

**SYLLABUS**

**Of**

**BACHELOR OF JOURNALISM AND  
MASS COMMUNICATION**

**For**

**First to Sixth Semester**  
**(w.e.f. Academic Session 2018-2019 onwards)**



**IIMT UNIVERSITY, MEERUT**

## FIRST SEMESTER EXAMINATION

Course Code	Paper	Marks (Internal)	Marks (External)	Total Marks
BJMC- 101	Introduction to Communication	30	70	100
BJMC- 102	Indian Constitution, Politics & International Relations	30	70	100
BJMC- 103	Writing for Media	30	70	100
BJMC- 104	Still Photography	30	70	100
BJMC- 105	PRACTICAL	30	70	100
BJMC- 101	Communication Lab (Debate, speech & G.D)	-	-	-
BJMC- 103	Computer Lab-I(Hindi Typing& English Typing)	-	-	-
BJMC- 104	Photo Lab	-	-	-

## SECOND SEMESTER EXAMINATION

Course Code	Paper	Marks (Internal)	Marks (External)	Total Marks
BJMC- 201	History of Print & Broadcasting in India	30	70	100
BJMC- 202	Reporting	30	70	100
BJMC- 203	Media Laws & Ethics	30	70	100
BJMC-204	Basics of Design & Graphics	30	70	100
BJMC- 205	PRACTICAL	30	70	100
BJMC- 202	Reporting Lab	-	-	-
BJMC- 204	Design & Graphics Lab	-	-	-

**After the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report alongwith a Power Point Presentation incorporating the work done during the training. The hard copy of the STR (in duplicate) is to be submitted alongwith a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.**

### **THIRD SEMESTER EXAMINATION**

<b>Course Code</b>	<b>Paper</b>	<b>Marks (Internal)</b>	<b>Marks (External)</b>	<b>Total Marks</b>
BJMC- 301	Public Relations	30	70	100
BJMC- 302	Editing	30	70	100
BJMC- 303	Radio Journalism & Production	30	70	100
BJMC- 304	Basics of Camera, Lights & Sound	30	70	100
BJMC- 305	PRACTICAL	30	70	100
BJMC- 302	Editing Lab-	-	-	-
BJMC- 303	Radio Journalism & Production Lab	-	-	-
BJMC- 304	Operation & Handling of Video Equipment Lab	-	-	-

### **FOURTH SEMESTER EXAMINATION**

<b>Course Code</b>	<b>Paper</b>	<b>Marks (Internal)</b>	<b>Marks (External)</b>	<b>Total Marks</b>
BJMC- 401	Television Journalism & Production	30	70	100
BJMC- 402	Introduction to Advertising	30	70	100
BJMC- 403	Development Communication	30	70	100
BJMC- 404	New Media	30	70	100
BJMC- 405	PRACTICAL	30	70	100

BJMC- 401	Television Journalism & Production Lab			
BJMC- 402	Advertisement Lab	-	-	-
BJMC- 404	New Media Lab	-	-	-

### **FIFTH SEMESTER EXAMINATION**

<b>Course Code</b>	<b>Paper</b>	<b>Marks (Internal)</b>	<b>Marks (External)</b>	<b>Total Marks</b>
BJMC- 501	Cinema	30	70	100
BJMC- 502	Event Management: Principles & Methods	30	70	100
BJMC- 503	Media Research	30	70	100
BJMC- 504	Environment Communication	30	70	100
BJMC- 505	PRACTICAL	30	70	100
BJMC- 501	Cinema Lab	-	-	-
BJMC- 502	Event Management Lab	-	-	-
BJMC- 503	Media Research Lab	-	-	-

### **SIXTH SEMESTER EXAMINATION**

<b>Course Code</b>	<b>Paper</b>	<b>Marks (Internal)</b>	<b>Marks (External)</b>	<b>Total Marks</b>
BJMC- 601	Contemporary Issues	30	70	100
BJMC- 602	Global Media Scenario	30	70	100
BJMC- 603	Final Project	30	70	100
BJMC- 604	Comprehensive Viva	30	70	100
BJMC- 605	PRACTICAL	30	70	100

**FIRST SEMESTER**  
**INTRODUCTION TO COMMUNICATION**  
**BJMC-101**

**Objectives of the Course:** On completion of the course students should be able to:

1. Explain the meaning of communication.
2. State how we communicate non-verbally and verbally.
3. List and explain different types of communication.
4. Discuss the meaning of self-communication.
5. Explain the importance of communication with others.
6. Differentiate between Mass Communication and Mass Media.
7. List various media of Mass Communication.
8. List the main elements of speech personality.
9. Explain the principles of writing to inform report and persuade.

**Unit-I [Fundamentals of Communication]**

- Concept of Communication
- Brief history, evolution and the development of communication.
- Meaning and definitions of communication.
- Need of communication.
- Functions of communication.
- Methods of communication.

**Unit – II [Process and Elements of Communication]**

- Process and Elements of Communication
- Seven C's of communication
- Forms of Communication- Intra-personal, Group and Mass Communication
- Verbal and Non-Verbal Communication: Body language, gestures, eye contact
- Development of speech – from non-verbal to verbal, oral communication

**Unit –III [Introduction to Mass Communication]**

- Brief introduction of Mass Media
- Meaning, Definition and Characteristics of Mass Communication
- Functions, role & impact of Mass Communication
- Reach and Access to Mass Communication
- Mass Communication and Culture
- Effective Communication
- Wireless Communication: From Morse Code to Blue Tooth
- Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

**UNIT –IV [Communication Models]**

- Introduction to Communication Models
- SMCR Model
- Lasswell Model(1948)
- Shannon & Weaver Model(1949)
- New Combs Model (1953)
- Osgood's Model (1954)
- Gerbner's Model (1956)

- Maclean's Model (1957)
- Wilbur Schramm Model
- Gate Keeping Model

#### UNIT –V [Communication Theories]

- What is Communication Theory?
- A brief introduction to Communication theories
- Bullet Theory
- Individual Difference Theory.
- Personal Influence Theory – Two Step Flow and Multi step flow
- Selective Exposure, Selective Perception & Selective Retention
- Play Theory
- Uses & Gratification Theory.
- Cultivation Theory
- Agenda Setting Theory

#### Exercises & Assignments

1. Conversation between two students recorded on camera.
2. Presentation on News programmes watched on the previous day.
3. Rewriting Headlines of Newspapers (Hindi & English) on the display boards
4. Reading of day's newspapers followed by discussions
5. Writing exercises to inform, report and persuade
6. Using microphones (Public Speaking/Presentation Situations)
7. Interview and Group Discussion sessions
8. Book Reading, Reviews, Appreciation

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

#### Suggested Readings:

- |                             |  |
|-----------------------------|--|
| 1. Dan Laughy               | Key Themes in Media Theories,<br>Rawat Publication.  |
| 2. Taylor, Rosegrant, Meyrs | Communicating, Prentice Hall   |
| 3. Allan and Barbara Pease  | The Definitive Book of Body Language,<br>Munjil Publishing House   |
| 4. D.M. Silviera            | Personal Growth Companion,<br>Classic Publishing   |
| 5. Edward De Bono           | How to Have a Beautiful Mind, Vermillion   |
| 6. De Fleur, M              | Theories of Mass Communication,<br>2nd Edition, New York; David Mc Kay                                       |
| 7. Siebert, Fred S.         | Peterson Four Theories of Press, Urbana<br>University of Illionois Theodore B. and<br>Schramm W. Press, 1856 |
| 8. Berlo, D.K.              | The Process of Communication, New York :<br>Halt Renehart and Winston, 1960.                                 |
| 9. Klapper, J.T.            | The effects of Mass Communications,<br>New York Free Press, 1960   |

**FIRST SEMESTER**  
**Indian Constitution, Politics and International Relations**  
**BJMC-102**

**Objectives of the course:** on completing the course students should be able to:

1. Describe Indian constitution.
2. Identify relationship of India with other countries.
3. Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
4. Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.

