# SCHEME OF EXAMINATION

# &

# SYLLABI

# Of

# BACHELOR OF ARTS
# (JOURNALISM & MASS COMMUNICATION)

## For

# ACADEMIC SESSION 2016 – 2017 ONWARD



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**
**DWARKA, NEW DELHI - 110 078 (INDIA)**
**www.ipu.ac.in**

**w.e.f. academic session 2016-17**

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**FIRST SEMESTER EXAMINATION**

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 101 | Communication: Concepts & Processes | 4 | - | 4 |
| BA (JMC) 103 | Contemporary India: An Overview | 4 | - | 4 |
| BA (JMC) 105 | Basics of Design and Graphics | 4 | - | 4 |
| **PRACTICAL/SEMINARS/VIVA VOCE** | | | | |
| BA (JMC) 151 | Communication Skills Lab | - | 2 | 2 |
| BA (JMC) 153 | Contemporary India: Issues and Debates(Seminars/ Presentations) | - | 2 | 2 |
| BA (JMC) 155 | Design & Graphics Lab – I | - | 2 | 2 |
| **ELECTIVE COURSES (Select any one from the following)** | | | | |
| BA (JMC) 107 | Personality Development | 4 | - | 4 |
| BA (JMC) 109 | Writing Skills | 4 | - | 4 |
| BA (JMC) 111 | Indian Culture (For Foreign Students Only)* | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)** | | | | |
| BA (JMC) 157 | Personality Development Lab | - | 2 | 2 |
| BA (JMC) 159 | Writing Skills Lab | - | 2 | 2 |
| **TOTAL** | | 16 | 8*2=16** | 24*** |

**\*Foreign students will study Course Code BA (JMC) 111, Course Title- Indian Culture as Elective Course along with Course Code BA (JMC) 157, Course Title- Personality Development Lab as Practical Course.**
**\*\*In practical courses, one credit equals two hours of teaching/ training/ learning.**
**\*\*\*Total number of credits include credits of compulsory three Core Courses along with credits of their respective labs and credits of one Elective Course along with credits of corresponding lab/ seminars/ presentations/ workshops.**

**SECOND SEMESTER EXAMINATION**

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 102 | Print Journalism | 4 | - | 4 |
| BA (JMC) 104 | Media Laws and Ethics | 4 | - | 4 |
| BA (JMC) 106 | Still Photography | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE** | | | | |
| BA (JMC) 152 | Print Journalism Lab | - | 2 | 2 |
| BA (JMC) 154 | Still Photography Lab | - | 2 | 2 |
| BA (JMC) 156 | Design and Graphics Lab – II | - | 2 | 2 |
| **ELECTIVE COURSES (Select any one from the following)** | | | | |
| BA (JMC) 108 | Health Communication | 4 | - | 4 |
| BA (JMC) 110 | Sports Journalism | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)** | | | | |
| BA (JMC) 158 | Health Communication Lab | - | 2 | 2 |
| BA (JMC) 160 | Sports Journalism Lab | - | 2 | 2 |
| **TOTAL** | | 16 | 8*2=16 | 24 |

**Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report (STR) along with the DVD of multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.**

*i. Approved in the BOS Meeting held on 27th June 2016 & AC Sub Committee Meeting held on 22nd July 2016.*
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## THIRD SEMESTER EXAMINATION

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 201 | Development Communication | 4 | - | 4 |
| BA (JMC) 203 | Basics of Radio Programming and Production | 4 | - | 4 |
| BA (JMC) 205 | Basics of Video Camera, Lights and Sound | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE** | | | | |
| BA (JMC) 251 | Radio Production Lab | - | 2 | 2 |
| BA (JMC) 253 | Video Production Lab | - | 2 | 2 |
| BA (JMC) 255 | Summer Training Report**** | - | - | 4 |
| **ELECTIVE COURSES (Select any one from the following)** | | | | |
| BA (JMC) 207 | Radio Jockeying and News Reading | 4 | - | 4 |
| BA (JMC) 209 | Video Editing | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)** | | | | |
| BA (JMC) 257 | Radio Jockeying and News Reading Lab | - | 2 | 2 |
| BA (JMC) 259 | Video Editing Lab | - | 2 | 2 |
| **TOTAL** | | 16 | 6*2=12 | 26 |

**\*\*\*\* The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.**

## FOURTH SEMESTER EXAMINATION

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 202 | Basics of Advertising | 4 | - | 4 |
| BA (JMC) 204 | Basics of Public Relations | 4 | - | 4 |
| BA (JMC) 206 | Television Programming and Production | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE** | | | | |
| BA (JMC) 252 | Advertising Lab | - | 2 | 2 |
| BA (JMC) 254 | Public Relations Lab | - | 2 | 2 |
| BA (JMC) 256 | TV Production Lab | - | 2 | 2 |
| **ELECTIVE COURSES (Select any one from the following)** | | | | |
| BA (JMC) 208 | Television News: Reporting and Anchoring | 4 | - | 4 |
| BA (JMC) 210 | Corporate Communication | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)** | | | | |
| BA (JMC) 258 | Television News: Reporting and Anchoring Lab | - | 2 | 2 |
| BA (JMC) 260 | Corporate Communication Lab | - | 2 | 2 |
| **TOTAL** | | 16 | 8*2=16 | 24 |

**Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] along with the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.**

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**FIFTH SEMESTER EXAMINATION**

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 301 | Basics of New Media | 4 | - | 4 |
| BA (JMC) 303 | Media Research | 4 | - | 4 |
| BA (JMC) 305 | Event Management | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE** | | | | |
| BA (JMC) 351 | New Media Lab | - | 2 | 2 |
| BA (JMC) 353 | Media Research Lab | - | 2 | 2 |
| BA (JMC) 355 | Event Management Lab | - | 2 | 2 |
| BA (JMC) 357 | Functional Exposure Report***** | - | - | 4 |
| **ELECTIVE COURSES (Select any one from the following)** | | | | |
| BA (JMC) 307 | Digital Media Marketing | 4 | - | 4 |
| BA (JMC) 309 | Film Appreciation | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)** | | | | |
| BA (JMC) 359 | Digital Media Marketing Lab | - | 2 | 2 |
| BA (JMC) 361 | Film Appreciation Lab | - | 2 | 2 |
| **TOTAL** | | 16 | 8*2=16 | 28 |

*****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.**

**Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit the hard &soft copy of the Final Project in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester. The project would be continuously monitored through tutorials and assignments and the record of the same would be submitted at the time of external examination duly certified by the internal faculty.**

**The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.**

**SIXTH SEMESTER EXAMINATION**

| Course Code | Course Title | L | T/P | Credits |
|---|---|---|---|---|
| **CORE COURSES** | **THEORY** | | | |
| BA (JMC) 302 | Media Management and Entrepreneurship | 4 | - | 4 |
| BA (JMC) 304 | Global Media: An Overview | 4 | - | 4 |
| BA (JMC) 306 | Environment Communication | 4 | - | 4 |
| **PRACTICAL/VIVA VOCE** | | | | |
| BA (JMC) 352 | Final Project and Comprehensive Viva****** | - | - | 16 |
| **TOTAL** | | 12 | - | 28 |

******The Final Project and Comprehensive Viva carries 100 Marks. It shall be evaluated by the Board of Examiners comprising of the Internal Examiner and External Examiner.**

**Note: The Board of Examiners shall comprise of the Director/ Principal or her/his nominee and two External Experts out of which one would preferably be from the corporate world i.e. media organisation operating in the country. The quorum shall be deemed to have met if two out of three members are present. The External Examiners shall be appointed by the Competent Authority.**

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**SCHEME OF EXAMINATION**

**INTERNAL EVALUATION**

| Theory Courses | Allocation of Marks: 25 | |
| --- | --- | --- |
| Class Test | There shall be one Class Test in each semester for each of the Courses | 10 |
| Continuous Evaluation | It shall be based on Home Assignments & Class Assignments/Quiz Tests | 10 |
| Internal Assessment | It shall be based on Seminars/Presentations & Class Room Performance | 5 |

| Practical Courses | Allocation of Marks: 40 | |
| --- | --- | --- |
| Class Test | There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce | 15 |
| Continuous Evaluation | It shall be based on Assignments & Exercises | 15 |
| Internal Assessment: | It shall be based on Lab Performance in each Semester | 10 |

**EXTERNAL EVALUATION**

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e.75 marks in Theory courses and 60 marks in Practical courses.

