Student will be able to write scripts for radio and TV commercials.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To enhance the knowledge of students with regard to designing and planning of advertisement.</li> <li>2. To understand the process of developing an advertisement.</li> <li>3. To develop among them skill of writing scripts for radio and TV advertisement.</li> <li>4. To formulate and design ad campaign.</li> </ol>		
<b>Module I: Creating an Ad</b> 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.		<b>30</b>	<b>1</b>
<b>Module II: Writing for an Ad</b> Designing an AD Campaign based on market and consumer research on the assigned topic or theme. Idea & Product Packaging, Writing radio spots and jingles. Writing TV commercials, developing script and story board.		<b>30</b>	<b>1</b>

**Course Title: Media Research Lab****Course Code: BJMC4552****Course Credit: 02**

<b>COURSE OBJECTIVE:</b>	<ul style="list-style-type: none"> <li>❖ Apply research techniques in media studies.</li> <li>❖ Conduct media research.</li> <li>❖ Write research project.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>LEARNING OUTCOMES:</b>	<ol style="list-style-type: none"> <li>1. To enhance the knowledge of students with regard to different research techniques.</li> <li>2. To understand the process of conducting a media research.</li> <li>3. To develop among them skill of writing research project.</li> <li>4. To prepare research design.</li> </ol>		
<b>Module I: Research</b> Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.		<b>30</b>	<b>1</b>
<b>Module II: Research Report</b> 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.		<b>30</b>	<b>1</b>

# Semester VI



**Course Title: Film Production - II****Course Code: BJMC4601****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ In this section the finer details and aesthetics of cinema will be taught.</li> <li>❖ In this section the finer details and aesthetics of cinema will be taught. Film appreciation/critics will be an integral part of the semester.</li> <li>❖ The ability to analyze and put film studies in proper perspective will be intended during the course.</li> <li>❖ The students will be expected to put into practice their understanding by shooting a film on a topic of their choice.</li> </ul>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To develop among them broad understanding of Editing Techniques.</li> <li>2. To enhance the knowledge of students in Documentaries Film Making.</li> <li>3. To make students aware about Funding Marketing of film.</li> <li>4. To make them understand about Promotions &amp; Union Memberships.</li> <li>5. To expand the knowledge of students on Film Release Strategies.</li> <li>6. To understand Screenings At Exhibitions &amp; Film Festival.</li> </ol>		
<b>Module I: Editing Techniques</b> Advance Video Editing Fundamentals: Digital & Analog Editing Systems, Linear & Non-Linear Editing: Online and Offline Editing, Technical Vs Creative Editor Types Of Editing Methodology - Parallel Cutting & Inter-Cutting creative, Intellectual Editing & Montage Theory, Musical Theory, Thematic Editing, Techniques Of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc., Basics Operations Of Final Cut Pro		<b>30</b>	<b>1</b>
<b>Module II: Documentaries Film</b> Producing A Documentary Films, Types Of Documentary Films, Scripting Of A Documentary Film, Post-Production Techniques Of Documentaries, Narration And Voice-Over Style, Importance Of Research In Documentary Film		<b>30</b>	<b>1</b>
<b>Module III: Funding Marketing</b> Packaging Of Final Film Product, Distribution, Marketing And Promotion Strategies, Funding Agencies And Financial Issues, Screenings At Exhibitions & Film Festival		<b>30</b>	<b>1</b>
<b>Module IV: Promotions &amp; Union Memberships</b> Establishment Of The Film Bodies - Producer & Distributors, Film Associations And Guilds, Changing Audience Perceptions And Latest Trends, Release Strategies: Multi Theatre Or Single Theatre Release, Structure Of The Film Industry		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. <i>Directing The Documentary</i>; Rabiger, Michael</li> <li>2. <i>Movies and Methods V1</i>; Nichols, Bill</li> <li>3. <i>Movies and Methods V2</i>; Nichols, Bill</li> <li>4. <i>Film Art: An Introduction</i>, D. Bordwell, K. Thomson 1990</li> <li>5. <i>Image And Imagination</i>, Geeti Sen</li> </ol>			

**Course Title: Event Management: Principles & Methods****Course Code: BJMC4602****Course Credit: 04**

<b>Course Objective:</b>	<ul style="list-style-type: none"> <li>❖ Define and explain event management and its functions.</li> <li>❖ Enumerate different steps involved in planning an event.</li> <li>❖ Explain the revenue generating process for an event.</li> <li>❖ Enumerate the steps involved in evaluation and assessment of an event.</li> </ul>		
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. To enhance the knowledge of students with regard to events and event management.</li> <li>2. To make them understand about the growing need of event management.</li> <li>3. To develop among them broad understanding of how to create an event.</li> <li>4. To identify and apply the required understanding of human resource and revenue.</li> <li>5. To describe the complete process of evaluation and assessment of event cost &amp; benefit.</li> <li>6. To understand the nuances and methods of Market Research.</li> </ol>	<b>No. of Hours</b>	<b>No of Credits</b>
<b>Module I: Need and Event Management</b>			
Events and Event Management: 5Cs of 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.		<b>30</b>	<b>1</b>
<b>Module II: Creating an Event</b>			
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.		<b>30</b>	<b>1</b>
<b>Module III: Human Resource and Revenue</b>			
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.		<b>30</b>	<b>1</b>
<b>Module IV: Evaluation and Assessment</b>			
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, Developing and Communicating a Positive Image. Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques an Application, Evaluation of Costs and Benefits.		<b>30</b>	<b>1</b>
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Bruce E Skinner, <i>Event Sponsorship</i>, Publisher Vladimir Rukavina Wiley 2002.</li> <li>2. Anton Shene &amp; Bryn Parry, <i>Successful Event Management</i>, Thomson Learning, 2004.</li> <li>3. Judy Alley. <i>Event Planning</i>, John Wiley and Sons, 2000.</li> </ol>			

\*\*\*\*\*