



SunRise University

Approved by Govt. of Rajasthan vide Sunrise University Act, 2011
Recognized by UGC Act, 1956 u/s 2 (f)

SCHEME OF EXAMINATION

&

SYLLABI

Of

**BACHELOR OF JOURNALISM
(MASS COMMUNICATION)**

SunRise University

FIRST SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC101	Writing for Media	40	60	100
BJMC102	Socio-Economic & Political Scenario	40	60	100
BJMC103	Introduction to Communication	40	60	100
BJMC104	Basics of Design & Graphics	40	60	100
BJMC105	Indian Culture	40	60	100
PRACTICAL				
BJMC106	Communication Lab	60	40	100
BJMC107	Design & Graphics Lab	60	40	100
BJMC108	Computer Lab-I	60	40	100
Total		380	420	800

SECOND SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC201	History of Print & Broadcasting in India	40	60	100
BJMC202	Print Journalism-I	40	60	100
BJMC203	Media Laws & Ethics	40	60	100
BJMC204	Still Photography	40	60	100
PRACTICAL				
BJMC205	Print Journalism Lab-I	60	40	100
BJMC206	Photo Lab	60	40	100
BJMC207	Computer Lab-II	60	40	100
Total		340	360	700

THIRD SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC301	Development & Communication	40	60	100
BJMC302	Print Journalism-II	40	60	100
BJMC303	Radio Journalism & Production	40	60	100
BJMC304	Basics of Camera, Lights & Sound	40	60	100
BJMC305	Summer Training Report	40	60	100
PRACTICAL				
BJMC306	Print Journalism Lab-II	60	40	100
BJMC307	Radio Journalism & Production Lab	60	40	100
BJMC308	Operation & Handling of Video Equipment Lab	60	40	100
Total		380	420	800

FOURTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC401	Television Journalism & Production	40	60	100
BJMC402	Introduction to Advertising	40	60	100
BJMC403	Public Relations	40	60	100
BJMC404	New Media	40	60	100
PRACTICAL				
BJMC405	Television Journalism & Production Lab	60	40	100
BJMC406	Public Relations Lab	60	40	100
BJMC407	New Media Lab	60	40	100
Total		340	360	700

FIFTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC501	Advertising Practices	40	60	100
BJMC502	Event Management: Principles & Methods	40	60	100
BJMC503	Media Research	40	60	100
BJMC504	Environment Communication	40	60	100
BJMC505	Functional Exposure Report	40	60	100
PRACTICAL				
BJMC506	Advertising Lab	60	40	100
BJMC507	Event Management Lab	60	40	100
BJMC508	Media Research Lab	60	40	100
Total		380	420	800

SIXTH SEMESTER

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BJMC601	Media Organisation & Management	40	60	100
BJMC602	Contemporary Issues	40	60	100
BJMC603	Global Media Scenario	40	60	100
PRACTICAL				
BJMC604	Final Project	60	40	100
BJMC605	Comprehensive Viva	60	40	100
Total		240	260	500

FIRST SEMESTER
WRITING FOR MEDIA

Course Code : BJ(MC) 101	L: 5	T/P : 0	CREDITS : 5
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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.

Marks for Internal Assessment: 25

Unit -I [Essentials of Good Writing]

L-18

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]

L- 12

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]

L- 12

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]

L- 18

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.

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question(except in Question No. 1). The distribution of marks should be as suggested above.

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. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
8. Wren & Martin 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. Jitendra Gupt 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 हर्देव बाहरी हिंदीभाषा विलान एवं शब्द मानककरण
19. डॉ हरवंश तल्लु मानक हिंदी व्याकरण और रचना
20. डॉ पांडेय मानक हिंदी व्याकरण
21. डॉ हरवंश तल्लु मानक हिंदी मुहावरा लोकोपयोगी कोश

**FIRST SEMESTER
SOCIO-ECONOMIC & POLITICAL SCENARIO**

Course Code : BJ(MC) 103	L : 5	T/P : 0	CREDITS : 5
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Objectives of the Course: On completion of the course students should be able to :

1. Explain various aspects of Indian culture and heritage.
2. Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
3. Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.

Marks for Internal Assessment : 25

Unit-I [Indian History, Culture and Heritage]

L- 10

1. India that is Bharat.
2. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)
4. Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)

Unit-II [Indian Economy: Issues and Concerns]

L-20

1. Nature of Indian Economy (reasons for underdevelopment)
2. India's planning for development (5-year plans)
3. Figures Speak: Ground realities of Indian Economy based on HDI
4. Explanation of economic concepts and terminologies
5. Mixed Economy: Public Sector Undertakings and Private Enterprises
6. Globalization and opening up of Indian Economy
7. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)
8. Foreign trade and balance of payment.
9. Indian industry: an overview.
- 10 Disinvestment and FDI
- 11 Bops: An era of outsourcing

Unit-III [The Indian Polity]

L-15

1. Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles
2. Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system
3. Centre-State Relations : Issues of Regionalism
4. Decentralization of Power
5. Legislative Procedures-From Bill to Act.
6. Indian Judicial System : Judicial Activism
7. General Elections : Electoral Reforms, Politics of Vote Bank
8. Major National and Regional political parties in India and their changing trends

Unit-IV [Major Issues and Concerns]

L-15

1. Population Explosion
2. Corruption
3. Illiteracy
4. Public Health and hygiene
5. Poverty
6. Caste Conflicts
7. Communal tensions
8. Gender Inequality
9. Reservation Issues