**INSTRUCTIONS FOR PAPER SETTER/ MODERATOR**
**THEORY COURSES**

| Maximum Marks | 75 |
| --- | --- |
| Time | 3 hours |
| Total Questions | 5 questions of 15 marks each, out of which Question No. 1 will be compulsory. |
| Compulsory Question | The Paper Setter must ensure internal choice of 5 Short answer type questions of 3 marks each from all the four units. |
| Setting of Other Questions | Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV alongwith internal choice for each question from each unit. |
| Distribution of Marks in these Questions | A question should either be a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each. |

**PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP**

| A. | Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks) |
| --- | --- |
| B. | The examiner shall interview the student(s) to assess the knowledge/ understanding of the subject. (15 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60. |

**DISTRIBUTION OF CREDITS**

| Semester I | Semester II | Semester III | Semester IV | Semester V | Semester VI | Total |
| --- | --- | --- | --- | --- | --- | --- |
| 24 | 24 | 26 | 24 | 28 | 28 | 154 |

*Note:* **Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 154. For the award of degree a student must secure 150 credits.**

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# FIRST SEMESTER

## COMMUNICATION: CONCEPTS & PROCESSES

| COURSE CODE:  BA (JMC) 101 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Communication and Mass Communication
- describe the process of  Communication and Mass Communication
- explain various Models and Theories of Communication and Mass Communication
- utilize knowledge on emerging trends in Communication and Mass Communication

**Unit I: [Introduction to Communication]**                                         **L: 12**
1. Communication: Concept, Definition, Elements and Process
2. Types of Communication
3. Barriers to Communication
4. 7 C's of Communication

**Unit II: [Mass Communication]**                                                  **L: 12**
1. Mass Communication: Concept, Definition, Elements and Process
2. Characteristics and Functions of Mass Communication
3. Means of Mass Communication: Folk and Traditional Media, New Media
4. Mass Media Activism

**Unit III: [Models of Communication]**                                            **L: 12**
1. Communication Models: definition, scope and purpose
2. Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model;
   Wilbur Schramm's Model; Laswell's Model
3. Advanced Communication Models: Newcomb's Model; Westley-Mclean's Model; George
   Gerbner's Model; Mccombs and Shaw's Agenda Setting Model; Spiral of Silence Model
4. Relevance of Communication Models

**Unit IV: [Theories of Mass Communication]**                                      **L: 12**
1. Bullet Theory, Two-Step, Multi Step Theory
2. Cognitive Dissonance Theory
3. Uses and Gratification Theory, Cultivation Theory
4. Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental,
   Democratic Participation

**Suggested Readings & E-resources:**

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept
   Publishing.
2. Baran, S. J. (2002). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill
   Education.
3. Hasan, S. (2013). Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors.
4. Heller, R. (2015). Commentary. Journalism & Communication Monographs, 17(3).
5. Kumar, K. J. (2000). Mass Communication in India. Mumbai: JaicoPublishing House.
6. McQuail, D. (2002). McQuail's Reader in Mass Communication Theory. London: Sage Publications.
7. Naqvi, Hena. (2012). Journalism & Mass Communication: UpkarPrakashan
8. Rayudu, C. S. (2011). Media and Communication Management. Mumbai: Himalaya Publishing House.
9. Stone, G., Singletary, M. W., & Richmond, V. P. (1999). Clarifying Communication Theories: A Hands-on
   Approach. Ames: Iowa State University Press.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# FIRST SEMESTER

# CONTEMPORARY INDIA: AN OVERVIEW

| COURSE CODE: BA (JMC) 103 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- debate on various aspects of Indian history, art and culture
- critically engage with various socio-economic and political issues in India
- utilize knowledge gained to appreciate understand and debate the social fabric of the country

**Unit I: [Indian History & Culture]**                                                          L: 12
1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism
2. Art, Culture& Politics: Contemporary Issues and Debates
3. Scientific Temper: Concept, Relevance and Practice
4. Indian Freedom Movement (1857-1947) Landmarks

**Unit II: [Indian Polity]**                                                                    L: 14
1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
2. Federalism: Centre and State Relations
3. Presidential System and Parliamentary Democracy
4. General Elections and Electoral Reforms, National and State Political Parties in India

**Unit III: [Indian Economy]**                                                                  L: 12
1. The Nature and Ideological Contours of Indian Economy
2. Five Year Plans, Mixed Economy
3. Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs)
4. Current Five Year Plan and New Economic Initiatives

**Unit IV: [Social Movements & Activism]**                                                      L: 10
1. Marginalisation, Socio-Economic Equality and Reservation
2. Women Safety, Gender Equality and Activism
3. Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
4. Judicial Activism

**Suggested Readings:**
1. Agrawal, A. N. (1983). Indian Economy: Problems of Development &Planning. Delhi: VikasPublishing House.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
4. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
5. Fadia. B.L. (2016). Indian Government and Politics: SahityaBhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: SagePublications.
8. Verma, N., &Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# FIRST SEMESTER

# BASICS OF DESIGN AND GRAPHICS

| COURSE CODE:  BA (JMC) 105 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe basics of Design and Graphics
- utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media

**Unit I:  [Introduction to Design and Graphics]**                                                   **L: 12**
  1. Basics of Design and Graphics
  2. Elements and Principles of Design
  3. Typography: Physical Form, Letter Form, Aesthetics and Classifications
  4. Colour: Physical Forms, Psychology, Colour Scheme and Production

**Unit II: [Layout]**                                                                                                **L: 12**
  1. Components of Layout and Layout Planning
  2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad
  3. Package Design
  4. Layout Design for Web Banner

**Unit III: [Visuals and Design]**                                                                          **L: 12**
  1. Visuals: Physical Forms, Functions, Editing and Ethics
  2. Poster Design
  3. Logo Design
  4. Brochure Design

**Unit IV: [DTP and Printing]**                                                                             **L: 12**
  1. History of Printing Process
  2. Basics of Desktop Publishing: WYSIWYG, Hardware and Software
  3. Paper and Finishing
  4. Contemporary Printing Methods: Letterpress, Offset and Digital

**Suggested Readings & E-resources:**
  1. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
  2. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.
  3. Sarkar, N. N. (1998). Designing Print Communication. New Delhi: S. Publications.
  4. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.
  5. http://design.tutsplus.com/graphic Design Illustration Tutorials

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**FIRST SEMESTER**

**COMMUNICATION SKILLS LAB**

| COURSE CODE:  BA (JMC) 151 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:
- demonstrate proficiency of effective Communication Skills
- utilize knowledge gained in planning, designing and presenting a multi-media presentation

**Exercises/Assignments**
1. Presentation on Self: Extempore (1-2 minutes)
2. Dialogue: to be recorded on mobile camera
3. Group discussion
4. Listening and reviewing of an audio programme
5. Identify and analyse newspaper/magazine content based on one or more models  of communication
6. Identify and analyse newspaper/magazine content based on one or more theories of mass communication
7. Letter to the Editor
8. Multi-media presentation

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The student will also be evaluated on general awareness and current affairs. The marks assigned for internal evaluation are 40.

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## FIRST SEMESTER

## CONTEMPORARY INDIA: ISSUESAND DEBATES
## (SEMINARS/ PRESENTATIONS)

| COURSE CODE:  BA (JMC) 153 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- debate on various aspects of Indian history, art and culture
- critically examine various socio-economic and political issues in India
- demonstrate critical thinking abilities to analyse and suggest alternatives

**Exercises/Assignments**
1. Prepare a Multi-media and oral presentation for seminars on:
    a) Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
    b) Marginalisation, Socio-economic Equality & Reservation
    c) National Freedom Movement (1857-1947)
2. Organise a seminar on Current Five Year Plan/ New Economic Initiatives. Write a report in 250-300 words.
3. Conduct and participate in a debate/ group discussion on issues related to Judicial Activism.
4. Conduct and participate in a debate/ group discussion on issues related to Women Safety and Gender Equality.
5. Prepare a Poster presentation on Indian Art and Culture.

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked
and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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## FIRST SEMESTER

## DESIGN AND GRAPHICS LAB - I

| COURSE CODE: BA (JMC) 155 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- apply knowledge gained of photo editing software in design and layout
- demonstrate proficiency of skills in designing and creating layouts using page layout softwares for print media

**Exercises/Assignments**
  **A. Photoshop**
  1. Design a Poster
  2. Design a set of Flash Cards (8)
  3. Design a Web Banner
  4. Add Effects to Photographs (Minimum-5)
  **B. QuarkXpress**
  1. Design a Brochure
  2. Design a Tabloid/Broadsheet (4 Pages)

**Visit a printing press and write a report on the visit.**

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE
# FIRST SEMESTER

# PERSONALITY DEVELOPMENT

| COURSE CODE:  BA (JMC) 107 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define basics of Personality Development
- understand listening, speaking &writing etiquettes
- utilize knowledge gained in developing a positive personal attitude

**Unit I- [Personality Development and Understanding the Self]**                    **L: 12**
1. Meaning, Definition and Basics of Personality
2. Types of Personality
3. Models of Self Introspection: Johari Window, SWOT Analysis
4. Development of Positive Personal Attitude

**Unit II: [Communicative Persona & Communication]**                    **L: 12**
1. Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language
2. Inter-personal and Inter-Cultural Communication
3. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes
4. Personality and Professional Skill Development for MediaEntrepreneurs

**Unit III: [Life Skills]**                    **L: 12**
1. Importance of Time Management for Media
2. Significance of Team Work and Leadership
3. Decision Making, Problem Solving Techniques and Supportive Supervision
4. Managing Peer Relationships and Non-Violent Conflict Resolution

**Unit IV: [Social Behaviour and Attitude]**                    **L: 12**
1. Role of Different Institutions in Personality Development: Home, School, Society and Media
2. Art of Negotiation
3. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions
4. Coping Skills: Coping with Emotions and Coping with Stress

**Suggested Readings:**
1. Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur.
2. Hurlock, E. B. (1973). Personality Development. New York: McGraw-Hill.
3. Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
4. Sharma, S. (2013). Body language and Self-Confidence. Jaipur: Sublime Publications.
5. Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi.