**Unit I [Introduction to Indian constitution]**

- Characteristics of constitution, Preamble- importance of preamble, Fundamental rights, fundamental duties.
- Directive principles, Panchayati raj
- The Great Indian Heritage (art, culture, mythology, language, fairs and festivals) refer series- Bharat EkKhoj by ShyamBenegal)

**Unit II [Legislature bodies of India]**

- Legislature, executive, the cabinet, the judiciary power and function,
- The president union : Do we need to switch over to Presidential system
- Emergency declaration, separation of power
- Parliamentary sessions - Budget and stages of passing budget

**Unit III [Mediafreedom]**

- Media system
- Freedom from advertisers and pressure group
- Role of Political parties inside media
- Internal freedom of media

**Unit IV [The Electoral system]**

- Nature of party system
- Electoral – process, stresses, secularism
- Study of major national parties and regional parties there social basis
- Brief studies of Need of international relation

**Unit-V [Major Issues and Concerns]**

- Population Explosion
- Corruption
- Illiteracy
- Public Health and hygiene
- Poverty
- Communal tensions
- Gender Inequality
- Reservation Issues

## Exercises & Assignments

1. Effect and impact of “Bharat ekKhoj” by ShayamBenegal
2. Impact and effect on media during emergency 1983
3. How political parties use media to influence voters.
4. Visit of students in Rajyasabha and Lok Sabha news channels.
5. Discussion on International relation of India with South Asian Countries.
6. Presentation, discussions speech and debate on unit V topics.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobsduly checked and signed by the concerned faculty.

## Reference book-

1. P.M. Bakshi Indian Constitution
2. V P Dutt India's foreign policy
3. [DasarathiBhuyan](#) Role of Regional Political Parties in India
4. Khanna International Relations
5. Durga Das Basu. Introduction to the Constitution of India
6. ShyamBenegal Bharat EkKhoj (Series)
7. H.R. Ghosal An Outline History of Indian People
8. Rajni Kothari Caste in Indian politics
9. Ministry of I &B Facts about India
10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow  
200a
11. Bakshi P.M. The Constitution of India, Universal Law Publishing Co.  
Pvt. Ltd. 2001
12. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai,  
2003
13. D. D. Basu An introduction to the Constitution of India
14. J.C. Johri Indian Political System



**FIRST SEMESTER  
WRITING FOR MEDIA  
BJMC- 103**

**Objectives of the Course:** On completion of the course students should be able to:

1. Equip themselves with the nuances of writing.
2. Develop both linguistics and communication abilities.
3. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
4. Differentiate between Writing for Print Media and Writing for the Ear.
5. List salient features of Writing for Print Media and Electronic Media and Ad Copies with emphasis on their styles.

**Unit -I [Essentials of Good Writing]**

1. Is writing an art or a craft?
  - i. Can I write?
2. Kinds of Media Writing:
  - i. Writing to Inform
  - ii. Writing to Describe
  - iii. Writing to Persuade
3. The ABCD of Media Writing
  - i. Accuracy
  - ii. Brevity
  - iii. Clarity
  - iv. Discernment
4. Writing Simply
5. Vocabulary
  - i. Vocabulary Building: Using Dictionaries and Thesauri
  - ii. Understanding the Misunderstood Word
  - iii. Rules of Spelling
6. Overcoming Grammar Problems
7. Punctuation

**Unit – II [The Art of Putting Words Together]**

1. The Sentence
  - i. Concision/Clarity
2. Emphasis
  - i. Total Emphasis (That applies to the Whole Sentence)
  - ii. Partial Emphasis (That Applies to a word or Group of Words)
3. Rhythm - Words and How they Sound
4. Variety
  - i. Variety & Recurrence
5. Changing Sentence Length & Pattern
6. Breaking Monotony
7. Varied Openings.

**Unit - III [Putting Sentences Together]**

1. The Paragraph
2. Concise Ideas
  - i. Ideas Dissected into Elements

3. Elements as Paragraphs & Sub Paragraphs
  - i. Putting Paragraphs Together - Logical Sequencing
4. The Complete Picture - The First Draft
5. Reading Aloud For Further Changes
6. Revise – Re-revise-Edit
7. Writing Formats : Journals, Letters, Essays & Reports

#### **Unit-IV [Translation in Journalism]**

1. Concept & Definition of Translation.
2. Nature & Norms of Translation.
3. Types of Translation
  - i. Word to Word Translation
  - ii. Literal Translation
  - iii. Summarised Translation
  - iv. Free Translation
  - v. Translation based on appropriate reference
  - vi. Translation according to pronunciation (Translation of words & sentences from the source language as it is)
  - vii. Paraphrased Translation (Using Synonyms)
4. The need and importance of Translation in Journalism.
5. The process of Translation and How to maintain its originality:
  - i. Source Material Perception (Comprehending the Source Language)
  - ii. Analysing the text or Source Material
  - iii. Transfer of Language(Translation Process)
  - iv. Revision of the Translated Text
  - v. Co-ordination & Comparison of Source Language with Original Text and Thus Final Text in Target Language.
6. Guidelines for Translation:
 

Points to be kept in mind while doing Translation

  - i. Don't Opinionate
  - ii. KISS rule
  - iii. Maintaining Originality
  - iv. Summarise with Clarity
  - v. Adhere to Norms of Translation.
7. Practice of Translation from Hindi to English & Vice – Versa.