SunRise University

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|-----------------------------|---|
| 1. Shyam Benegal | Bharat Ek Khoj (Series) |
| 2. Ram Chander Guha | India After Gandhi: The History of the World's Largest Democracy, Perennial |
| 3. D.B. Vohra | History of Freedom Movement, Delhi Admin |
| 4. H.R. Ghosal | An Outline History of Indian People |
| 5. A.L. Basham | A Cultural History of India: The Wonder that is India: Volume-1 & 2 |
| 6. A.N. Aggarwal | Indian Economy |
| 7. Rajni Kothari | Caste in Indian politics |
| 8. Ministry of I &B | Facts about India |
| 9. Pandit Jawahar Lal Nehru | The Discovery of India |
| 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
INTRODUCTION TO COMMUNICATION

Course Code : BJ(MC) 105	L : 4	T/P : 0	CREDITS : 4
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Objectives of the Course : On completion of the course students should be able to:

1. Explain the meaning of communication and why human beings communicate.
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.

Marks for Internal Assessment : 25

Unit-I [Defining Communication]

L-12

1. Understanding human communication
2. Brief history, evolution and the development of communication in the world with special reference to India.
3. What is communication? Why do we communicate? How do we communicate?
4. Definitions (A message understood....., Social interaction through messages....., Sharing experience.....)
5. Five senses of communication
6. Non-verbal communication: Body language, gestures, eye contact.
7. Development of Speech- From Nonverbal to verbal, Oral communication
8. Evolution of languages with special emphasis on Indian languages (Pali, Prakrit, Apbhransh, Sanskrit, Urdu, Hindi, Tamil)

Unit-II [Understanding Self]

L-12

1. Facets of self: thoughts-feelings-attitude-needs-physical self
2. Communicating with self-introspection
3. Voice and speech
4. Speech personality
5. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm
6. Using your voice-conversation to present-actions
7. Communication with others...inter personal communication skills

Unit-III [Introduction to Mass Communication]

L-12

1. Mass Communication and Origin of Media -Functions, role & impact of media
2. Meaning of Mass Communication
3. Functions of Mass Communication
4. Elements of Mass Communication
5. Brief introduction to Mass Media
6. Newspapers and Journalism
7. Wireless Communication: From Morse Code to Blue Tooth
8. Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

Unit-IV [Communication Theories & Models]

L-12

1. What is Communication Theory?
2. What is Communication Model?
3. A brief introduction to Communication theories
 - i. Multistep Theory
 - ii. Selective Exposure, Selective Perception, Selective Retention
 - iii. Play Theory
 - iv. Uses & Gratification Theory
 - v. Cultivation Theory
 - vi. Agenda Setting Theory
4. A brief introduction to Communication Models
 - i. SMCR Model
 - ii. Shannon & Weaver Model
 - iii. Wilbur Schramm Model
 - iv. Lasswell Model
 - v. Gate Keeping Model
 - vi. Gerbner's Model

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Dan Laughey 2. Taylor, Rosegrant, Meyrs 3. Allan and Barbara Pease 4. D.M. Silvieria 5. Edward De Bono 6. De Fleur, M 7. Siebert, Fred S. 8. Berlo, D.K. 9. Klapper, J.T. | <p>Key Themes in Media Theories,
Rawat Publication.</p> <p>Communicating, Prentice Hall</p> <p>The Definitive Book of Body Language,
Munjal Publishing House</p> <p>Personal Growth Companion,
Classic Publishing</p> <p>How to Have a Beautiful Mind, Vermillion</p> <p>Theories of Mass Communication,
2nd Edition, New York; David Mc Kay</p> <p>Peterson Four Theories of Press, Urbana
University of Illionois Theodire B. and
Sehramm W. Press, 1856</p> <p>The Process of Communication, New York :
Halt Renhart and Winston, 1960.</p> <p>The effects of Mass Communications,
New York Free Press, 1960</p> |
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FIRST SEMESTER
BASICS OF DESIGN & GRAPHICS

Course Code : BJ(MC) 107	L: 4	T/P : 0	CREDITS : 4
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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.

Marks for Internal Assessment : 25

Unit-I [Principles of Design & Graphics]

L-12

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]

L-12

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

Unit-III [Visuals and Design]

L-12

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

Unit-IV [DTP & Printing]

L-12

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

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

FIRST SEMESTER

INDIAN CULTURE

Course Code : BJ(MC) 109	L: 5	T/P : 0	CREDITS : 5
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Objectives of the Course: On completion of the course students should be able to:

1. Describe the foundations of Indian Culture & Civilization
2. Describe the socio- cultural aspect of Indian life in medieval India
3. Describe the stages of freedom struggle and the role of social reformers in the national movement
4. Differentiate between the socio-economic-political milieu in pre and post-colonial India.

Marks for Internal Assessment : 25

Unit-I [The Foundations of Indian Culture & Civilization]

L-20

The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization, The Aryan, The Dravidian and the other races, Buddhism, Jainism, Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.

Unit-II [The Medieval Period]

L-10

The Advent of Islam, Bhakti movement, Sufism, Sikhism, the birth of Hindi, the flourishing of Arts and Crafts, Literature, Architecture, the loss of the Scientific impulse.

Unit-III [The Colonial Period]

L-10

British Colonization, emergence of the middle class, the birth of the modern state, the economics of colonization, the emergence of the Indian entrepreneur class, western education and social mobility.