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*ii. To be effective from the Academic Session 2016-17 onwards.*

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE
# FIRST SEMESTER

# WRITING SKILLS

| COURSE CODE:  BA (JMC) 109 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the writing process for various media
- describe the process of translation
- utilize knowledge gained in writing accurately and creatively for mass media

**Unit I- [Understanding Writing]**                                                   **L: 12**
1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media)
3. Writing for News and Non-news Mediums (print and electronic media)
4. Ethics in Media Writing

**Unit II: [Understanding Writing Process]**                                          **L: 12**
1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative
3. Editing and Formatting: APA Style Sheet Basics
3. Abstract, Summary, Paragraph, Essay and Column Writing

**Unit III: [Online Writing Skills]**                                                **L: 12**
1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

**Unit IV: [Translation]**                                                           **L: 12**
1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations
2. The Location, Scope and Significance of Translation in Indian Media
3. Process of Translation from English to Hindi and vice - versa

**Suggested Readings & E-resources:**
1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. VanderMey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar &Composition. Batu Caves, Selangor: Crescent News..
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE
# FIRST SEMESTER

# INDIAN CULTURE

| COURSE CODE:  BA (JMC) 111 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe salient features of Indian culture
- explain the concept of diversity and underlying unity in Indian culture
- describe the process of integration of elements from other cultures in Indian culture

**Unit I- [Indian Culture: An Introduction]**                                    L: 12
1. Characteristics of Indian Culture, Significance of Geography on Indian Culture
2. Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India, Position of Women in Ancient India, Contemporary Period
2. Religion and Philosophy in India: Ancient Period, Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy
4. Religious Reform Movements in India

**Unit II: [Indian Language and Literature]**                                    L: 12
1. Evolution of Script and Languages in India: Harappan Script and Brahmi Script
2. Short History of the Sanskrit Literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata &Puranas
3. History of Buddhist and Jain Literature in Pali, Prakrit and Sanskrit,Sangama Literature
4. Contemporary Indian Literature

**Unit III: [Indian Arts and Architecture]**                                    L: 12
1. Indian Art & Architecture: Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture
2. Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition
3. Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema
4. Contemporary Indian Art andArtists

**Unit IV: [Contemporary Indian Society]**                                    L: 12
1. Spread of Indian Culture Abroad-Causes, Significance and Modes of Cultural Exchange – Through Traders, Teachers, Emissaries, Missionaries, Sports, Films, Artists and Gypsies
2. Indian Social Structure-Socio-Cultural Issues
3. Education in India
4. Science and Technology in Contemporary India

**Suggested Readings:**
1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press.
2. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information & Broadcasting, Govt. of India.
3. Guha, R. (2007). India after Gandhi: The History of the World's Largest Democracy. Perennial.
4. Kothari, R. (1970). Caste in Indian Politics. New Delhi: Orient Longman.
5. Nehru, J. (1946). The Discovery of India. New York: The John Day Company.
6. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin.
7. Vohra, D. B. (1987). History of the Freedom Movement. Delhi: Delhi Administration.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE
# FIRST SEMESTER

## PERSONALITY DEVELOPMENT LAB

| COURSE CODE:  BA (JMC) 157 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- demonstrate professional conduct
- apply knowledge gained of professional ethics in media industry

**Exercises/Assignments**
1. Role plays
2. Presentation and group discussion Etiquettes
3. Thematic Appreciation Tests (TAT)
4. Team building exercises and crisis management
5. Situation based behaviour& its analysis
6. Writing letters and e-mails - official and non-official
7. Mock interviews
8. Professional Resume Writing
9. Portfolio Development

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## ELECTIVE COURSE
## FIRST SEMESTER

## WRITINGSKILLS  LAB

| COURSE CODE:  BA (JMC) 159 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- demonstrate proficiency of skills to translate and write for various media effectively

**Exercises/Assignments**
  **Organise/attend a Media Writing Workshop to:**
1. Translation Exercises:
    a) Translate a Hindi news story to English (approx. 200 words) from a daily newspaper
    b) Translate an English news story to Hindi (approx. 200 words) from a daily newspaper
2. Transliteration and trans-creation exercise:
    a) Adaptation from one medium to another
3. Translation for academic purposes: formal and informal letter writing in Hindi and English language
4. Writing for various online platforms: e-mails, blog, social networking sites

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

## SECOND SEMESTER

## PRINT JOURNALISM

| COURSE CODE:  BA (JMC) 102 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Journalism and News
- describe techniques of writing & reporting beats
- explain  the structure and functions of a news room
- utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal

**Unit I: [Introduction to Journalism and News]**                                                    **L: 12**
1. Evolution and Growth of Print Journalism in India
2. Journalism: Definition, Roles and Responsibilities of a Journalist/ Reporter
   a. Journalism as a Fourth Estate
   b. Citizen Journalism, Penny Press and Yellow Journalism
3. News: Meaning, Definition and Nature
   a. Elements of News and News Values
   b. Types of News: Hard and Soft
   c. Difference between News, Features, Articles and Backgrounders
4. News Sources: Attribution and its types; Credibility and Quotations,  By Line, Credit Line and Embargo

**Unit II: [News Reporting and Writing]**                                                              **L: 12**
1. News Reporting: Reporting for Various Beats
2. Types of News Reports: Objective, Investigative and Interpretative
3. Reporting for Newspapers, Magazines and News Agencies
4. Structure and Style of News Writing
   a. Types of Headlines, Leads and Body
   b. Guidelines for Headline Writing

**Unit III: [Structure of a News Room]**                                                             **L: 12**
1. Set up and functions of a City Reporting Room in a Daily and a Bureau
2. Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor
3. Editorial Writing and its Importance
   a. Letter to the Editor
   b. Book Review and Film Review
4. Style sheet: Definition, Purpose and Relevance

**Unit IV: [Editing and Layout Design]**                                                             **L: 12**
1. Editing: Definition, Objectives and Principles
   a. Editing Symbols and Proofreading Symbols
   b. Advent of Electronic Editing
2. Copy Editing for Newspapers, Magazines and Journals
3. Use of Graphics, Cartoons and Info graphics in Print
   a. Photo Caption and Cutline: Definition, Relevance and Guidelines
4. Design and Layout for Newspaper, Magazine and Journal

**Suggested Readings & E-resources:**
1. Ahuja, B. N. (1996). History of Indian Press: Growth of Newspapers in India. Delhi: S.S. Chhabra for Surjeet Publications.
2. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publications.
3. Lorenz, A. L., & Vivian, J. (1995). News: Reporting and Writing. Boston, MA: Allyn& Bacon.
4. Natarajan, J. (1955). History of Indian Journalism. Delhi: Publications Division, Ministry of Information and Broadcasting.
5. Raman, U. (2010). Writing for the Media. New Delhi, India: Oxford University Press.
6. Handbook of Print Media - Technologies and Production Methods /Helmut Kipphan/ Springer. Retrieved February 01, 2016, from http://www.springer.com/in/book/9783540673262

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

## SECOND SEMESTER

## MEDIA LAWS AND ETHICS

| COURSE CODE:  BA (JMC) 104 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
- explain reasonable restrictions in freedom of press
- describe the need & importance of the Press Council of India
- utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

**Unit I: [Freedom of Press & Indian Constitution]**                                    **L: 12**
1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

**Unit II: [Press Commissions and Committees]**                                    **L: 12**
1. Press Commissions and Press Council of India
2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee
3. The State: Sedition-incitement to violence (section 124A IPC)
   Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971

**Unit III: [Media Acts and Laws]**                                    **L: 12**
1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. Prasar Bharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)
5. Defamation, Libel & Slander(Case studies)

**Unit IV: [Regulatory Bodies]**                                    **L: 12**
1. Defining Media Ethics: Social Responsibility of Press
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR &Doordarshan Code
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning

**Suggested Readings:**
1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.
2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa & Co.
4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.
5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.
6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.
7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.
9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SECOND SEMESTER

## STILL PHOTOGRAPHY

| COURSE CODE:  BA (JMC) 106 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Photography
- describe the parts of a digital camera and their functions
- describe various lights and lighting applications
- demonstrate proficiency of knowledge in Photo Journalism

**Unit I: [Basics of Photography]** L: 12
1. Photography: Definition, Meaning & Concept
2. Brief History of Photography
3. Types of Cameras: Digital vs Film
4. Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography

**Unit II: [Camera Basics]** L: 12
1. Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder
2. Camera Control and Adjustment:
    a. Exposure- Aperture, Shutter, ISO
    b. Depth of Focus and Depth of Field
    c. Measurement of light -Exposure Metering System
    d. Composition and Perspective
3. Type of Lenses and Special Purpose Lenses
4. Camera Accessories

**Unit III: [Lighting]** L: 12
1. Sources of Light: Natural and Artificial
2. Nature and Physical Properties of Light
3. Three Point Lighting: Key, Fill and Back
4. Lighting Aesthetics: Controlling Contrast through Lighting

**Unit IV: [Photo Journalism]** L: 12
1. Photo Journalism: Definition and Concept, Role and Importance
2. Photo Stories, Photo Features and Photo Essays
3. Photo Appreciation
4. Photo Editing Tools, Morphing
5. Legal and Ethical Issues

**Suggested Readings & E-resources:**
1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. www.betterphotography.com/the international landscape photographer of the year
7. www.karltaylorphotography.com/photography-tips-training-structure

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SECOND SEMESTER
## PRINT JOURNALISM LAB

| COURSE CODE:  BA (JMC) 152 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| **External Evaluation: 60 Marks** | **Internal Evaluation: 40 Marks** | | **Total Marks: 100** |

**Objectives of the Course**
On completion of this course, the student should be able to:
- write leads and headlines
- identify and rewrite news stories
- edit news stories using editing symbols
- write photo captions and cutlines

**Exercises/Assignments**
1. Identify any five headlines and rewrite them
2. Write various types of leads
3. Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime
4. Convert any news story into feature
5. Prepare a copy by using editing and proof - reading symbols
6. Translate a news story from English to Hindi and vice - versa
7. Write an Editorial
8. Rewrite any five photo captions and cutlines

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SECOND SEMESTER
## STILL PHOTOGRAPHY LAB

| COURSE CODE:  BA (JMC) 154 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- capture aesthetically rich photographs
- demonstrate proficiency of skills to prepare photo features/photo stories