#### **Suggested Readings:**

- |   |   |
|---|---|
| 1. A.S.Hornby                                     | Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.                            |
| 2. Prof. V.S.Sreedharan                           | How to write correct English, Goodwill Publications, New Delhi.                             |
| 3. Pal Rajenda and J.S Koriahalli.                | Essentials of English and Business Communication, S. Chand.                                 |
| 4. Robey, L Cora                                  | New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.                        |
| 5. Taylor, Shirley                                | Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England. |
| 6. R. Michelson                                   | Sentences, IIVY Publishing House, New Delhi-95.   |
| 7. NeiraAnjana Dev, Anuradha Marwah and Swati Pal | Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd.,                 |

8. Wren & Martin  
New Delhi 2009.  
High School English Grammar &  
Composition, S.Chand
9. Thomas S. Kane  
Oxford Essentials Guide To Writing
10. Collins  
Collins Grammar Punctuation
11. George.A.Hough  
News Writing , Kanishka
12. Robert Mc. Lesh  
Radio Production , Focal Press
13. Joseph Sugarrman  
The Ad Week Copy Writing Hand Book,  
Wiley
14. Dr. K.K. Rattu  
Translation through media in  
New Millennium,  
Surubhi Publication, Jaipur
15. JitendraGupt and Priyadarshan  
Patrakarita Mein Anuvaad,  
Radha Krishna Prakashan, New Delhi
16. Dr. Laxmikant Pandey  
Translation, Objects and Methods
17. Chicago Manual of Style  
University of Chicago Press
18. डॉ हरवंश  
मानक हिन्दी व्याकरण और रचना
19. डॉ.पाडेय  
मानक हिन्दी व्याकरण
20. डॉ. हरवंश  
मानक हिन्दी मुहावरा व लोकोकोश

**FIRST SEMESTER  
STILL PHOTOGRAPHY  
BJMC-104**

**Objectives of the Course:** On completion of the course students should be able to:

1. Describe photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps involved in printing a digital photograph.

**Unit-I [Introduction to Photography]**

1. What is photography?
2. Brief History of photography.
3. Types of Photography
4. The role & importance of photography.

**Unit-II [Camera]**

1. What is Camera?
2. How Camera works?
3. Basic Parts of single lens reflex (SLR) [film & digital] :
  - i. Lens
  - ii. Film Chamber (CCD & CMOS)
  - iii. Aperture
  - iv. Shutter
  - v. View finder
  - vi. Pentaprism
  - vii. Memory (Internal & External)
4. Camera formats – 35mm, medium format, large format
5. Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA

**Unit-III[Lenses]**

1. Lenses – controlling the image
  - i. Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens)
  - ii. Aperture, Focal No. & Focal Length
  - iii. Depth of focus, Depth of Field and How they work
  - iv. Lens care
2. Lens perspective, film speed, flash gun, light meter
3. Exposure
  - a. Measurement of light – exposure metering system
  - b. Exposure control – relationship between shutter speed and aperture
4. Camera accessories: Tripod, monopod, filters, Lens hood

**UNIT-IV [Lighting And Visual Communication]**

1. Lighting
  - i. Sources of light : Natural & Artificial
  - ii. Nature and physical properties of light
  - iii. Direction & angle of light : Front, side, top & back
  - iv. Lighting contrast and its control by fill in lights

- v. One, two & three point lighting : Key, fill and back light
2. Principles of Photographic composition
3. Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography

#### **UNIT-V [Printing of Photograph]**

1. Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers
2. Converting developed photograph into digital photograph
3. Photo appreciation
4. Different problems related to Photography

### **PHOTO LAB**

#### **Exercises/Assignments**

1. Outdoor Shoot:
  - i. Using Digital SLR and Mobile camera/developing an idea and practice
  - ii. Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera
  - iii. Photographs should be of postcard size. A photo feature must of comprise 10 – 16 photographs.
2. Studio Photo Shoot:
  - i. Shooting exercise in artificial lights.
3. Photo Lab
  - i. Use of software for modification of picture
  - ii. Editing of captured images with the help of Photoshop
  - iii. Preparing a softcopy of photo feature on CD

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

#### **Suggested Readings :**

- |   |                                 |   |
|---|---------------------------------|---|
| 1 | O.P. Sharma                     | Practical Photography, Hind Pocket Books                                |
| 2 | Michael Langford                | Basic Photography, Focal Press  |
| 3 | James A. Folts Ronald P. Lovell | Handbook of Photography,<br>Fred C. Zwahlen, Jr. DelmalThomsan learning |
| 4 | Lee Frost                       | Photography, Hodder Headline  |

**SECOND SEMESTER**  
**HISTORY OF PRINT & BROADCASTING IN INDIA**  
**BJMC- 201**

**Objectives of the course:** on completing the course students should be able to

1. Describe Indian journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India.
3. Identify the contribution of press and broadcast in social communication

**Unit 1 [Pre and post-independence journalism in India]**

- Origin and growth of Indian press
- Role of print media in freedom struggle
- Future of print media
- Popular news magazines and periodicals.

**Unit 2 [News Agencies & Media Organizations]**

- News agencies evolution and growth
- Major India news agencies-PTI, UNI, BHASHA, VARTA, HINDUSTAN, etc
- International news agencies-RETURNS, AP, AFP, UPL, ITAR, Xinhua, Irnaetc, Photo agencies
- Government media organization-PIB, Photo Division, DAVP, RNI
- Other Media organizations: ABC, INS, PII, IlnaAinec, Editor's Guild

**Unit 3 [History of Radio Broadcasting in India]**

- Evolution and development of radio in India
- All India radio - Objective of all India radio, development, structure, function of different Division
- Objectives of broadcast-information, education&entertainment
- Commercial broadcasting service, external service broadcast, national service, vivid bharti and
- FM service of AIR; three tiers of radio broadcast- local, regional and national & public service  
Broadcast, Prasar -Bharti
- Types of radio commercial and community radio
- Characteristics and limitation of radio
- Future of radio, online radio

**Unit 4 [Growth of television in India]**

- Origin and development of television in India from 1959-1982
- Doordharshan: the slow beginnings, doordharshan as informative, educational and entertainment  
Media
- Cable TV in India, educational and satellite TV in India
- Objectives on which TV in India was launched
- Limitations of TV, some recent development in TV
- Scope of TV and future

## Unit 5 [Web-Journalism]

- Present status of social media
- Web Publishing
- Web Journalism
- Blogs as new platform of public- expression
- Cyber-crime in social media
- Effect and use of social sites in media (Facebook, WhatsApp etc.)
- Advantage and Disadvantage of social media in today's scenario

### Exercise and Assignments

1. Collect old newspaper samples from net and paste printout in file
2. Listen different programs on radio channels commercial and community and write an article for the same
3. Watch D.D news and commercial news make a report
4. Write the history of two prominent newspapers: Times of India, DanikJagran, Hindustan Times and Amar Ujjala
5. Design a newspaper/ magazine manually.
6. Make a pictorial chart describing life of television in India explain with land marks in T.V history
7. Important dates in Radio broadcasting to be presented on chart paper.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobssubly checked and signed by the concerned faculty.