Unit-IV [The National Awakening]

L-10

The social reformers & religious revivalism, the freedom struggle.

Unit-V [Postcolonial India]

L-10

Economic Resurgence: Pre and post liberalization. The Indian middle class, modernization and westernization. The Swadeshi Agenda, Future of Indian Culture.

Instructions for Paper Setter/Moderator

Maximum Marks	75
Time	3 hours
Total Questions	5 questions of 15 marks each
Setting of other questions	One Question from each unit.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|-----------------------------|---|
| 1. Shyam Benegal | Bharat Ek Khoj (Series) |
| 2. Ram Chander Guha | India After Gandhi: The History of the World's Largest Democracy, Perennial |
| 3. D.B. Vohra | History of Freedom Movement, Delhi Admin |
| 4. H.R. Ghosal | An Outline History of Indian People |
| 5. A.L. Basham | A Cultural History of India: The Wonder that is India: Volume-1 & 2 |
| 6. A.N. Aggarwal | Indian Economy |
| 7. Rajni Kothari | Caste in Indian politics |
| 8. Ministry of I & B | Facts about India |
| 9. Pandit Jawahar Lal Nehru | The Discovery of India |

FIRST SEMESTER
COMMUNICATION LAB

Course Code : BJ(MC) 151	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On completion of the course students should be able to:

1. Speak effectively in interpersonal and public speaking situations using appropriate non-verbal communication
2. Write effectively
3. Take part effectively in discussions with cogent arguments
4. Speak effectively using a microphone before an audience
5. Face interviews

Exercises & Assignments

1. Conversation between two students recorded on camera. To be self critiqued
2. Reporting on various types of radio programmes monitored by them
3. Presentation on TV programmes watched on the previous day
4. Rewriting Headlines of Newspapers (Hindi & English) on the display boards
5. Reading of day's newspapers followed by discussions
6. Writing exercises to inform, report and persuade
7. Using microphones (Public Speaking/Presentation Situations)
8. Interview and Group Discussion sessions
9. Book Reading, Reviews, Appreciation
10. Effective Presentation using various audio – visual aids

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

Instructions for External Examiner for Oral & Practical Examination

A.	Student need to be evaluated on the basis of the presentation (3- 5 minutes duration) which they will make before the examiner (25 marks)
B.	Weightage to be given to the assignments done by the student during the semester which they will present before the examiner (25 marks).
C.	Overall communication skills of the students may be evaluated by the examiner. (10 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

FIRST SEMESTER
DESIGN AND GRAPHICS LAB

Course Code : BJ(MC) 153	L: 0	T/P : 4	CREDITS : 2
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Objective of the Course: On completion of the course students should be able to:

1. Design and produce print material **manually**.

Exercises and Assignments

1. To work with different textures, colour schemes and other elements on atleast 10 different topics/themes.
2. To work on various types of signographic, calligraphic and typographic letterforms
3. Use of colours in different schemes-complementary, analogous, split complementary, triad , soft, dark and monochromatic
4. Design a logo
5. Design flash cards
6. Design and develop a booklet (story/rhymes/play/ comic strips/or any other)
7. 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. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students need to be evaluated on the basis of print material designed and developed by them during the semester which they will present before the examiner. (50 marks)
B.	Also on the basis of questions pertaining to the subject be asked by the examiner. (10 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

FIRST SEMESTER
COMPUTER LAB-I
(*PAGEMAKER, QUARK XPRESS, INDESIGN*)

Course Code : BJ(MC) 155	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course : On completion of the course students should be able to:

1. Describe DTP softwares used for design and layout.
2. Design and create layouts using DTP softwares.

Exercises and Assignments

Following assignments can be given to students in each of these softwares- PageMaker, QuarkXpress, InDesign

1. Design a visiting card
2. Design a postcard
3. Design a poster
4. Design a brochure
5. Design a magazine (at least 16 pages)
6. Prepare a tabloid
7. Prepare a front page of a newspaper

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

Instructions for External Examiner for Oral & Practical Examination

A.	Students need to be evaluated on the basis of their knowledge of computer and its operations, and prescribed softwares (15 marks)
B.	Also on the basis of the assignments and their presentation to be made before the examiner using the prescribed software (45 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

**SECOND SEMESTER
HISTORY OF PRINT & BROADCASTING IN INDIA**

Course Code : BJ(MC) 102	L : 5	T/P : 0	CREDITS : 5
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Objectives of the Course: On completion of 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

Marks for Internal Assessment : 25

Unit-I [Pre and post independence Journalism in India] L-15

1. James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu –prominent newspapers and their editors.
2. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom-changing role of the Indian Press.
3. Print media scenario during initial years of freedom- From 1947 onwards.
4. Growth of National Press (English & Hindi) & the emergence of regional language press.
5. Popular News magazines and periodicals.

Unit-II [News Agencies, Press Organizations and Current Trends] L-15

1. News Agencies in India—English & Hindi –their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar
2. Feature services & syndicates—INFA, Publication Syndicate, PTI Features.
3. Introduction to International News agencies & Photo agencies—Reuters, AP,AFP, UPI, and TASS.
4. Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments
5. Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).

Unit-III [History of Radio Broadcasting in India]

L-15

1. Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth of AIR from 1936 to 1950
2. Development of AIR since 1950.
3. All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.
4. Objectives of broadcast—Information, Education & Entertainment .
5. Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.
6. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast
7. Autonomy of All India Radio---Chanda Committee to Verghese Group---- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.
8. Privatisation-leasing out time slots (1993)—Privatization policy (2000)—Expansion of FM Radio channels - Development of Educational & Community Radio.