**Exercises/Assignments**
### A. OUTDOOR
1. Capture Photographs with different compositions
2. Capture photographs at different f-stops (aperture)
3. Capture photographs at different shutter speeds
4. Capture photographs with different focal lengths

### B. INDOOR
5. Capture portraits using Single Point Lighting
6. Capture portraits using Three Point Lighting
7. Product Photography: photograph a product for commercial purpose

### C. FINAL PRODUCT
8. Create a Photo feature on specific topic
9. Create a photo story for newspaper/ magazine
10. Create a Still Audio-Visual Production

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SECOND SEMESTER

## DESIGN AND GRAPHICS LAB - II

| COURSE CODE:  BA (JMC) 156 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- apply knowledge gained of designing softwares for design and layout
- demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

**Exercises/Assignments**
  **A. CorelDraw**
  1. Design an Invitation Card
  2. Design a Logo
  3. Design a Calendar
  4. Design Cover Page of a Book

  **B. Indesign**
  1. Design a Magazine (16 Pages)

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked
and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE
# SECOND SEMESTER

# HEALTH COMMUNICATION

| COURSE CODE:  BA (JMC) 108 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Public Health
- describe need and importance of Health Communication
- utilize knowledge gained in reporting and writing on health & lifestyle issues

**Unit I: [Introduction to Public Health]**                                                    L: 12
1. Public Health: Definition & Concept
2. Health Awareness and Role and Importance of Yoga
3. Major Public Health and Lifestyle Issues in India
4. Public Health Care System in India: Issues & Problems in Rural and Urban India
5. India as a Medical Tourism Destination

**Unit II: [Introduction to Health Journalism]**                                              L: 12
1. Health Journalism: Concept, Need and Importance
2. Roles &Responsibilities of a Health Journalist
3. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census
4. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health

**Unit III: [Health Reporting and Writing]**                                                  L: 12
1. Ethics in Health Reporting
2. Structure and Guidelines for Health Reporting
3. Health Reporting for Various Media: Traditional and Digital Media
4. Writing for Public Health Care: Think Globally and Write Locally

**Unit IV: [Health Communication]**                                                           L: 12
1. Define Information Education Communication (IEC): Concept and Functions
2. Define Behaviour Change Communication (BCC): Concept and Functions
3. Design Communication Campaign: Pre-test and Evaluation
4. Future of Health Communication and Career Prospects

**Suggested Readings & E-resources:**
1. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
2. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates
3. Schwitzer, G. (2009). The State of Health Journalism in the U.S. Menlo Park, CA: Henry J. Kaiser Family Foundation.
4. S. Renata (2013). Health Communication: From Theory to Practice, John Wiley & Sons
5. www. Nathealthindia.org: Healthcare Federation of India
6. www.healthjouralism.org, Association of Health Care Journalists
7. www.reportingonhealth.org, Reporting on the Health, The Health Journalism Fellowship
8. www.jomc.unc.edu, Science and Medical Journalism
9. www.nrhm.gov.in
10. www.unicef.org/publications
11. www.mohfw.nic.in

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

## ELECTIVE COURSE
## SECOND SEMESTER

## SPORTS JOURNALISM

| COURSE CODE:  BA (JMC) 110 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- define Sports Journalism
- explain types and techniques of sports reporting and writing
- describe the importance of sports management and regulatory organisations
- utilize knowledge gained to promote physical and mental wellbeing through sports

**Unit I: [Sports Journalism]**                                                            L: 12
1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

**Unit II: [Sports Reporting and Writing]**                                           L: 12
1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature,  Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

**Unit III: [Sports Management and Organisations]**                              L: 12
1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

**Unit IV: [Emerging Trends and Opportunities in Sports]**                      L: 12
1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

**Suggested Readings:**
1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

**ELECTIVE COURSE**
**SECOND SEMESTER**

**HEALTH COMMUNICATION LAB**

| COURSE CODE:  BA (JMC) 158 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- apply knowledge gained in spreading awareness on public health & lifestyle issues
- demonstrate proficiency of skills in health journalism

**Exercises/Assignments**
1. Create a blog post on ill effects of smoking and drug addiction/malnutrition/any other health issue. (Based on an actual Case Study)
2. Write a feature for a health magazine in 300-400 words. Support your article with photographs.
3. Create a photo feature on lifestyle health issues.
4. Plan & design IEC message and  media materials for behaviour change communication.


*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## ELECTIVE COURSE
## SECOND SEMESTER

## SPORTS JOURNALISM LAB

| COURSE CODE:  BA (JMC) 160 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- demonstrate proficiency of skills to create a sports blog and online magazine

**Exercises/Assignments**
1. From a daily newspaper or sports magazine, collect 5 examples of good sports story leads. Rewrite the headlines.
2. Create and maintain a Sports Blog. Include the following:
    a. Watch one of the sports tournaments on Television/ YouTube. Report the event in 500 words including photographs and infographics etc. Publish the report on the blog.
    b. Record an interview of any sports person using mobile phone (3-5 minutes duration).
3. Create an online sports magazine. Include the following:
    a. Feature article
    b. Interview
    c. Photo feature
    d. Trend story

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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# THIRD SEMESTER

# DEVELOPMENT COMMUNICATION

| COURSE CODE:  BA (JMC) 201 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| **External Evaluation: 75 Marks** | **Internal Evaluation: 25 Marks** | | **Total Marks: 100** |

**Objectives of the Course**

On completion of this course, the student should be able to:

- define and describe the process of Development Communication
- explain the models and paradigms of Development Communication
- utilize the knowledge gained in designing social media marketing campaign on a development issue

**Unit I: [Introduction to Development Communication]**                                            **L: 18**
1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development:
    a. GDP/GNP
    b. Human Development Index
    c. Happiness Index
    d. Communication as an indicator: Role of ICT
    e. Human Rights as an Indicator
3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy
4. Communication and Social Change:
    a. Gandhian Perspective; Panchayati Raj
    b. Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM
    c. Sustainable Development Goals

**Unit II: [Models and Paradigms of Development Communication]**                           **L: 10**
1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory
3. Changing Paradigms of Development
4. Alternative Paradigms:  Participatory, Think local/Act global - Think global/Act local

**Unit III: [Development Journalism]**                                                                          **L: 10**
1. Role and performance of  Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
3. Role of NGOs in Development
4. Cyber media and Development: e-governance, digital democracy & e-chaupal

**Unit IV: [Social Marketing]**                                                                                     **L: 10**
1. Social Marketing and Development: An Overview
2. Corporate Social Responsibility: case studies in India
3. Social change Campaign in India (Case studies)
4. Development of social media marketing campaign

**Suggested Readings:**
1. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
2. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.
7. Sood, R, (2014) Message Design for  Development Communication. New Delhi: S. Kapoor & Sons.
8. Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton &.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

## THIRD SEMESTER

## BASICS OF RADIO PROGRAMMING AND PRODUCTION

| COURSE CODE:  BA (JMC) 203 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| **External Evaluation: 75 Marks** | **Internal Evaluation: 25 Marks** | | **Total Marks: 100** |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe radio as a medium of mass communication
- describe various formats of radio programme
- describe the process of radio programme production & evaluation

**Unit I: [Understanding the Medium]**                                                       L: 14
1. Radio as Medium of Mass Communication
2. Radio Broadcasting in India (pre and post-independence)
3. Different Types of Radio Stations and Transmissions:
   a) On the Basis of Reach: National, Regional, Local and Community
   b) On the Basis of Transmission Technology: AM, SW, FM, Web
4. Organizational Structure and Functionaries of a Radio Station: Govt. and Private

**Unit II: [Programme Formats]**                                                             L: 12
1. Radio Announcement and Links
2. Radio Talk
3. Radio Interview and Discussion
4. Radio News
5. Radio Feature and Documentary
6. Radio Commentary
7. Radio Play/Drama
8. Radio Ads (Social and Commercial)
9. Phone-in and Radio Bridge

**Unit III: [Radio Production and Transmission Process]**                                    L: 12
1. Elements of Radio Programme
2. Radio Production Process
3. Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs,
   Audio Mixers and Transmitters
4.      Recording, Broadcasting and Troubleshooting
   a.   Indoor: Studio, Acoustics and Perspective
   b.   Outdoor: Ambience and Noise

**Unit IV: [Post Production and Evaluation]**                                                L: 10
1.  Editing and Mixing
2. Adding Sound Effects and Music
3. Audio Filters: Types, Need and Importance
4. Evaluation: Process and Measurement Techniques

**Suggested Readings & E-resources:**
1. Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. Amsterdam: Focal Press.
2. Chatterji, P. C. (1987). Broadcasting in India. New Delhi: Sage Publications.
3. Luthra, H. R. (1986). Indian Broadcasting. New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
4. McLeish, R. (1999). Radio Production: A manual for broadcasters. Oxford: Focal Press.
5. Shrivastava, K. M. (1990). Radio & TV journalism. Sterling.
6. Sharma, R. (2012). Breakout nations: In pursuit of the next economic miracles. New York: W.W. Norton &.
7. Pavarala, V., & Malik, K. K. (2007). Other voices: The Struggle for Community Radio in India. Thousand Oaks, CA: Sage Publications.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## THIRD SEMESTER
## BASICS OF VIDEO CAMERA, LIGHTS AND SOUND

| COURSE CODE:  BA (JMC) 205 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe video camera operations and functions
- describe camera movements, mounts, shots, angles and compositions
- describe techniques of lighting for video production
- describe the methods of recording and in-cam editing