### Reference book-

Natrajan, j-	History of Indian journalism, publications division ministry of Information & Broadcasting, government of India
R.Parthasarthy	Journalism in India, sterling publisher pvt.Ltd.new Delhi, 1997
S C Bhatt	Indian press since 1955, publication division, ministry of Information & Broadcasting, government of India 2000
P .k Ravindran	Indian regional journalism, author press New Delhi
DrNadig Krishnamurthy	Indian journalism, prasaranga, university of Mysore
Kevel j Kumar	Mass communication in India, jaico publishing
H.R.Luthra	Indian broadcasting
Hena Naqvi	Journalism & Mass communication
Uma joshi	Text book of mass communication & Media Anmol Publication, Delhi

**SECOND SEMESTER  
REPORTING  
BJMC- 202**

**Objectives of the Course:** On completion of the course students should be able to:

1. Describe News and how to write it.
2. Write different stories on various subjects with responsibility.

**Unit I [Journalism]**

1. What is Journalism?
2. Journalism as Fourth Estate
3. Who is a Journalist?
4. Role and responsibilities of a Journalist

**Unit II [News]**

1. What is News?
2. Elements of News
3. News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty
4. Types of News
5. News Sources: types; credibility and protection
6. News versus Information, Hard vs. Soft News
7. Difference between article, news, feature, backgrounder, editorial.

**Unit III [News Writing]**

1. Inverted Pyramid style of news writing-Why & How
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. The WHAT formula for news writing
5. 5Ws and 1H of news writing
6. Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosity), Ugly of news writing.

**Unit IV [News Reporting]**

1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
3. Reporting for Newspapers, News Agencies and Magazines.
4. Pitfalls and problems in reporting-attribution, off-the-record, embargo

**Unit V[Reporter]**

1. Reporters: Qualities and Responsibilities
2. Set up and functions of a city reporting room in a daily and bureau
3. Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer.
4. Reporting for different beats

**Exercise and Assignments**

1. Collect same news story from 5 leading newspapers of the day and re write the report in your own language.
2. Explain different leads by taking newspaper and magazines stories.
3. Collect news from different sources like police station, hospitals, university etc
4. Write feature
5. Collect a news analysis from Hindi and English Newspapers



**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Suggested Readings :**

1. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Peterno The News Writers' Handbook, Surjeet Publication, New Delhi
3. George A Hough News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. Wainwright David Journalism made Simple, Rupa& Company New Delhi
7. Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

**SECOND SEMESTER**  
**MEDIA LAWS & ETHICS**  
**BJMC- 203**

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

1. Explain freedom of the press.
2. Restrictions for freedom of the press.
3. Describe the salient features of the Press Council of India.
4. Provisions of laws and acts applicable to publication and broadcast of news and programmes.
5. Judicial proceedings, parliament and state legislature.

**Unit-I [Media Freedom and the Law]**

1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms.
2. Freedom of the press .
3. Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression
4. Article 19(1)2 reasonable restrictions to freedom of the press
5. Supreme Court decisions on freedom of the press
6. First Press Commission after Independence
7. The Press Council Acts, National Emergency

**Unit-II [Media laws]**

1. **The State:** Sedition-incitement to violence (section 121 IPC) IPC 121 read with 51 inflammatory writing (IPC 353)
2. **Citizens:** Defamation (IPC (499) 500) civil and criminal defamation-libel, slander
3. **Legislature:** Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
4. **Judiciary:** Contempt of Court, Covering and reporting court proceedings (Article 361A)

**Unit-III [Court Terminology]**

2. **Common court terminology** - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice
3. Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human rights

**Unit-IV [Acts and Laws]**

(Introduction to various Acts/Laws which a journalist needs to know)

1. Press Registration of Books Act. 1867/1955 role of RNI
2. Role and functions of the Registrar of Newspapers
3. Intellectual Property Rights
4. Copyright Act 1957
5. Official Secrets Act 1923
6. Right to Information Act 2005
7. General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalist Act

**Unit-IV [Electronic and New Media Laws]**

1. Emergence of electronic and new media law
2. The AIR Code
3. The Commercial Code of AIR & Doordarshan
4. Cable Television Act and Rules
5. Advertising Standards Council
6. Media regulations: self or govt.?

## **Exercise and Assignments**

1. Copyright Act 1957-PPT
2. Right to Information Act 2005-PPT
3. Collect at least five known cases on Contempt of Court
4. Present Case studies on Defamation

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

## **Suggested Reading:**

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
3. Vidisha Barua  
Press & Media Law Manual, Universal Law  
Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath  
Press Laws and Ethics of Journalism, Author Press,  
New Delhi
5. R.K. Ravindrana  
Press in the Indian Constitution
6. K.S. Venkateshwaran  
Mass Media Laws and Regulations in India,  
Published by Asian Mass Communication Research  
and Information Centre, Distributed by N M Tripathi  
Pvt. Ltd. Bombay
7. Dr. Ambrish Saxena  
Freedom of Press and Right to Information in India,  
Kanishka Publication, New Delhi

**BASICS OF DESIGN & GRAPHICS**  
**BJMC- 204**

**Objectives of the Course:** On completion of the course students should be able to:

1. Describe basics of design and graphics.
2. Apply various elements and principles of design to various forms of visual and graphic communication for Print Media.

**Unit-I [Principles of Design & Graphics]**

1. Basics of Design and Graphics
2. Elements and principles of design
3. Typography : Physical form, aesthetics and classifications
4. Colour: Physical forms, psychology, colour scheme and production

**Unit-II [Layout]**

1. Components of layout and layout planning
2. Advertisement layout
3. Broadsheet and Tabloid layout
4. Magazine & Book Layout

**Unit-III [Visuals and Design]**

1. Visuals : Physical forms, functions & editing
2. Poster Design
3. Logo Design
4. Brochure Design

**Unit-IV [DTP & Printing]**

1. Basics of Desktop Publishing
2. Printing Process
3. Printing Methods - Letter Press, Screen, Offset,
4. Paper and finishing

**Exercises and Assignments**

1. To work with different textures, colour schemes and other elements on at least 10 different topics/themes.
2. Design a logo
3. Design visiting cards
4. Design a newspaper Layout
5. Visit to a printing press

**Internal Assessment:** The students should maintain a file and soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Suggested Readings:**

- |                 |   |
|-----------------|---|
| 1. K.S. Duggal  | Book Publishing   |
| 2. A.K. Dhar    | Printing and Publishing   |
| 3. N. N. Sarkar | Art and Production, Sagar Publishers,<br>New Delhi, 2001            |
| 4. N.N. Sarkar  | Designing Print Communication,<br>Sagar Publishers, New Delhi, 1998 |

## **SUMMER TRAINING REPORT**

End-Term Examination, students will undergo training in Print ,Electronic and online Media for four weeks and will submit a comprehensive Summer Training Report (STR) alongwith a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted alongwith a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.Summer Training Reports will be evaluated by the HOD.

**THIRD SEMESTER  
PUBLIC RELATIONS  
BJMC- 301**

**Objectives of the Course:** On completion of the course students should be able to:

1. Define PR and its function
2. Differentiate between PR & Corporate Communication
3. Apply tools and techniques for handling public and corporate relations.