Unit-IV [Growth of Television Broadcasting in India]

L-15

1. Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE.
2. Doordarshan : The slow Beginings, Doordarshan as an information, education and entertainment media.
3. DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units & Doordarshan News.
4. Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast—Breaking of monopoly of DD ---- Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services
5. Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
2. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R.Parthasarathy Journalism in India , Sterling Publishers
4. H.R.Luthra Indian Broadcasting
5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7. P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
8. Parthasarthy Rangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi

SECOND SEMESTER
PRINT JOURNALISM-I

Course Code : BJ(MC) 104	L : 4	T/P : 0	CREDITS : 4
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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.

Marks for Internal Assessment: 25

Unit I [News]

L-18

1. What is Journalism?
2. Journalism as Fourth Estate
3. Who is a Journalist?
4. Role and responsibilities of a Journalist
5. What is News?
6. Elements of News
7. News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty
8. Types of News
9. News Sources: types; credibility and protection
10. News versus Information, Hard vs. Soft News
11. Difference between article, news, feature, backgrounder, editorial.

Unit II [News Writing]

L-10

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 III [News Reporting]

L-10

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 IV [Reporter]

L-10

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a fulllength question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

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

Course Code : BJ(MC) 106	L : 5	T/P : 0	CREDITS : 5
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Objectives of the Course: On completion of this course student should be able to:

1. Define freedom of the press as enshrined in article 19(1) (a) of the constitution
2. List the reasonable restrictions for freedom of the press
3. Describe the salient features of the Press Council of India, its powers and functions
4. Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature
5. Cover judicial proceedings, parliament and state legislature without attracting penal action

Marks for Internal Assessment : 25

Unit-I [Freedom of the Press and the Law]

L-20

1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
2. Freedom of the press and the Constitution-need for a free press in a democracy
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. Press laws before Independence and after
7. First Press Commission after Independence
8. The Press Council Acts, National Emergency
9. Composition, role, powers, guidelines and functions of the Press Council

Unit-II [Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament]

L-15

1. **The State:** Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 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. A day in the Parliament/ State Legislature
5. **Judiciary:** Contempt of Court, Covering and reporting court proceedings (Article 361A)
6. **Common court terminology** - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice
7. Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human rights

Unit-III [Acts and Laws]

L-15

(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]

L-10

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.?

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Activities :

1. Witnessing court proceedings
2. Parliament session

Suggested Readings:

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 Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
3. Vidisha Barua
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

SECOND SEMESTER
STILL PHOTOGRAPHY

Course Code : BJ(MC) 108	L : 4	T/P : 0	CREDITS : 4
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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.

Marks of Internal assessment: 25

Unit-I [Introduction to Photography]

L- 10

1. What is photography?
2. Brief History of photography.
3. How Camera works?
4. The role & importance of photography.
5. Principles of Camera Obscura

Unit-II [Camera]

L- 18

1. What is Camera?
2. 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)
3. Camera formats – 35mm, medium format, large format
4. Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA
5. 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
6. Lens perspective, film speed, flash gun, light meter
7. Exposure
 - i. Measurement of light – exposure metering system
 - ii. Exposure control – relationship between shutter speed and aperture
8. Camera accessories: Tripod, monopod, filters, Lens hood

UNIT-III [Lighting And Visual Communication]

L- 10

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-IV [Printing of Photograph]

L- 10

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

Instructions for External Examiner for Oral & Practical Examination

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

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

SECOND SEMESTER
PRINT JOURNALISM LAB – I

Course Code : BJ(MC) 152	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On completion of the course students should be able to:

1. Write reports for newspapers and magazines
2. Prepare questionnaire for interview

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages.
2. Writing reports on crime related incidents after visiting local police stations.
3. Writing reports on civic problems incorporating information from civil organization based on interview.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers converting them for magazine.
6. Filing report on the basis of mock press conferences.
7. Filing report after attending one press conference after going to the field.

Internal Assessment: Student should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Due weightage to be given to the file and soft copy of assignments prepared by a student during the semester. (45 marks)
B.	The examiner should also interview the student to find out his/her level of understanding of Journalism and knowledge of current affairs. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

SECOND SEMESTER

PHOTO LAB

Course Code: 154	L: 0	T/P :4	Credits: 2
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Objectives of the Course: On completion of the course students should be able to:

1. Handle Digital SLR Camera
2. Compose and Shoot in different lighting conditions.
3. Make a photo feature on a specific topic

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.

Instructions for External Examiner for Oral & Practical Examination

A.	Due weight age to be given to the file & soft copy of assignments prepared by the student during the semester. (45 Marks)
B.	The examiner should also interview the student to find out his/her level of understanding of Photography. (15 Marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

SECOND SEMESTER
COMPUTER LAB-II
(*PHOTOSHOP & CORELDRAW*)

Course Code: 156	L: 0	T/P :4	Credits: 2
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Objectives of the Course : On completion of the course students should be able to:-

1. Design material in Photoshop and Corel Draw
2. Differentiate between object oriented and bitmap images, vector and raster graphics.

Exercises and Assignments:

Students will be taught the basics of the DTP software's used for designing.

Photoshop: Students should be able to create visuals with text. They should also be able to give various effects to the photographs.