**Unit I: [Introduction to Video Camera]**                                    **L: 12**
1. Introduction to Video Camera, Parts and their Functions
2. Types of Video Camera, Equipment and Accessories
3. Broadcast Standards
4. Lenses & Filters: Types and Functions
5. Camera Control and Adjustment:
   a. Aperture Control
   b. Depth of Field
   c. Depth of Focus
   d. Focal Length
   e. Aspect Ratio

**Unit II: [Composition and Types of Shots]**                                 **L: 12**
1. Types of Shots
2. Camera Angles
3. Camera Movements
4. Rules of Composition

**Unit III: [Lighting]**                                                       **L: 12**
1. Light and its Properties
2. Different types of Lights
3. Other tools used in Lighting: Diffusers, Reflectors, Cutters and Gels
4. Basic Lighting Techniques

**Unit IV: [Sound]**                                                           **L: 12**
1. Audio Elements in Video Programmes: Lip Synchronized Sound, Voice Over, Music, Ambience And Sound Effects
2. Use of Microphones, Audio Mixers for Recording
3. Audio Control and Adjustment in Video Camera: Audio Level & Audio Channel
4. In-camera Editing and File Formats

**Suggested Readings & E-resources:**
1. Belavadi, V. (2013). Video Production. New Delhi: Oxford University Press.
2. Donald, R., & Spann, T. (2000). Fundamentals of Television Production. Wiley.
3. Millerson, G. (1999). The Technique of Television Production. London: Focal Press.
4. Zettl, H. (2005). Television Production Handbook,Cengage Learning.
5. http://www.videomaker.com
6. www.mediacollege.com/video/camera/tutorials

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## THIRD SEMESTER

## RADIO PRODUCTION LAB

| COURSE CODE:  BA (JMC) 251 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- distinguish and differentiate between various radio programme formats
- demonstrate proficiency of skills in production of a radio programme

**Exercises/Assignments**
1. Listen, identify and discuss various radio programme formats
2. Hands-On: Work on studio recording and edit using digital audio equipment
3. Hands-On: Work on Outdoor recordings: Vox-Pop/Interview
4. Prepare a production book including:
    a. Audio brief
    b. Program objective (s)
    c. Synopsis
    d. Treatment
    e. Script
    f. Crew list
    g. Technical requirements
    h. Budget
5. Produce a 30 sec. public service announcement/radio commercial (individual activity)
6. Produce a five minute radio news/documentary/feature/drama/interview/discussion (small group activity)

*Internal Assessment :*The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## THIRD SEMESTER

## VIDEO PRODUCTION LAB

| COURSE CODE: BA (JMC) 253 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:

- use video camera, lights and sound for studio and location shooting
- demonstrate proficiency of skills to operate and handle video system

**Exercises/Assignments**

 **Camera**
1. Operate and handle video camera:
   a. White Balancing
   b. Exposure
   c. Depth of Field
   d. Filters (External and Internal)
2. Camera mounts, composition, continuity of shots and camera movements

**Lighting**
1. Use different types of lights (Indoor and Outdoor) for videography
2. Use of filters, reflectors and gels

 **Sound**
1. Audio Control and audio adjustment in video camera: audio levels and audio channels
2. Use of different types of microphones for indoor and location video recordings

**Final Product**: **Produce a Public Service Message (up to 1 minute) using in-cam editing technique**

*Internal Assessment:*The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## THIRD SEMESTER

## SUMMER TRAINING REPORT

| COURSE CODE:  BA (JMC) 255 | L: 0 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 50 Marks | Internal Evaluation: 50 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- apply classroom-based education for practical work experience in the industry
- utilize current standards and recent advances in media and entertainment organisation
- network with the industry professionals

Soon after the Second Semester End-Term Examination, students will undergo Summer training/ internship in Media and Entertainment Organisation for a period of four weeks and will submit a Summer Training Report (STR) along with multi-media Presentation incorporating the work done during the training/ internship.

The hard and soft copy of the STR (in duplicate) is to be submitted along with a soft copy of multi-media Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of Internal Examiner and External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Competent Authority.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE

# THIRD SEMESTER

# RADIO JOCKEYING AND NEWS READING

| COURSE CODE:  BA (JMC) 207 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the structure and functioning of radio FM channel
- describe the presentation techniques used by Radio Jockey/ News Reader
- utilize knowledge gained in presentation of a radio programme for transmission

**Unit I: [Radio News and Structure of Radio Station]**                                    L: 12
1. Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness
2. News Sources: News agencies, Reporters, Correspondents and Monitoring Services
3. Structure and Functioning of News Services Division and News Room
4. Structure and Functioning of FM Radio Stations (Govt. & Private)

**Unit II: [Writing Skills for Radio]**                                    L: 12
1. Writing for Radio
2. News Bulletin: Types and Elements
3. News writing: Opening, Headlines, Body and Closing/Conclusion
4. Writing and Packaging for Radio Infotainment Programs

**Unit III: [Voice Personality and Presentation Techniques]**                                    L: 12
1. Voice Qualifiers& Speech Personality
2. Radio Jockey: Techniques and Style
3. News Reader: Presentation Techniques
4. Guidelines, Code & Ethics for Presentation

**Unit IV: [Production and On Air Programming]**                                    L: 12
1. Techniques of Radio Production: Studio and Location, Hardware and Software Requirements
2. Use of Music and Generating Sound Effects
3. Use of Pre-recorded Features
4. Emerging trends in Radio Industry

**Suggested Readings & E-resources:**
1. A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
2. Adams, M. H., & Massey, K. K. (1995). Introduction to Radio: Production and Programming. Madison, WI: Brown & Benchmark.
3. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
4. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
5. www.learningsolutionsmag.com/learning technology, strategy and news
6. www.voiceartistes.com/articles

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE

# THIRD SEMESTER

# VIDEO EDITING

| COURSE CODE:  BA (JMC) 209 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the concept &process of video editing
- describe various types of video editing
- describe the process of packaging and archiving

**Unit I: [Introduction to Video Editing]**                              L: 12
1. Video editing: Background, Concept, Objectives and Importance
2. Types of Editing
3. Rules of Video Editing
4. Role of Video Editor

**Unit II: [Process of Video Editing]**                                  L: 12
1. Video Formats: Analogue and Digital
2. Linear and Non-linear Video Editing: Equipment and its functions
3. Steps for Linear and Non-linear Video Editing
4. Editing Techniques: Types of Cuts and Transitions

**Unit III: [Mixing and Exporting]**                                     L: 12
1. Sound Design and Editing: Concept and Troubleshooting
2. Effects and Transitions
3. Styles of Packaging: News and Non-news
4. Archiving and File Formats

**Unit IV: [Multi Camera Editing]**                                      L: 12
1. Control Room and Panel: Use of Switcher, Chroma, Super - Impositions
2. Multi-camera Online Editing: Concept and Process
3. Live Events: Recording, Editing and Telecasting
4. Emerging Trends in Multi-camera Video Editing

**Suggested Readings & E-resources:**
1. Belavadi, V. (2013). Video Production. New Delhi: Oxford University Press.
2. Dancyger, K. (1993). The Technique of Film and Video Editing. Boston: Focal Press.
3. Millerson, G., &Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition.
4. Zettl, H. (2005). Television Production Handbook,Cengage Learning.
5. www.mediacollege.com/video/editing/tutorials
6. www.toasterdog.com/files/basics_of_video_editing

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# ELECTIVE COURSE

# THIRD SEMESTER

# RADIO JOCKEYING AND NEWS READING LAB

| COURSE CODE:  BA (JMC) 257 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| **External Evaluation: 60 Marks** | **Internal Evaluation: 40 Marks** | | **Total Marks: 100** |

**Objectives of the Course**
On completion of this course, the student should be able to:
- write and present a script for radio news
- prepare news package
- demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey

**Exercises/Assignments**
 **A. News Reading**
 a. Write, present and edit 5-10 minutes radio news bulletin package with Live Reporting & Phone-in sequences
 **B. Radio Jockeying**
 a. Write, present and edit 10-15 minutes radio entertainment show

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## ELECTIVE COURSE

## THIRD SEMESTER

## VIDEO EDITING LAB

| COURSE CODE:  BA (JMC) 259 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- demonstrate proficiency of skills in offline and online video editing

**Exercises/Assignments**
1. Prepare a log sheet
2. Capture/import video clips (Dumping of Media)
3. Create a rough cut
4. Undertake Filtering and keying, Colour Correction, Use  of Effects and transitions
5. Fine Cut

**Create a package with Montage for news/non-news story (2-5 minutes)**

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FOURTH SEMESTER

## BASICSOF ADVERTISING

| COURSE CODE:  BA (JMC) 202 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- Define advertising and brand
- Describe functions and types of advertising agency
- Describe various elements of an advertisement
- utilize knowledge gained to plan and design advertising campaign

**Unit I: [Concept of Advertising]**     **L: 12**
1. Advertising: Definition, Types and Functions
2. Models of Advertising Communication
   a. AIDA model
   b. DAGMAR model
   c. Maslow's Hierarchy Model
3. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose
4. Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code

**Unit II: [Creativity in Advertising]**     **L: 12**
1. Creativity in Advertising: Concept and Importance
2. Elements of Advertisement: Copy, Slogan and Audio-Visual Elements
3. Concept of Brand; Segmentation, Targeting and Positioning
4. Advertising Appeals

**Unit III: [Ad Agency - Structure and Functions]**     **L: 12**
1. Advertising Agency: Concept, Types, Functions and various departments
2. Structure and Hierarchy of an Advertising Agency
3. Planning and Pitching in Advertising
4. Role and Functions of DAVP