**UNIT- I [Introduction to P.R]**

- Definitions of Public Relations (P.R) - Its need, nature, & scope.
- Brief history of P.R with special reference to India
- Types of publics and functions of P.R
- How P.R is different from advertising, publicity and propaganda
- Corporate communication

**UNIT-II [Role of P.R in]**

- Developing Countries
- Educational & Research Institutions
- Rural Sector
- Defense
- Political & election campaign
- P.R for individual
- P.R for NGO's or Hospitals

**UNIT- III [Tools and Techniques]**

- Tools and Techniques of P.R
- PR practitioners and media relations
- Press Release or News Release
- Media Relations- Press conference and Press Tours
- Communication with Publics- Internal and External Publics- corporate film, house journal, annual report, speech writing, official memo.

**UNIT – IV [P.R Campaign]**

- Finding Problem
- P.R campaign- Planning, evaluation
- Research in P.R

**UNIT – V [Code and Ethics in P.R]**

- Code of Ethics for P.R internationally
- Laws Related to P.R
- Professional organizations of P.R (IPRA , PRSI)
- Emerging trends in P.R
- Crisis Management

### **Exercises and Assignments:**

1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
3. Write press note and press release
4. PR campaign planning and evaluation
5. Organize press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of an event
8. Prepare power point presentations

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

### **Suggested Readings:**

1. Black Sam & Melvin L. Sharpe      Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene                Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank                          Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H.        Effective Public Relations, Prentice Hall
5. Kaul J.M.                                Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L                        Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan                              Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe                      Public Relations : A Practical Guide to the Basics, Crest Publishing House
9. Dennis L. Wilcose & Glen T      Public Relations, Pearson, New Delhi  
Cameron

**THIRD SEMESTER  
EDITING  
BJMC- 302**

**Objectives of the Course:** On completion of the course students should be able to:

1. Edit the reports with proof reading symbols
2. Design and layout
3. Describe the functions and responsibilities of editor and sub-editor

**Unit I [Editing Principles]**

1. What is editing? And objectives of editing?.
2. Editing and Rewriting.
3. Principles of editing.
4. Editing for newspapers, magazine and journals.

**Unit II [News Editing]**

1. Editing a copy/electronic editing.
2. Guidelines for writing headlines.
3. Use of graphics, cartoons and statistics.
4. Design & layout.

**Unit III [Editing Style]**

1. Understanding Style book.
2. Spelling and Grammar/Punctuation & Quotation
3. Attribution, Capitalization
4. Use of Editing Symbols.

**Unit IV [Specialized Writing/Editing]**

1. Structure & Operations of a newspaper organization.
2. Functions and responsibilities of Editor and Sub Editor.
3. Editorial Writing and its importance.
4. Commentary, Analysis, letters to editor column.

**Exercises/Assignments**

1. Preparation of copy by using editing symbols.
2. Editing features into a news story.
3. Headlines writing exercises based on newspaper published stories.
4. Writing caption/changing caption of the selected cartoons and photos.
5. Writing two editorials.
6. Assigning the qualities/attributes of a good editor (classroom exercise).
7. Finding out facts/opinion /hearsay in at least five stories published in newspapers.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobsduly checked and signed by the concerned faculty

**Suggested Readings :**

- |   |  |
|---|--|
| 1. M V Kamath                                     | Modern Journalism, Vikas Publishing House, New Delhi       |
| 2. M L Stein and Susan F. Petero                  | The News Writers' Handbook, Surjeet Publication, New Delhi |
| 3. George A Hough                                 | News Writing, Kanishka Publication, New Delhi              |
| 4. Jan R. Hakemulder, Ray Ac de Jonge, P.P. Singh | News Reporting and Editing, Anmol Publications             |
| 5. M K Joseph                                     | Basic Source Material for News Writing, Anmol Publications |
| 7. Hohnberg John                                  | The Professional Journalist, Oxford Pub. New Delhi         |



**THIRD SEMESTER  
RADIO JOURNALISM AND PRODUCTION  
BJMC- 303**

**Objectives of the Course:** On completion of the course students should be able to:

1. Describe the characteristics of radio as a medium of mass communication and its limitations
2. Identify different modes of broadcasting and types of radio stations
3. Describe different formats of radio programmes
4. List basic inputs and main elements of radio production-Human Voice-Music-Sound Effects and Silence
5. Distinguish & describe the qualities of different types of microphones used in radio production
6. Identify the right kind of music and sound effects for different formats of radio programmes
7. Write effectively for the ear
8. Define radio news
9. Describe characteristics of radio news
10. Speak effectively extempore and with a written script

**Unit-1 [Radio as a medium]**

1. Introduction to Radio
2. Radio as a Medium of Mass Communication
3. Characteristics of radio
4. Limitations of Radio
5. Different types of radio

**Unit-2 [Radio Formats]**

1. Different formats of radio programming.
2. Radio Feature/documentaries Writing
3. Radio Interview
4. Radio music programme
5. Radio phone in programme
6. Radio Play Writing
7. Simple announcements
8. Radio talk, commentaries
9. Radio ads/commercial
10. Radio news
11. Radio Segments, Treasure, jingle and fillers

**Unit-3 [Writing for ear]**

1. Introduction
2. Audience Research
3. Knowing your listeners
4. Create your own style
5. Diction
6. Pronunciation

**Unit-4 [Script Writing]**

1. Show scripting
2. News Writing main characteristics against other media
3. Feature Writing
4. Commercials Writing

5. Interview
6. Public Service Advertisement and Radio Play Writing.

### **Unit-5[Editing]**

1. Types of Editing
2. Sound Mixer
3. Sound Effects
4. Recorder and microphones
5. Digital Audio Consol
6. Radio Production and packaging

### **Practical and Assignments**

1. Preparation of RJ links and voice overs
2. Recording and editing exercises in the studio
3. Outdoor Broadcasting Recording -byts
4. Writing exercises for radio advertisements
5. Interviews-simulated and actuality
6. Research and scripting of radio documentary/Feature/drama
7. Production of radio documentary/feature
8. Production of radio discussions/chat show
9. Production of different kind of bumpers ,teaser and promos
10. Production of social messages (max 30 sec)
11. Production of segments/fillers
12. Cover events outside the studio

#### Reference Books:

1. Radio production work text- David e.reese, Lynne s. Grossand  
Brain Cross
2. Film Television And Radio Production Angela Wadia
3. RADIO And Television Journalism Meena Devi
4. Basic Of Audio Visual Media Shprakundra
5. Elements Of Electronic Media Pramod K. Sinha
6. Radio And TV Journalis S. Kumar
7. Radio AurDoordharshanPatrakaritaDr.Harimohan
8. Radio PrasaranKausal Sharma
9. Radio PatrakaritaAurPrasaranKeSiddhantManisha Diwedi, Shashiprabha
10. Indian Broadcasting, Publications Division H.R. Luthra
11. Radio Production, Focal Press Robert Mc Liesh
12. The Art Of Voice Acting, Focal Press James R. Alburger



**FOURTH SEMESTER**  
**TELEVISION JOURNALISM AND PRODUCTION**  
**BJMC- 401**

**Objectives of the Course:** On completion of the course students should be able to:

1. Explain TV as a medium
2. Gathering of news and reporting for TV.
3. Different stages of video program production.
4. Editing of a video program