1. Design a poster for social awareness
2. Design a cover page of a magazine
3. Design flash cards
4. Design a brochure / pamphlet
5. Give various effects to the photographs
6. Make a cut out

Corel Draw: The students should be able to work with objects.

1. Design an invitation card
2. Design a logo
3. Design a title page of a book
4. Design a calendar

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

Instructions for External Examiner for Oral & Practical Examination

A.	Due weightage to be given to the file & soft copy of assignments prepared by a student during the semester. (45 marks)
B.	The examiner should also interview the student to find out his/her level of understanding of softwares. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

THIRD SEMESTER
DEVELOPMENT & COMMUNICATION

Course Code : BJ(MC) 201	L : 5	T/P : 0	CREDITS : 5
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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.

Marks for internal assessment: 25

Unit-I [Concept and Indicators of Development]

L -20

1. Definition, meaning and process of development
2. Theories and paradigms of development – unilinear and non-unilinear
3. Ingredients (5Ms) of development and money generation, MNCs and foreign aid
4. Basic needs model by Bariloche Foundation
5. Economic and social indicators of development:
 - i. GDP/GNP
 - ii. Human Development Index
 - iii. Physical Quality of Life Index
6. Other indicators:
 - i. Communication as an indicator
 - ii. Democracy as an indicator
 - iii. Human Rights as an indicator
 - iv. Social Relations [inequality]
 - v. Happiness Index
7. The Millennium Development Goals (MDGs)

Unit – II [Development Communication - Concept and Theories]

L -10

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

Unit-III [Media and Development]

L -20

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
 - ii. Community-based water harvesting by Rajendra Singh in Rajasthan.
6. Role of NGOs in social development..

Unit - IV [Communication in different Indian perspectives]

L -10

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
3. Communication for Tribal development
 - i. Wild life and forest conservation
 - ii. Joint forest management
 - iii. Forest based cottage industries

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

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

THIRD SEMESTER
PRINT JOURNALISM-II

Course Code : BJ(MC) 203	L : 5	T/P : 0	CREDITS : 5
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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

Marks for Internal Assessment: 25

Unit I [Editing Principles]

L-15

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]

L-15

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]

L-15

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

Unit IV [Specialized Writing/Editing]

L-15

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.

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

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
Jonge, P.P. Singh
News Reporting and Editing, Anmol Publications
5. M K Joseph
Basic Source Material for News Writing, Anmol
Publications
6. Wainwright David
Journalism made Simple, Rupa & Company
New Delhi
7. Hohnberg John
The Professional Journalist, Oxford Publishing Co.
Pvt. Ltd., New Delhi

THIRD SEMESTER
RADIO JOURNALISM AND PRODUCTION

Course Code : BJ(MC) 205	L : 4	T/P : 0	CREDITS : 4
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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

Marks for Internal Assessment : 25

Unit-I [Radio as a medium] L- 10

1. Radio as a medium of mass communication in today's context
2. Characteristics of radio
3. Limitations of radio
4. Three Modes of transmission: AM, SW and FM
5. Different types of radio stations

Unit-II [Radio Formats] L - 16

1. Why formats?
2. Simple announcements
3. Radio talks/commentaries/comments
4. Radio interviews
5. Radio discussions
6. Radio features and documentaries
7. Radio play
8. Radio running commentaries
9. Radio ads/commercials
10. Phone ins and radio bridges
11. Music on radio
12. Radio News-Radio News defined
13. Main characteristics of Radio News as against news in other media

Unit-III [Writing for the Ear] L - 12

1. Introduction
2. Characteristics of spoken word
3. Knowing your audience
4. Developing your style
5. Writing for different formats and messages
6. Dramatising messages

Unit-IV [Radio Production]

L - 10

1. Introduction
2. Elements of radio productions
3. Acoustics
4. Perspective
5. Sound effects
6. Music
7. Distort/Filter
8. Different types of microphones
9. Recording
10. Editing

Course Code : BJ(MC) 205

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|----------------------|--|
| 1. H.R. Luthra | Indian Broadcasting, Publications Division |
| 2. Robert Mc Liesh | Radio Production, Focal Press |
| 3. James R. Alburger | The Art of Voice Acting, Focal Press |

THIRD SEMESTER
BASICS OF CAMERA, LIGHTS AND SOUND

Course Code : BJ(MC) 207	L : 4	T/P : 0	CREDITS : 4
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Objectives of the Course: On completion of the course students should be able to:

1. Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera.
2. Describe techniques of lighting for video production.
3. Describe the methods of recording and mixing of sound in video production.

Marks for Internal Assessment : 25

Unit-I [Camera]

L-12

1. Introduction to video camera
2. Parts of video camera and their functions
3. Camera movement equipment
4. Lenses – functions and types

Unit-II [Visualization]

L-12

1. Composition – different types of shots, camera angles and camera movements
2. Aesthetics in visual composition
3. Subject - camera relationship.
4. Aperture control and depth of field

Unit-III [Lights]

L-12

1. Lights and its properties
2. Different types of lights
3. Other tools used in lighting – diffusers, reflectors, cutters & gels
4. Basic lighting techniques
5. Accessories used in lighting

Unit-IV [Sound]

L-12

1. Audio fundamentals
2. Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects
3. Types of microphones
4. Use of audio mixers for recording & editing of sound
5. Different audio equipment for studio and location recording
6. Audio post production – mix and unmix tracks

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zettl TV production Handbook, Thomas Wardsworth Publishing