**Unit IV: [Advertising Campaign]**     **L: 12**
1. Media Planning and Scheduling
2. Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM
3. Budgeting Process and factors affecting Advertising Budget
4. Advertising Campaign: Definition, Concept and stages of product Life Cycle

**Suggested Readings & E-resources:**
1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.
2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.
3. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.
4. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.
5. Mankad, N. (2006). Reinventing Advertising: The New Reality. Hyderabad, India: ICFAI University Press.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# FOURTH SEMESTER

# BASICS OF PUBLIC RELATIONS

| COURSE CODE:  BA (JMC) 204 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| **External Evaluation: 75 Marks** | **Internal Evaluation: 25 Marks** | | **Total Marks: 100** |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Public Relations
- describe role and importance of Public Relations
- describe the functions of PR agency
- utilize knowledge gained in planning and designing a public relations campaign

**Unit I: [Concept and Evolution of Public Relations]**                                   L: 14
1.  Defining Public Relations: Functions and Types of Publics
2.  Evolution of Public Relations
3.  Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
4.  Ethics in PR, PRSI Code, IPRA

**Unit II: [PR Agency- Tools and Techniques]**                                   L: 12
1.   PR agency: Concept, Structure and Functions
2.  Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3.   Tools &Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4.  Use of Digital Media and Emerging trends in PR

**Unit III: [PR in Different Sectors]**                                   L: 10
1.  Role and Responsibility of PRO
2.  PR in Public and Private sector (CSR)
3.  Role of PR in Education and Health sector
4.  Role of PR in Political Parties and Election Campaigns

**Unit IV: [Corporate Communications and PR]**                                   L: 12
1.   Evolution of Corporate Communications
2.   Corporate Communications and Public Relations
3.  Defining PR Pitch and Campaign
4.  PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation

**Suggested Readings & E-resources:**
1.  Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2.  Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3.  Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
4.  Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
5.  Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
6.  Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
7.  Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
8.  Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com
9.  www.tv-handbook.com/index.html
10. www.cengagebrain.co.nz/content/zettl

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FOURTH SEMESTER

## TELEVISION PROGRAMMING AND PRODUCTION

| COURSE CODE: BA (JMC) 206 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:
- define TV as a medium of mass communication
- distinguish and differentiate various TV programme formats
- describe the process of production of TV programme

**Unit I: [Understanding the Medium]**                                    L: 12
1. Brief Historical Background of Television in India
2. Characteristics and Importance of Television
3. Various Formats of TV programmes
4. Stages of Programme Production

**Unit-II [Pre-Production]**                                              L: 12
1. Ideation, Programme Brief, Objectives, Synopsis, Research - Recce and Treatment
2. Scripting a Programme: Story Boarding and Script Breakdown
3. Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan
4. Budgeting

**Unit-III: [Production]**                                                L: 12
1. Steps involved in production and utilization of a TV programme
2. Production Personnel: Role and Responsibilities in Studio & Location Shoot
3. Single Camera Shoot
4. Multi Camera Shoot

**Unit IV: [Post Production]**                                            L: 12
1. Video Editing: Concept and Process
2. Basics of Continuity Editing
3. Idea to Screen
4. Pretesting and Evaluation: Tools and Techniques

**Suggested Readings & E-resources:**

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
4. Millerson, G., &Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition.
5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.
7. Zettl, H. (2005). Television Production Handbook,Cengage Learning.
8. www.tv-handbook.com/index.html

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# FOURTH SEMESTER

# ADVERTISING LAB

| COURSE CODE:  BA (JMC) 252 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:
- design, plan and produce advertisements for different mediums
- utilize skills acquired to conceptualise, plan and implement an ad campaign

**Exercises/Assignments**

1. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout
2. Plan Ad Campaign for a product/service/an idea as per the following steps:

   **A. Setting objectives**
      a. Objective of the Advertising Campaign: Overall and Specific
      b. Market Analysis: SWOT Analysis and Competitor Analysis

   **B. Strategy Ad Campaign**
      a. Creative Strategy
      b. Advertising Budget Appropriation
      c. Media Strategy and Plan

   **C. Implementation**
      a. Advertising message design and production: Display ads, hoarding, internet ads, TVC
      b. Media scheduling

   **D. Evaluation Plan**
      a. Pre-Testing of the Media Material
      b. Audience Feedback and Analysis

   **E. Production and presentation of Ad Campaign**


*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FOURTH SEMESTER

## PUBLIC RELATIONS LAB

| COURSE CODE:  BA (JMC) 254 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- plan, design and implement different media release for the launch of a product/service /idea
- demonstrate proficiency of skills to design and manage a PR pitch and campaign

**Exercises/Assignments**
1. Plan, design and implement the following for the launch of a product/service /idea
   a. Press release
   b. Audio release
   c. Video release
   d. Social media news release
2. Write Minutes of the Meeting, Memo and Notice (one each)
3. Organise a Mock Press Conference
4. PR Pitch and Campaign: Plan, Design and Implement
   a. Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget
   b. PR Personnel/staff
   c. Liaisoning, Licensing & permissions
   d. Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift
   e. Scheduling: Opening Speech, presentation, Q&A Session, vote of thanks
   f. Post-Conference PR: compilation of media coverage

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked
and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FOURTH SEMESTER

## TV PRODUCTION LAB

| COURSE CODE:  BA (JMC) 256 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
* demonstrate proficiency of skills to plan, produce a video programme

**Exercises/Assignments**

**Plan, design, produce a 5 minutes fiction/ non-fiction video programme of social relevance.**

Production Booklet will include the following:
1. Prepare a video brief: idea, target audience, synopsis, treatment, duration and format
2. Write a video script (2-5 minutes)
3. Prepare shooting script
4. Prepare story board
5. Prepare a production schedule
6. Prepare a floor, light and audio plan
7. Finalise production crew
8. Budgeting

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE

# FOURTH SEMESTER

# TELEVISION NEWS: REPORTING AND ANCHORING

| COURSE CODE:  BA (JMC) 208 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- describe the structure and functioning of TV news channel
- explain the role and responsibilities of TV News Reporter and Anchor
- utilize knowledge gained in writing and presenting TV news

**Unit I: [Structure of TV News Channel]**                                L: 12
1. Basics of Television News: Concept of News and News Value
2. Structure of TV News Channel
3. Qualities and Responsibilities of News Personnel
4. News Sources and Monitoring Services

**Unit II: [TV News Writing]**                                           L: 12
1. Characteristics and Essentials of TV Language
2. News Writing: Concepts and Elements
3. Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding
4. News Writing for TV versus other Media

**Unit III: [TV News Reporting]**                                        L: 12
1. Television News Reporter: Techniques and Styles
2. Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats
3. Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through
4. Guidelines and Challenges for a TV Reporter

**Unit IV: [TV News Anchoring]**                                         L: 12
1. News Anchor:  Qualities, Responsibilities and Professional Ethics
2. Voice Personality & Presentation
3. Anchoring News & Non-News Programs
4. Anchoring with/without Tele-prompter, Studio and Outdoor

**Suggested Readings:**
1. Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient Publications.
2. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
3. Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
4. Zettl, H. (2005). Television Production Handbook,Cengage Learning.
5. www.icfj.org/sites/default/files/Broadcast_English
6. www.asaha.com/ebooks/news-writing-and-reporting

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE

# FOURTH SEMESTER

# CORPORATE COMMUNICATION

| COURSE CODE:  BA (JMC) 210 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- define corporate and Corporate Communication
- describe shift from PR to Corporate Communication
- utilize knowledge gained for Corporate Branding

**Unit I: [Understanding Corporate Environment]**                    L: 12
1. Contemporary Corporate Environment: an overview
2. Forms of Corporate Constituencies
3. Brand Identity, Brand Image and Brand Reputation
4. Corporate Philanthropy and Social Responsibility

**Unit II: [Introduction to Corporate Communication]**              L: 12
1. Corporate Communication: Definition, Concept And Scope
2. Shift from PR to Corporate Communication
3. Structure and forms of Corporate Communication: Management, Marketing, Organizational
4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

**Unit III: [Corporate Communication in Practice]**                 L: 12
1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept And Steps
4. Corporate Advertising: Concept and Functions

**Unit IV: [Application of Corporate Communication]**               L: 12
1. Media Relations: Tools and Techniques, Media Monitoring and Research
   (Gate keeping research and output analysis)
2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Crisis Management: Concept and  Case Studies (Infosys Crisis and Nestle Maggie)

**Suggested Readings:**
1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: SagePublications.
3. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
4. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE

# FOURTH SEMESTER

# TELEVISION NEWS: REPORTING AND ANCHORING LAB

| COURSE CODE:  BA (JMC) 258 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- demonstrate proficiency of skills acquired in reporting, anchoring and packaging of TV news

**Exercises/Assignments**
1. Reading and Recording a news piece of 5 mins with or without a Teleprompter
2. Field Reporting
3. Host a Talk Show /Interview
4. Moderate a Debate/Discussion
5. Package a News Bulletin of 5-10 minutes

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## ELECTIVE COURSE

## FOURTH SEMESTER

## CORPORATE COMMUNICATION LAB

| COURSE CODE:  BA (JMC) 260 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:

- demonstrate proficiency of skills acquired to conduct an identity audit,manage communication of a media/ entertainment organisation and prepare a plan for crisis communication

**Exercises/Assignments**
1. Select an existing organization:
    a. Analyze its vision, mission, values and objectives
    b. Conduct an identity audit
    c. Compile and present the analysis using a multi-media presentation

2.  As a Corporate Communication Executive of a media organization:
    a. Create an e-mail invite for launch of any product/ service/ idea
    b. Create a Press Note to inform a recent development in the organization
    c. Create a social media strategy for internal and external communication