**Unit-I [TV as a medium]**

1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. TV News script format
4. Scripting for Fiction/Non Fiction

**Unit-II [ News Gathering]**

1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away)
3. Interview – types of news interview, art of conducting a good interview
4. Anchoring - Live shows
5. Packaging

**Unit-III [ TV Programme Production]**

1. Steps involved in production & utilization of a TV Program
2. Stages of production- pre-production, production and post-production
3. The production personnel – Single camera and Multi camera production
4. Use of graphics and special effects
5. Developing a video brief

**Unit-IV [Basics of Video editing and Programme Evaluation]**

1. Aesthetic Factor of video editing.
2. Types of video editing- Non-Linear editing ,Cut to cut, assemble & insert, on line, off line editing
3. Designing, Evaluation and field testing of programme

***Exercises/Assignments***

1. Preparation of a video brief
2. Idea generation – fiction and non-fiction
3. Developing an idea into story
4. Script and story board
5. Pre- Production of a programme
6. Production of a programme
7. Post production of a programme

At the end students will produce a programme [fiction/non-fiction]

**Internal Assessment :** The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance.

**Suggested Readings :**

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications,  
Ray AC de Jonge, PP Singh New Delhi

2. Janet Trewin Presenting on TV and Radio, Focal Press,  
New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News  
Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.
6. Ralph Donald and Thomas Spann Fundamentals of Television Production  
Surjeet Publications, New Delhi.
7. Herbert Zettl Handbook of Television Production,  
Publisher: Wadsworth
8. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
9. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications,  
New Delhi
10. Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
11. Neill Hicks Screen Writing, Michael Wiese Productions
12. Thomas D Burrows, Lynne S Gross Video Production, Mc Graw Hill

**FOURTH SEMESTER**  
**INTRODUCTION TO ADVERTISING**  
**BJMC- 402**

**Objectives of the Course:** On completion of the course students should be able to:

1. Define and explain advertising, its role and functions.
2. Identify various types of advertising.
3. Explain the working of an ad agency

**Unit I [Introduction]**

1. Definition & Meaning of Advertising
2. Role and functions of Advertising
3. Nature & Scope of Advertising
4. Growth & Development of Advertising in India & World
5. Global Scenario of Advertising

**Unit II [Advertising as a tool & process]**

1. Advertising as communication tool, communication process & advertising
2. Models of Advertising Communication
  - i AIDA model
  - ii DAGMAR model
  - iii Maslow's Hierarchy Model
3. Advertising as a social process- consumer welfare, standard of living and cultural values

**Unit III [Classification & Aspects]**

1. Classification of Advertising on the basis of
  - i. Target Audience
  - ii. Geographical Area
  - iii. Medium
  - iv. Purpose
2. Advertising Creativity- Definition & importance.
3. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

**Unit IV [Production Techniques]**

1. Copy Writing
2. Visualization
3. Layout
4. Ethics in Advertising

**Unit V [Ad Agency Structure & Functions]**

1. Concept of advertising agencies
2. Ad agency-Role, Types, Structure & functions
3. The advertisers; client –agency relationship
4. Criteria to select an ad agency

***Exercises/Assignments***

1. Analyse 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
- 5 Writing radio spots and jingles

6. Writing TV commercials, developing script and story board

7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme

**Internal assessment:** The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. Students will also prepare advertising campaigns in groups.

### **Suggested Readings**

1. Sandage C H, Fryburger Vernon & Rotzoll Kim Advertising Theory and Practice: A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
7. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
8. Douglas Torin The Complete Guide to Advertising: MacMilan, London
9. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

**FOURTH SEMESTER**  
**DEVELOPMENT COMMUNICATION**  
**BJMC- 403**

**Objectives of the Course:** On completion of the course students should be able to:

1. Develop understanding of development issues
2. Contribute positively towards the development process of country as responsible mass communicators.

**Unit-I [Concept and Indicators of Development]**

1. Definition, Concept and process of development
2. Indicators and Measurement of Development
3. Characteristics of Developing Countries
4. Millennium Development Goals

**Unit-II [Theories and paradigms of development]**

1. Theories and paradigms of development – unilinear and non-unilinear
2. Ingredients (5Ms) of development and money generation, MNCs and foreign aid
3. Economic and social indicators of development:
  - i. GDP/GNP
  - ii. Human Development Index
  - iii. Physical Quality of Life Index
4. Other indicators:
  - iv. Communication as an indicator
  - v. Democracy as an indicator
  - vi. Human Rights as an indicator
  - vii. Social Relations [inequality]
  - viii. Happiness Index

**Unit – III [Development Communication - Concept and Theories]**

1. Definition and Concept
2. Approaches:
  - i. Diffusion of Innovation
  - ii. Magic Multiplier
  - iii. Localized Approach
3. Development Support Communication - Extension Approach
  - i. Health and Family Welfare
  - ii. Women Empowerment
  - iii. Literacy & Education

**Unit-IV [Media and Development]**

1. Development of message design and communication.
2. Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development.
3. Cybermedia and development: e-governance , digital democracy & *e-chaupal*
4. ICT & Development
5. Case Studies :
  - i. SITE Experiment
6. Role of NGOs in social development.



## Unit - V [Communication in different Indian perspectives]

1. Communication for rural development:
  - i. Strengthening of Panchayati Raj
  - ii. Advancement in farming and alternative employment
  - iii. Conservation of rural culture - tradition
2. Communication for urban development:
  - i. Urban sanitation
  - ii. Consumer awareness
  - iii. Slum development

### **Exercises/Assignments**

1. Find top 10 NGO's of India and their role in Development.
2. Prepare a PPT on Health and Family Welfare
3. Write a skit on Women Empowerment
4. World Literacy day on 8<sup>th</sup> Sep, prepare special debate or speech.

### **Suggested Readings:**

1. Narula Uma                                      Development Communication – Theory and Practice, HarAnand
2. Gupta V.S.                                        Communication and Development Concept, New Delhi
3. Tewari, I P                                        Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma                                         Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote                            Communication for Development in the Third World, Sage, New Delhi
6. Lerner Daniel & Schramm Wilbur           Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M                                Communication and Development: Critical Perspective, Sage, New Delhi
8. Todaro, Michael P                              Economic Development in the Third World, Longman, New York

## FOURTH SEMESTER

### NEW MEDIA

#### BJMC- 404

**Objectives of the Course:** On completion of the course students should be able to:

1. Explain new media technology for journalist purpose
2. Describe online discussion forums keeping in mind cyber laws and create blogs.