THIRD SEMESTER
SUMMER TRAINING REPORT

Course Code : BJ(MC) 209	L : 0	T/P : 0	CREDITS : 4
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Soon 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 (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 Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

THIRD SEMESTER
PRINT JOURNALISM LAB-II

Course Code : BJ(MC) 251	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On completion of the course students should be able to:

1. To edit reports using editing symbols.
2. Write headlines
3. Write captions for cartoons and photographs

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: Students should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Due weightage to be given to the file & soft copy of assignments prepared by a student during the semester. (45 marks)
B.	The examiner should also interview the student to find out his/her level of understanding of Journalism and knowledge of current affairs. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

**THIRD SEMESTER
RADIO JOURNALISM AND PRODUCTION LAB**

Course Code : BJ(MC) 253	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On completion of the course students should be able to :

1. Prepare an audio brief
2. Use different types of microphones for radio/audio productions
3. Apply various elements of radio production for producing different radio formats
4. Write effectively for radio
5. Record and edit radio programs
6. Produce radio interviews, discussions, features and documentaries
7. Cover events outside the studios
8. Effective presentation of programmes

Practical Exercises

1. Preparation of audio brief
2. Recording and editing exercises in the studio
3. OB recordings
4. Writing exercises
5. Interviews-simulated and actuality
6. Research and scripting of radio documentary/feature/drama
7. Production of radio discussions
8. Presentation of various types of programmes
9. Production of social messages (max 30 seconds)
10. Production of radio documentary/feature
11. Preparation of audience profile
12. End Product

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

Instructions for External Examiner for Oral & Practical Examination

A.	Students to be evaluated on the basis of the individual and group production work undertaken during the semester. (15marks)
B.	The examiner should also interview the student to find out his/her level of understanding of radio as a medium and his/her skills in audio production. (15 marks)
C.	Final Production for Evaluation : Students in group will produce a 10 minutes of radio production (Feature/ Documentary/ Play/Celebrity Interview) and 30 seconds Spot/Jingle. Public Service Announcement The examiner will listen to the radio programmes produced by the students. (30 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

THIRD SEMESTER

OPERATION AND HANDLING OF VIDEO EQUIPMENT

Course Code : BJ(MC) 255	L : 0	T/P : 4	CREDITS : 2
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Objective of the Course: On completion of the course students should be able to:

1. Develop the competency to handle video camera
2. Compose shots
3. Shoot appropriate visuals for video programmes
4. Use lights effectively inside and outside the studio
5. Use audio equipment appropriately
6. Conceive and produce a video programme

Exercises on Camera

- i. operation and handling of video camera
- ii. Basic camera movements
- iii. Composition of different shots

Exercises in Lighting

- i. Different types of lights used in videography
- ii. Use of filters and reflectors

Exercises in Sound

- i. Use of different types of microphones for indoor and on location video recordings.

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

Instructions for External Examiner for Oral & Practical Examination

A.	Students will be evaluated on the basis of file & soft copy of exercises / assignments done during the semester. (45marks)
B.	The examiner will also interview the students to find out his/her level of understanding of camera, lights and sound. (15 marks)
Maximum Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FOURTH SEMESTER
TELEVISION JOURNALISM AND PRODUCTION

Course Code : BJ(MC) 202	L : 5	T/P : 0	CREDITS : 5
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Objectives of the Course : On completion of the course students should be able to :

1. Explain the salient features of TV as a medium
2. Describe the process of gathering news and report for TV.
3. List the stages of production of a video program
4. Describe the steps involved in editing of a video program

Marks for Internal Assessment : 25

Unit-I [TV as a medium]

L-10

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 [TV News Gathering]

L-20

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]

L-20

1. Steps involved in production & utilisation 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]

L-10

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

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

Course Code : BJ(MC) 204	L : 5	T/P : 0	CREDITS : 5
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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. Differentiate between advertising as communication, marketing and PR tool.
4. Explain the working of an ad agency

Marks for Internal Assessment: 25

Unit I [Introduction]

L-15

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
6. Ethical & Regulatory Aspects of Advertising

Unit II [Advertising as a tool & process]

L-15

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]

L-15

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.
4. Characteristics, Advantages & Disadvantages of
 - i. Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media
 - ii. Print Media – Newspaper, Magazines
 - iii. Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in-flight
 - iv. Direct marketing

Unit IV [Ad Agency Structure & Functions]

L-15

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

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 & Kirkpatrik 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

PUBLIC RELATIONS

Course Code : BJ(MC) 206	L : 4	T/P : 0	CREDITS : 4
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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.

Marks for Internal Assessment : 25

Unit-I [Public Relations]

L-12

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda
4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - professionalism, PRSI

Unit-II [Tools & Techniques]

L-12

1. Tools and techniques of Corporate Communication
2. News release - seven point formula
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Unit – III [Role of PR]

L- 14

1. Role of PR in developing countries
2. Role of PR in Educational and Research Institutions
3. Role of PR in Rural Sector
4. Role of PR in Defence
5. Role of PR in Political and Election Campaigns
6. PR for Individuals

Unit-IV [PR Campaign]

L-10

1. Finding a problem
2. PR campaign - programme planning, evaluation
3. Research in PR

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

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. Wilcoxe & Glen T Cameron Public Relations, Pearson, New Delhi

FOURTH SEMESTER

NEW MEDIA

Course Code : BJ(MC) 208	L : 4	T/P : 0	CREDITS : 4
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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]

L-12

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]

L-14

- 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]

L-14

- 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]

L-8

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
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, 4th edition ISBN 0240804295

**FOURTH SEMESTER
TELEVISION JOURNALISM AND PRODUCTION LAB**

Course Code : BJ(MC) 252	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course : On completion of the course students should be able to:

1. To prepare a video brief
2. Handle various aspects of TV production and direction
3. Write scripts for TV
4. Use sound and light
5. Apply production and post-production technique effectively to produce a video program.