3. Simulation: Disaster Management and Crisis Communication
   Steps:
    a. Defining the problem/crisis
    b. Pre – crisis to Post – crisis
    c. Stakeholder definition
    d. Message action plan
    e. Media mapping
    f. Media planning and management

*Internal Assessment :*The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# FIFTH SEMESTER

# BASICS OF NEW MEDIA

| COURSE CODE:  BA (JMC) 301 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe New Media technology for mass communication
- explain the use of online discussion forums keeping in mind cyber law and ethics
- understand the applications of New Media
- utilize knowledge gained to design and manage a website

**Unit I: [Online Communication]**                                                                                    **L: 12**
1. Online Communication: Meaning, Definition and Evolution from Web 1.0 to Web 3.0
2. Communication Technology and Society
3. Attributes of Online Communication
4. Video Conferencing, Webcasting and Podcasting

**Unit II: [Online Journalism, Cyber Law and Ethics]**                                               **L: 12**
1. Traditional vs Pen-less/ Paperless Journalism, News and Content Presentation
2. Do's and Don'ts for reporting and editing for e-papers, websites and news portals
3. Cyber Crimes and Cyber Security: An Overview
4. IT Act (2000); Ethics and Limitations: Piracy, Copyright, Copyleft, Open Source, Digital Archives

**Unit III: [New Media: Issues &Applications]**                                                            **L: 12**
1. Digital Divide and Information Society
2. ICT and its applications and E-governance
3. Convergence and its Types: Synergy between Electronic and Mobile Commerce
4. Social Media Platforms: Importance and Usage

**Unit IV: [Web Content Design& Evaluation]**                                                             **L: 12**
1. Website Planning and Visual Design
2. Audience Analysis and Content Strategy
3. Blogs: Creating and Promoting a Blog (SEO)
4. Website Audience Measurement (WAM): Process and Techniques

**Suggested Readings & E-resources:**
1. Barker, M. S., Barker, D., Bormann, N. F., &Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. D. Satish & Rajesh Prabhakar Kaila ((2006): Blogs: Emerging Communication Media, The ICFAI University Press
3. Mishra , R.C, (2008) Cyber Crime: Impacts in the New Millennium, Author Press
4. Martin, P., & Erickson, T. (2011). Social media marketing. New Delhi: Global Vision Publishing House.Prasad, Kiran, New Media & Pathways to Social Change(Ed), B.R. Publishing Corporation
5. Rajgopalan, S.,(2006) The Digital Divide, ICFAI Books
6. Sekhar, Pulugurta Chandra, (2014) New Media: The Virtual Media, Vol 1, B.R. Publishing Corporations
7. Schiller, J. (2005). Mobiele Communication. Amsterdam: Pearson Education
8. http://www.digit.in
9. http://pitchonnet.com
10. www.sagepub.in/Media Management in Theory and Practice
11. www.amarc.org/documents/manuals/Media_Management_Manual

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FIFTH SEMESTER

## MEDIA RESEARCH

| COURSE CODE:  BA (JMC) 303 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define Media Research
- explain the process of  Media Research
- describe the Research methodology for Media
- describe the steps involved in report writing

**Unit I: [Introduction to Research]** L: 12
1. Research: Meaning, Definition and Objectives
2. Types of Research
3. Approaches to Research: Qualitative and Quantitative
4. Media Research: Meaning and Scope

**Unit II: [Survey in Media Research]** L: 12
1. Survey, Public Opinion Surveys, TRPs, TeleWeb Survey
2. Readership Survey &  IRS
3. Election Related Survey: Opinion Poll and Exit Poll
4. Media Research Agencies: BARC, ABC, MAP, RAM

**Unit III: [Research Design]** L: 12
1. Research Design: Meaning and different Types, Hypotheses /Research Questions
2. Research Methods: Survey, Content Analysis and Case Study
3. Sampling &Selecting a sample, Types of sampling: Probability and Non- Probability
4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD

**Unit IV: [Data Analysis and Report Writing]** L: 12
1. Processing of Data: Editing, Coding, Classification, Tabulation
2. Measures of Central Tendency: Mean, Median and Mode
3. Analysis and Interpretation of Data
4. Report Writing/ Abstract/ Proposal/ Synopsis

**Suggested Readings & E-resources:**
1. Bertrand, I., & Hughes, P. (2005). Media Research Methods: Audiences, Institutions, Texts. New York: Palgrave Macmillan.
2. Guthrie, G. (2012). Basic Research Methods: An entry to Social Science Research. Los Angeles: Sage Publications
3. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International (P).
4. Wimmer, R. D., & Dominick, J. R. (2014). Mass Media Research an Introduction. Andover : Wadsworth, Cengage Learning.
5. www.cles.org.uk/Research Methods Handbook
6. www.isites.harvard.edu/ Research Methods

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# FIFTH SEMESTER

# EVENT MANAGEMENT

| COURSE CODE:  BA (JMC) 305 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- define event and Event Management
- describe organisational structure and functionaries of an event management company
- explain the process of organizing an event
- utilize knowledge gained to assess and evaluate an event

**Unit I: [Event and Event Management]**                                                    **L: 12**
1. Event: Definition and Types
2. Event as a Communication and Marketing tool
3. Event Management: Definition and Elements
4. 5C's of Event Management

**Unit II: [Event Management Organisation]**                                               **L: 12**
1. Organisational Structure of an Event Management company
2. Event Management Personnel: Role and Responsibility
3. Account Planners and Liaisoning
4. Business Operations and Accounting

**Unit III: [Event Management Process]**                                                   **L: 12**
1. Event Proposal Planning: Licenses, Permissions and Legalities
2. Event Budget, Covering Cost and Methods of Revenue Generation
3. Event Promotion: Tools and Media Coordination
4. Risk Management and Insurance

**Unit IV: [Evaluation, Assessment & Trends]**                                             **L: 12**
1. Evaluation and Impact Assessment: Concept, Techniques and Application
2. Monitoring and Controlling the Event
3. Emerging Trends in Event Management
4. Careers in Event Management

**Suggested Readings & E-resources:**
1. Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.
2. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
3. Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
4. K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
5. K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
6. Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.
7. www.wodonga.vic.gov.au/lEvent_management_planning_guide
8. www.eventmanagement.com/planning

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FIFTH SEMESTER

## NEW MEDIA LAB

| COURSE CODE:  BA (JMC) 351 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- use search engines effectively
- demonstrate proficiency of skills to design and develop blog and website

**Exercises/Assignments**
1. To create and maintain blogs and vlogs
2. Distinguish between news, opinions and advertisements on the web
3. Analyze various elements and content of a news website
4. Create a simple web page with links to text, graphics and audio and video documents using HTML
5. Students in groups should create a dynamic website using Adobe Dreamweaver

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FIFTH SEMESTER

## MEDIA RESEARCH LAB

| COURSE CODE:  BA (JMC) 353 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- apply research techniques in pre-testing/evaluation of media material
- conduct media research and write a report

**Exercises/Assignments**
1.  Pre-test/Evaluate a print, audio, video and online ad programme
2. Using any of the research technique the student will conduct media research culminating into hard and soft copies of the report. A media research will have to be conducted by the student who will prepare the report based on the following steps:

   a. Selection of a research topic
   b. Write Research Proposal/ Abstract/ Synopsis
   c. Introduction to the topic
   d. Formulate the research problem
   e. Significance of the study
   f. Set the objectives and hypothesis of the research
   g. Review of literature
   h. Application of methods and tools for data collection
   i. Data tabulation and analysis
   j. Write a research report and draw a conclusion on the research conducted
   k. Write bibliography and references according to APA style format

*Internal Assessment:* Student should be evaluated on the basis of media research report prepared by him/her after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director/ principal of the institute/college for each student. The marks prescribed for internal evaluation are 40.

**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FIFTH SEMESTER

## EVENT MANAGEMENT LAB

| COURSE CODE:  BA (JMC) 355 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:
- prepare a Gantt chart on organizing event
- demonstrate proficiency of skills to conceptualise, organize and evaluate an event

**Exercises/Assignments**

1. Conceptualize, Organize and Evaluate an event as per the following steps:
   a. Conduct and analyze pre-event survey
   b. Prepare event brief
   c. Prepare a Gantt chart to organizing event.
   d. Prepare checklist for the event
   e. Prepare a budget estimate for the event
   f. Write a proposal for potential sponsors for the event
   g. Design creative's and collaterals
   h. Prepare an event floor plan/ event design and layout
   i. Develop event crisis/ risk management plan
   j. Prepare a monitoring plan and questionnaire for final evaluation
   k. File final report about the event along with multi-media Presentation

*Internal Assessment :*The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## FIFTH SEMESTER

## FUNCTIONAL EXPOSURE REPORT

| COURSE CODE:  BA (JMC) 357 | L: 0 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 50 Marks | Internal Evaluation: 50 Marks | | Total Marks: 100 |

**Objectives of the Course**

On completion of this course, the student should be able to:

- apply classroom learning for practical work experience in the industry
- develop professional skills, explore career options and network with potential employers
- demonstrate proficiency of skills in their field of interest in Media and Entertainment industry

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for a period of four weeks in Radio/ Television/Advertising /Public Relations/New Media/NGO and submit a Functional Exposure Report [FER] along with the multi-media presentation  on actual experiential learning. The hard and soft copy of the FER (in duplicate) along with a copy of the multi-media presentation is to be submitted at least four weeks before the commencement of End Term Examination of the Fifth Semester.