#### Unit-I [Online Communication and Internet]

1. Online Communication
  - i. Meaning and definition
  - ii. Features of Online Communication
2. Internet
  - i. Characteristics
  - ii. Networking, ISP and browsers
  - iii. Types of websites
  - iv. Video conferencing, Webcasting

#### Unit-II [New Media]

- i. Digital media and communication, ICT and digital divide
- ii. Information Society, New World Information Order and E-governance
- iii. Convergence : Need, nature and future of convergence
- iv. Emerging Trends: Mobile Technology, Social Media & Web 2.0

#### Unit-III [Online Journalism, Laws and Ethics]

- i. Traditional vs Online Journalism-difference in news consumption, presentation and uses
- ii. Online Writing & Editing: do's and don'ts
- iii. Cyber Crimes & Security : Types and Dimension
- iv. Cyber Laws & Ethics and the difficulty in enforcing them

#### Unit-IV [Web Designing]

- i. Elements & Principles of Web Designing
- ii. Basic Programming for Web Designing—HTML

#### **Exercises/Assignments**

1. To create and maintain blogs
2. Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements
3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document
4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.

**Internal Assessment:** The students should maintain assignments/jobs duly checked and signed by the concerned internal. Files & soft copy of their faculty.

#### **Suggested Readings :**

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon
2. John Vernon Pavlik New Media Technology Allyn & Bacon  
ISBN 020527093X
3. Michael M. Mirabito, Barbara .Mogrenstorn, New Communication Technologies : Application, Policy & Impact Focal Press, 4<sup>th</sup> edition

## **FIFTH SEMESTER**

### **CINEMA BJMC- 501**

Objectives: On completion of the course students should be:

1. Understand Cinema as important aspect of mass media.
2. Students will learn and know various carriers for them in the field of cinema
3. Understand techniques of shortfilms making.

#### **UNIT 1 [Origin of Indian Cinema]**

1. Brief history of Indian cinema
2. Cinema as the most popular medium
3. Study of various decades of cinema since 1940- till date.

#### **UNIT II- [Types of Cinema]**

1. Commercial Cinema
2. Regional Cinema
3. Film Remaking
4. International Films in India
5. Art films
6. Bio-pics
7. Short Films
8. Important role of Theater in Cinema

#### **UNIT- III [Film Divisions]**

1. Central Board of Films
2. National Film Academy
3. The national film development corporation (NFDC) Ltd
4. Film and Television Institute (FTII)
5. THE Satyajit Ray Film and Television Institute (SRFTI) Kolkata
6. National Centre of Films For Children & Young People (NCYP)

#### **UNIT IV-[Vertical of Cinema]**

1. Director
2. Producer
3. Actor
4. Script writer, dialogue writer
5. Editor
6. VO artist
7. Choreographer
8. Cinematographer
9. Music Director
10. Lyric writer
11. Dress designer
12. Casting director
13. Makeup artist
14. Spot boy
15. Marketing

## **Unit V [Film Festivals and Awards]**

1. Directorate of Film Festivals
2. Banaras Film Festivals
3. Goa Film Festivals
4. Filmfare
5. Ifa award
6. Smitapatil award
7. Dada sahib phalke
8. National award
9. Cannes Film Festival
10. Indian films in Oscar

### **Exercise and Assignments:**

1. Article on Legends in Indian Cinema
2. Mime
3. Nukkad- Naatak
4. Short films on social topics(1-5min)
5. Movie Review Writing
6. Visit to Theater
7. Show and discussion on Art Film, Commercial Film and Documentaries.

## **FIFTH SEMESTER**

### **EVENT MANAGEMENT: PRINCIPLES AND METHODS BJMC- 502**

**Objectives of the Course:** On completion of the course students should be able to:

1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event
3. Explain the revenue generating process for an event
4. Enumerate the steps involved in evaluation and assessment of an event

#### **Unit-I [Events :Need and Management]**

1. Events and Event Management : What are events, Types of Events & Event Management
2. Understanding Events
  - i. Events as a communication tool
  - ii. Events as a marketing tool
3. The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.
4. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

#### **Unit-II [Creating an Event]**

1. Conceptualization and Planning
  - i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
  - ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
2. Organization
  - i. Setting up an Event Organization structure
  - ii. The Committee Systems, Committee and Meeting Management
3. Programming and Service Management
  - i. Programme Planning, The Elements of Style, Developing a Program Portfolio
  - ii. The Programme Life Cycle, Scheduling

#### **Unit-III [Human Resource and Revenue]**

1. Human Resource Management
  - i. Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
2. Generating Revenue
  - i. Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
3. Financial and Risk Management
  - i. The Budget and Cost-Revenue Management, Cash Flow Management, Accounting ,The Key Financial Statements, Measures of Financial Performance, Financial Controls,Risk Management

#### **Unit-IV [Evaluation and Assessment]**

1. Market Research
  - i. Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys
2. Communications-Reaching the Customer
  - i. The Communication Mix, Developing and Communicating a Positive Image.
3. Evaluation and Impact Assessment
  - i. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

**Exercise and assignments:**

1. Organize an event (media fest or cultural event)
2. Organize an exhibition (paintings or books or art work or science project etc.)
3. Do a consumer research on changing trends in life style.
4. Design a project plan for organizing an event
5. Design publicity material [poster, brochure, invitation and print advertising]
6. Filing a final report about the success of event
7. Write a proposal for potential sponsor for the event
8. Develop activity chart
9. Develop minute-to-minute programme.

**Note:** The faculty In-Charge can ask the students to organize an event as per the guidelines given

**Suggested Readings :**

- |   |   |
|---|---|
| 1. Bruce E Skinner<br>Vladimir Rukavina | Event Sponsorship, Publisher<br>Wiley 2002, ISBN 0471126012           |
| 2. Anton Shene, Bryn Parry              | Successful Event Management<br>Thomson Learning ISBN 1844800768, 2004 |
| 3. Judy Alley                           | Event Planning, John Wiley and Sons<br>ISBN 0471644129, 2000          |

## **FIFTH SEMESTER**

### **MEDIA RESEARCH**

#### **BJMC- 503**

**Objectives of the Course:** On completion of the course students should be able to:

1. Define and explain the process of media research.
2. Conduct media research by making use of any of the research methods.
3. Write report after analysis and interpretation of data.

#### **Unit-I [Research and its Designs]**

1. Meaning, objectives and types of research
2. Research Approaches – quantitative and qualitative
3. Research Process – the steps involved
4. Research Design – Meaning and different types
5. Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
6. Hypothesis /Research Questions

#### **Unit-II [Data Collection]**

1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule
6. Content Analysis
7. Case Study Method

#### **Unit-III [Survey]**

1. Survey – Meaning, Characteristics and types
2. Public opinion surveys, TRPs
3. Readership survey, IRS, NRS,
4. Election related survey – opinion poll and exit poll

#### **Unit-IV [Data Analysis and Report Writing]**

1. Writing a proposal, synopsis, abstract for a project.
2. Processing of data – editing, coding, classification, tabulation
3. Measures of central tendency – Mean, median and mode.
4. Analysis and interpretation of data
5. Report writing – parts of a report, steps involved.
6. Measuring impact, evaluation, monitoring and feedback

#### **Exercise and Assignments:**

1. Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.
1. Following studies will have to be conducted by the students who will prepare the reports based on the study :
  - i. Preparing the research design
  - ii. Conducting a survey – preparing questionnaires and schedule
  - iii. Analysis of any media context
  - iv. Measuring media effects and media agenda
  - v. Pre-testing/evaluation tools for audio-video, print, publicity material
  - vi. Writing the report

**Internal Assessment :** Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student

**Suggested Readings :**

1. C.R. Kothari  
Research Methodology: Methods and Techniques,  
WishwaParkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi  
Research in Mass Media, Radha Publications,  
New Delhi
3. G.R. Basotia & K.K. Sharma  
Research Methodology, Mangal Deep Publications
4. Sadhu Singh  
Research Methodology in Social Science,  
Himalaya Publishing House, Mumbai
5. Dr. S. Munjal  
Research Methodology, Raj Publishing House,  
Jaipur



## FIFTH SEMESTER

### ENVIRONMENT COMMUNICATION

#### BJMC- 504

**Objective of the Course:** On completion of the course students should be: Sensitised to the environmental issues so as to enable them to include these issues in their media productions.