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. Production schedule
6. Budget
7. Floor plan
8. Lighting plan
9. Shooting script
10. Production of a programme
11. Post production

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. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students need to be evaluated on the basis of the production file & soft copy and programme (Fiction/Non-Fiction) made by them to be submitted in mini DV & DVD format. (45 marks)
B.	Questions regarding various stages of production and subject matter of the programme may be asked so as to assess the level of understanding of the student(15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

**FOURTH SEMESTER
PUBLIC RELATIONS LAB**

Course Code : BJ(MC) 254	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On completion of the course students should be able to:

1. Plan, design and implement PR tools effectively.
2. Prepare presentations
3. Write press release, speeches, memos and notices

Exercises/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. Organise press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of a 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. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	A student should be evaluated on the basis of assignments undertaken by him/her during the Ad & PR kept and preserved in a file & soft copy. (45 marks)
B.	The examiner should also interview the student to find out his/her level of understanding of Ad& PR.(15 marks)
Max Mark s	The marks prescribed for evaluating a student by the External Examiner are 60.

FOURTH SEMESTER

NEW MEDIA LAB

Course Code : BJ(MC) 256	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course : On completion of the course students should be able to:

1. Use search engines effectively
2. Design and Develop a website

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 a files & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students will be evaluated on the basis of individual and group assignments undertaken by him/her during the semester. The examiner will see the website (hard & soft copy) made by the students. (45 marks)
B.	The examiner should also interview the student to find out his/her level of understanding of new media as a medium and his/her skills in web designing. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FIFTH SEMESTER
ADVERTISING PRACTICES

Course Code : BJ(MC) 301	L : 5	T/P : 0	CREDITS : 5
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Objectives of the Course: On completion of the course students should be able to:

1. Define and explain advertising objectives.
2. Identify various types of advertising budget.
3. Design an advertising campaign.
4. Identify various styles of copywriting
5. Describe the process from copy to production

UNIT I [Integrated Marketing Communication]

L-10

1. Integrated Marketing Communication: Definition & concepts
 - i. Public relations
 - ii. Salesmanship
 - iii. Publicity
 - iv. Sales promotion
 - v. Marketing public relations
 - vi. Direct marketing
 - vii. Rural marketing
2. Advertising as marketing tool
 - i. The product marketing process
 - ii. Market segmentation process
 - iii. Target marketing process
 - iv. Advertising and product, price, place and promotion element.
3. Advertising as PR tool
 - i. PR, Publicity & Corporate Advertising
 - ii. PR technologies implemented in advertising

UNIT II [Account planning]

L- 20

1. Define strategy and its role and relevance
2. Elements of Marketing plan
3. Plan advertising campaign (the planning cycle), USP,
4. Marketing objectives v/s advertising objectives
5. Setting the advertising objectives
6. Good objective setting
7. Direct and Indirect objectives
8. Advertising strategy
9. Advertising Campaign, various stages of Advertising Campaign
10. Budgeting process: budgeting & appropriation of fund
11. Factors affecting advertising budget, methods of setting advertising budgets
12. Concept & stages of Branding, brand management, brand image
13. Role of Advertising: Product life cycle, segmentation brand positioning, brand equity
14. Account Planning , pitching & presentation preparation

Unit III [Creative strategy to Development]**L-15**

1. Concept of creativity
2. Idea generation
3. The creative brief
4. Advertising Research: Consumer, Market & Product
5. Types of copy, how to prepare ad copy
6. Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video
7. Story board, audio-video copy formats
8. Production process of print copy – thumbnail, roughs, comprehensive, mechanical
9. Role of colours, photographs, computer graphics, artwork
10. Appeals in Advertising
11. Production process for audio and video copies – pre production, production and post production

UNIT IV [Media Planning]**L-15**

1. Media agencies: definition, need and importance
2. Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery
3. Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP
4. Uses and importance of media planning software: TAM, INTAM, IRS, NRS
5. Avenues for retail merchandize: point of purchase, point of sale
6. Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing.

Instructions for Paper Setter/Morderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

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 |

FIFTH SEMESTER

EVENT MANAGEMENT : PRINCIPLES AND METHODS

Course Code : BJ(MC) 303	L: 4	T/P : 0	CREDITS : 4
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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

Marks for Internal Assessment: 25

Unit-I [Events :Need and Management]

L-12

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]

L-12

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]

L-12

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]

L-12

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

Instructions for Paper Setter/Morderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

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

FIFTH SEMESTER
MEDIA RESEARCH

Course Code : BJ(MC) 305	L : 5	T/P : 0	CREDITS : 5
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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.