The Functional Exposure Report [FER] carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee and one External Examiner to be appointed by the Competent Authority.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE

# FIFTH SEMESTER

# DIGITAL MEDIA MARKETING

| COURSE CODE:  BA (JMC) 307 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the concept of social media marketing for online communication
- explain the concept of social business
- utilise knowledge gained to create and maintain social networking platforms for business

**Unit I: [Social Media]**                                              L: 12
1. Social Media & Social Network: Brief history, Meaning and definition
2. Features of Social Media and Social Network
3. Types of Social Networking Sites
4. Social Media & Issues
5. Social Consumers and Social Influencers

**Unit II: [Branding on Digital Media]**                                L: 12
1. Audience Research and Engagement in Glocal environment
2. Building Brand on Digital Media
3. Storytelling and User Generated Content on Digital Media Network
4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

**Unit III: [Online Entrepreneurship]**                                 L: 12
1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
3. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

**Unit IV: [Social Media Measurement and Metrics]**                     L: 12
1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM)
2. Monetizing Social Media: ROI
3. Role of Social Media in Marketing Research
4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

**Suggested Readings & E-resources:**
1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
3. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
4. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's:: Wiley.
5. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

# ELECTIVE COURSE

# FIFTH SEMESTER

# FILM APPRECIATION

| COURSE CODE: BA (JMC) 309 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objective of the Course**
On completion of this course, the student should be able to:
- describe film as a medium of communication
- describe the evolution of World Cinema
- explain the emerging trends in contemporary Indian cinema
- utilize knowledge gained to appreciate and review a film

**Unit I: [Film as a Language]**                                                L: 12
1. Film as a Medium of Communication: Concept, Strengths & Limitations
2. Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
3. Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity

**Unit II: [Landmarks in Cinema]**                                            L: 12
1. Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave
2. Milestones and landmarks in World Cinema :Alfred Hitchcock, Dziga Vertov, Vittorio De Sica, Akira Kurosawa and Satyajit Ray
3. Landmarks of Indian Cinema: Silent Era (*Raja Harishchandra*), Socials (*Mother India*), Parallel Cinema (*Ankur*), Diaspora (*Namesake*)

**Unit III: [Trends and Debates in Indian Cinema]**                          L: 12
1. Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
2. Censorship: Need and CBFC standards
3. An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

**Unit IV: [Film Appreciation]**                                             L: 12
1. Film Appreciation: concept, need, elements and Cinematic Language
2. Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative
3. Job Profile and Responsibilities of a Film Reviewer

**Suggested Readings:**
1. J., Saldi, R., &Manjula, S. (New Delhi). Indian Cinema through the Century.
2. Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC: McFarland
3. Garga, B.D. (2008). So Many Cinemas: The Motion Picture in India, Eminence Designs.
4. Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press
5. Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation. New York: Gordon Press.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## ELECTIVE COURSE

## FIFTH SEMESTER

## DIGITAL MEDIA MARKETING LAB

| COURSE CODE:  BA (JMC) 359 | L: 0 | T/P: 4 | CREDITS: 2 |
|---|---|---|---|
| External Evaluation: 60 Marks | Internal Evaluation: 40 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- design and develop blog
- demonstrate proficiency of skills in use of digital media effectively

**Exercises/Assignments**
1. Create and maintain promotional or corporate blog for an organisation/product
2. Create an account on at least 5 social media platforms and promote your blog/vlog on any social media platforms
3. Create a multi-media presentation on Social Media Marketing Strategy for promotion of corporate blog for an organisation/product

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

# ELECTIVE COURSE

# FIFTH SEMESTER

# FILM APPRECIATION LAB

| COURSE CODE:  BA (JMC) 361 | L: 0 | T/P: 2 | CREDITS: 2 |
|---|---|---|---|
| **External Evaluation: 60 Marks** | **Internal Evaluation: 40 Marks** | | **Total Marks: 100** |

**Objectives of the Course**

On completion of this course, the student should be able to:

- demonstrate proficiency of skills in reviewing films for different media

**Exercises/Assignments**

1. Film Screening and critical analysis of the following films:*

   a. *Pather Panchali*: Realism in Bengali Cinema
   b. Bicycle Thieves/ Rashomon: Italian Neo-Realism and Post War Japan
   c. Harishchandrachi Factory/ *Maqbool*: evolution of Indian Cinema and cinematic adaptation
   d. Vertigo/ Gone with the Wind: Understanding the Classical Narrative structure
   e. *Pyaasa/Kaagaz Ke Phool*: A study in Social/ progressive Realism
   f. *Jaane Bhi Do Yaaron/ Garam Hawa*: Parallel Cinema
   g. *Man with the Movie Camera*: DzigaVertov

   *The list is only indicative; the teacher can add to the list for the purpose of assignments.

2. Written assignments: film reviews, script writing, screenplay etc.
3. Write/ record/ shoot review any recently released film and upload it on an online platform

*Internal Assessment:* The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SIXTH SEMESTER

## MEDIA MANAGEMENT AND ENTERPRENEURSHIP

| COURSE CODE:  BA (JMC) 302 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the principles and functions of management
- describe leadership styles and behavioral patterns
- describe the structure and functions of media organizations
- explain the importance of revenue generation for media organization in print, radio, TV & online

**Unit I: [Media Organisation - Structure and Functions]**                   L: 12
1. Media Organisation: Meaning, Structure and Importance
2. Ownership Patterns of Media Organisations
3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication
4. FDI in Indian Media and Entertainment Industry

**Unit II: [Management - Functions and Principles]**                   L: 12
1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types

**Unit III: [Managing Media Organisations and Start Ups]**                   L: 12
1. Establishing a Media Organization or Start Up: Steps Involved
2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

**Unit IV: [Media Marketing and Entrepreneurship]**                   L: 12
1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges
4. Emerging Trends in Entertainment and Media Industry

**Suggested Readings & E-resources:**
1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates.
2. Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. (2011). Understanding Media Economics. London: Sage Publication
4. Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
6. Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India
7. www.media-studies.ca/articles/resonance and the global village
8. www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village
9. www.un-documents.net/macbride-report
10. www.media-alliance.org/article/many voices, one world

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## SIXTH SEMESTER

## GLOBAL MEDIA: AN OVERVIEW

| COURSE CODE:  BA (JMC) 304 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- describe the global communication system post World War II
- explain the changing trends in global information flow
- utilize knowledge gained to analyse major media concerns for India

**Unit I: [Global Communication: Struggle for Balance of Information Flow]**          L: 12
1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

**Unit II: [Global Communication Giants]**          L: 12
1. Media Imperialism & Localisation of Global Media
2. International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

**Unit III: [Indian Media]**          L: 12
1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
2. Government & Private Sector Media Conglomerates
3. Entertainment: Local, Global and Hybrid
4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS

**Unit IV: [Global Media & Market Forces]**          L: 12
1. Reporting International Issues and Conflicts
2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

**Suggested Readings:**
1. Artz, L., &Kamalipour, Y. R. (2003). The Globalization of Corporate Media Hegemony. Albany: State University of New York Press.
2. Herman, E. S., &McChesney, R. W. (1997). The Global Media: The New Missionaries of Corporate Capitalism. London: Cassell.
3. Merrill, J. C., & S., D. B. (2003). Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
4. P. Ghosh (2013). International Relation, PHI Learning Pvt Limited

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**

## SIXTH SEMESTER

## ENVIRONMENT COMMUNICATION

| COURSE CODE:  BA (JMC) 306 | L: 4 | T/P: 0 | CREDITS: 4 |
|---|---|---|---|
| External Evaluation: 75 Marks | Internal Evaluation: 25 Marks | | Total Marks: 100 |

**Objectives of the Course**
On completion of this course, the student should be able to:
- understand development as an issue of Man v/s Nature and man as part of nature
- describe the concept, scope and importance of environment and Environment Communication
- describe the concept, structure and functions of Ecosystem
- describe causes, effects and control measures for Environmental Disasters
- utilize knowledge gained to conserve natural resources for human welfare

**Unit I: [Environment and Media]**                                         **L: 12**
1.   Environment: Definition, Scope and Importance
2.   Environment Communication: Definition, Concept and Need for Public Awareness
3.   Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
4.   Role of Individual and Media in Conservation of Natural Resources

**Unit II: [Ecosystem and Media]**                                          **L: 12**
1.   Ecosystem: Concept, Structure and Functions
2.   Ecological Succession: Types and Stages
3.   Biodiversity: Definition and Concept
   a.   Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts
   b.   Endangered and Endemic Species of India
4.   Role of Multi- Media in Sensitising Masses towards Ecosystem

**Unit III: [Environmental Disaster and Media]**                            **L: 12**
1.   Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards
2.   Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
3.   Disaster Management: Concept, Need and Importance; Role of NDMA
4.   Media Intervention in Disaster Management

**Unit IV: [Environment and Human Welfare]**                                **L: 12**
1.   Industrialisation, Consumerism and Development
2.   Global Warming and Climate Change: Shift to Alternate Sources of Energy
3.   Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan*
4.   Media, Environment and Human Welfare

**Suggested Readings:**
1.   Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2.   Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3.   Parker, L. J. (2005). Environment Communication: Message, Media &Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4.   Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.

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## SIXTH SEMESTER

## FINAL PROJECT AND COMPREHENSIVE VIVA

| COURSE CODE:  BA (JMC) 352 | L: 0 | T/P: 0 | CREDITS: 16 |
|---|---|---|---|
| External Evaluation: 50 Marks | Internal Evaluation: 50 Marks | | Total Marks: 100 |

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director/ Principal of the Institute/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organisation operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

The Project Report, final product and comprehensive viva carries100 marks, which will be evaluated by External and Internal Examiners separately for50 marks each. The External Examiner will be appointed by the Competent Authority.

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