#### Unit 1: [Media and the Environment]

1. Definition, scope and importance
2. Need for public awareness via media
3. Natural resources and associated problems:
  - i. Forest resources
  - ii. Water resources
  - iii) Mineral resources
  - iv) Food resources
  - v) Energy resources
  - vi) Land resources
4. Role of an individual and media in conservation of natural resources.

#### Unit II [Media & Ecology]

1. Concept of an ecosystem: structure and function of an ecosystem
2. Producers, consumers and decomposers.
3. Ecological succession.
4. Introduction, definition: genetic, species and ecosystem diversity.
5. Biodiversity at Global, National and Local levels.
  - i) India as a mega-diversity nation.
  - ii) Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
  - iii) Endangered and endemic species of India.
6. Media's role in disseminating of information in ecology

#### Unit III [Media & Environmental Disaster]

1. Definition of environmental pollution: Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards
2. Role of an individual and media in prevention of pollution.
3. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides
4. Environmental ethics: Issues and possible solutions.
5. Laws for environment protection
  - i) Environment Protection Act.
  - ii) Air (Prevention and Control of Pollution) Act.
  - iii) Water (Prevention and Control of Pollution) Act.
  - iv) Wildlife Protection Act.
  - v) Forest Conservation Act.

#### Unit IV [Communicating Human Welfare]

1. Population growth, variation among nations.
2. Population explosion—Family Welfare Programme and media awareness
3. Environment and human health.
4. Smoking and Cancer
5. HIV/AIDS.
6. Women and Child Welfare.
7. Role of Media awareness in environment and Human Health issues

#### Suggested Readings :

1. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A P. H. Pub.
2. Dr B. S Chauhan Environmental Studies, Laxmi Publication.
3. Anubha & C. P. Kaushik Environmental Studies, New Age International

**SIXTH SEMESTER**  
**CONTEMPORARY ISSUES**  
**BJMC- 601**

**Objectives of the Course:** On completion of the course students should be able to :

1. Contribute to the society in a positive manner by researching and broadening their horizons of knowledge.
2. Identify, discuss and explain various issues and concerns.
3. Differentiate and apply their knowledge in reforming the society.

**Unit-I [Indian Foreign Relations]**

1. India's Foreign Policy
2. India's relations with its neighbours especially Pakistan, Srilanka, Bangladesh and Nepal
3. India and NAM
4. India and SAARC
5. India and UN
6. India and ICTs

**Unit-II [India and Major Concerns]**

1. Rapid Urbanization
2. Major poverty alleviation programs
3. Food Self-Sufficiency
4. Indian Industry: An Overview
5. Disinvestment and BPOs
6. Indian Sports Scenario

**Unit-III [Security Concerns]**

1. India as a Nuclear Power
2. India's Defence
3. Criminalization of Politics
4. Naxalism

**Unit-IV [Global Issues]**

1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues
4. Consumerism

**Suggested Readings:**

- |                              |  |
|------------------------------|--|
| 1. Tapan Biswal              | Human Rights Gender and Environment,<br>Vina Books                                     |
| 2. Prof. S.D. Muni           | Indian and Nepal ,Konark Publisher,  |
| 3. Madan Gopal               | India through the Ages, Publication Division   |
| 4. Muchkund Dubey            | Political Issues   |
| 5. Prakash Chander           | International Politics   |
| 6. R.S. Yadav (ed.)          | India's Foreign Policy: Contemporary Trends  |
| 7. J.N. Dixit                | Assignment Colombo   |
| 8. I.K. Gujral               | Continuity and Change: India's Foreign<br>Policy (Mac Millan, India)                   |
| 9. Rajan Harshe & K.N. Sethi | Engaging the World: Critical Reflections on<br>India's Foreign Policy (Orient Longman) |
| 10. S.R. Sharma              | Indian Foreign Policy (Om Sons)  |

## SIXTH SEMESTER

### GLOBAL MEDIA SCENARIO

#### BJMC- 602

**Objectives of the Course:** On completion of the course students should be able to:

1. Describe the North - South flow of information
2. Explain the New World Information and Communication Order
3. Explain contemporary global media scenario
4. Explain the influence of global media on India

#### **Unit I [Global Communication: Historical Perspective]**

1. The Great North – South Divide.
2. Domination of Transnational news agencies
3. Global news and information flow: the flip side
4. Barriers to the flow of news and information

#### **Unit II [Struggle for Balance of Information Flows]**

1. Demand for NWICO
2. MacBride Commission
3. Recommendations of MacBride Commission & NWICO
4. Role of UN & UNESCO in bridging the gap between north and south
5. Bi-lateral, Multi-lateral and Regional /information Co-operation

#### **Unit III [Contemporary Trends]**

1. Emergence of Global village of media
2. The policies of global communication
3. Global communication & culture
4. Democratization of communication

#### **Unit IV [Global Media Impact on India]**

1. Hegemony of International media mughals
2. Transnational media and India
3. Global media and the promotion of the cult of stars.
4. Hollywood's foray into film industry.

#### **Suggested Readings :**

- |   |  |
|---|--|
| 1. Ahyar Kamplipur                                  | Global Communication ,Wadsworth Publication                                      |
| 2. Dr. K. Chandrakanan &<br>Dr. S. Palaiswamy       | Advances in Communication Technology,<br>Indian Publisher Distributor, New Delhi |
| 3. Belmont C.A                                      | Technology Communication<br>Behavior,Wadsworth Publication,<br>New Delhi         |
| 4. Zettle Herbert                                   | Video Basics,Wadsworth Publication,<br>New Delhi                                 |
| 5. Ramesh Babu                                      | Glocalization, SAP Publication House,<br>New Delhi                               |
| 6. Jan R. Hakemulder,<br>Ray AC DE Jough, P.P.Singh | Broadcast Journalism-Anmol Publication,<br>New Delhi                             |

## **SIXTH SEMESTER**

### **FINAL PROJECT**

**BJMC- 603**

Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

**SIXTH SEMESTER**  
**COMPREHENSIVE VIVA**  
**BJMC- 604**

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection 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 would 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.