Marks for Internal Assessment : 25

Unit-I [Research and its Designs]

L-10

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]

L-20

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]

L-10

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]

L-20

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

FIFTH SEMESTER

ENVIRONMENT COMMUNICATION

Course Code : BJ(MC) 307	L: 3	T/P : 0	CREDITS : 3
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Objective of the Course : On completion of the course students should be:

1. Sensitised to the environmental issues so as to enable them to include these issues in their media productions.

Marks for Internal Assessment : 25

Unit 1: [Media and the Environment]

L-12

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]

L-12

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]

L-12

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]

L-12

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

Instructions to Paper Setter/ Evaluator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

- | | |
|-----------------------------------|--|
| 1. P. C Joshi & Namita Joshi | A Text Book of Environmental Science, A. P. H. Pub. New Delhi , ISBN 81-313-0456-3 |
| 2. Dr B. S Chauhan | Environmental Studies, Laxmi Publication |
| 3. Anubha Kaushik & C. P. Kaushik | Environmental Studies, New Age International |

FIFTH SEMESTER
FUNCTIONAL EXPOSURE REPORT

Course Code : BJ(MC) 309	L : 0	T/P : 0	CREDITS : 4
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Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report [FER] alongwith the Powerpoint Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted alongwith a soft copy of the Power Point Presentation, at least 4 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 Vice-Chancellor.

FIFTH SEMESTER
ADVERTISING LAB

Course Code : BJ(MC) 351	L: 0	T/P : 4	CREDITS : 2
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Objective of the Course : On completion of the programme students should be able to plan, design and develop Ad campaigns

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

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. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students should be evaluated on the basis of assignments file & soft copy prepared by them (20 marks)
B.	Due weightage should be given to the research, formulation and planning of the project prepared by students during the semester. (20 marks)
C.	The examiner should also interview the student to find out his/her level of understanding of advertising. (20 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FIFTH SEMESTER
EVENT MANAGEMENT LAB

Course Code : BJ(MC) 353	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course: On the completion of the course students should be able to:

1. Prepare an event brief
2. Plan, organize an event or exhibition.
3. Develop relevant print and display material
4. Develop minute-to-minute programme
5. Develop crisis management plan

Exercises/Assignments:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

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

Internal Assessment: Students should be evaluated on the basis of the event organised and the jobs performed by him/her. Students should maintain a file & soft copy of their assignments/jobs done duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students should be evaluated on the basis of assignments undertaken by him/her during the semester, kept and preserved in a file & soft copy. Also on the basis of report prepared by him/her after organizing an event. (45 marks)
B.	The examiner should interview the student to find out his/her level of understanding of event management. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FIFTH SEMESTER
MEDIA RESEARCH LAB

Course Code : BJ(MC) 355	L : 0	T/P : 4	CREDITS : 2
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Objectives of the Course : On completion of the course student should be able to:

1. Apply research techniques in media studies.
2. Conduct media research
3. Write research project

Exercises/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. The marks prescribed for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

A.	Students will be evaluated on the basis of assignments prepared by him/her. (20marks)
B.	Due weightage should be given to the research project prepared by the student during the semester. (20 marks)
C.	The examiner should also interview the student to find out his/her level of understanding of research methodologies, review of literature and collected data. (20 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

**SIXTH SEMESTER
MEDIA ORGANISATION AND MANAGEMENT**

Course Code : BJ(MC) 302	L : 4	T/P : 0	CREDITS : 4
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Objectives of the Course: On completion of the course students should be able to:

1. Describe the principles and functions of management
2. Enumerate leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation viz-viz various media

Marks for Internal Assessment : 25

Unit-I [Management : Functions & Principles]

L-12

1. Management – Definition, Nature, Principles and Need for Management
2. Management Functions
3. Responsibility, Authority and Accountability of Management
4. Planning – Definition, process and importance, organizing, directing and controlling
5. Human Resource Planning

Unit-II [Behaviour and Leadership]

L-12

1. Foundations of behaviour – Attitudes, Personality and Learning
2. Leadership – Importance and major types
3. Motivation and Conflict management

Unit-III [Media Organizations : Structure and functions]

L-12

1. Media Organisations : Meaning, Nature, process and importance
2. Ownership patterns of media organizations
3. Organisational structure of media organizations : Print/Electronic and their functions
4. Cross media ownership, conglomerates

Unit-IV [Economics of Media Organisations]

L-12

1. Economics of newspapers
2. Electronic and Print media organization – cost and revenue relationship
3. FDI in media
4. Establishing a media organization – steps involved
5. Importance of entrepreneurship and fund-raising

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

1. Hargie O, Dickson D, TourishDenis Communication Skills for Effective Management, Palgrave Macmillan, India
2. Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi
3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
4. Albarran, Alan B Media Economics, Surjeet Publication, New Delhi

SIXTH SEMESTER
CONTEMPORARY ISSUES

Course Code : BJ(MC) 304	L : 5	T/P : 0	CREDITS : 5
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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.

Note : In order to fulfill the objectives the students need to do assignments, presentations, discussions and hold seminars.

Marks for Internal Assessment : 25

Unit-I [Indian Foreign Relations]

L-20

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]

L-20

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]

L-10

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

Unit-IV [Global Issues]

L-10

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings:

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

SIXTH SEMESTER
GLOBAL MEDIA SCENARIO

Course Code : BJ(MC) 306	L : 4	T/P : 0	CREDITS : 4
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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

Marks for Internal Assessment : 25

Unit I [Global Communication: Historical Perspective] L-10

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] L-18

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] L-10

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] L-10

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

Instructions for Paper Setter/Moderator

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	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
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.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

Suggested Readings :

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

SIXTH SEMESTER

FINAL PROJECT

Course Code : BJ(MC) 352	L : 0	T/P : 0	CREDITS : 12
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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

Course Code : BJ(MC) 354	L : 0	T/P : 0	CREDITS : 4
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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.

SunRise University