

Guru Gobind Singh Indraprastha University

Bachelor of Journalism [Mass Communication]

Updated Syllabus of BJ(MC)
enforced w.e.f August 2005

FIRST SEMESTER EXAMINATION

Course Code	Paper	L	T/P	Credits
BJ(MC) 101	Language Skills : English	2	2	4
BJ(MC) 103	Indian Government and Politics	5	-	5
BJ(MC) 105	Indian Economy and Reforms	4	-	4
BJ(MC) 107	Principles of Communication	5	-	5
BJ(MC) 109	Design & Graphics	4	-	4
<u>Practical</u>				
BJ(MC) 151	Communication Lab	-	4	2
BJ(MC) 153	Design & Graphics Lab	-	4	2
Total		20	10	26

FIRST SEMESTER
LANGUAGE SKILLS : ENGLISH

Course Code : BJ(MC) 101	L : 2	T/P : 2	CREDITS : 4
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Objective of the course : To enhance students' knowledge and understanding of the rules of grammar and their application. Also to polish their writing skills so as to enable them to write grammatically correct English with clear expression and thought.

Marks for internal assessment : 25

Unit-I [Grammar]

L - 8
T/P - 8

1. Subject - verb agreement
2. Tenses
3. Active and Passive voice
4. Reported speech
5. Preposition
6. Conjunction
7. Effective sentence conjunction
8. Synthesis

Unit-II [Reading Skills]

L - 7
T/P - 5

1. The sub skills of reading : scanning, skimming, intensive and extensive reading
2. Answering question on comprehension passage involving all the sub skills of readings
3. Vocabulary with special emphasis on vocabulary used in journalistic writings; phrasal verbs and idioms.

Unit-III [Writing Skills]

L - 6
T/P - 8

1. Composing and effective paragraph using cohesive devices [Single idea]
2. Persuasive writing
3. Letter writing [specially business correspondence relevant for media professionals
4. Applications, official memo and minute book
5. Making an abstract/precise [identifying key ideas]

COURSE CODE : BJ(MC) 101

Unit IV [Advanced writing]

**L - 6
T/P - 8**

1. Writing a report [using facts/data/details]
2. Summarising a report/article/editorial
3. Letters to the editor
4. Writing a review [of a book, cultural event]

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, No compulsory question
Question setting	2 questions from Unit I, one question each from Unit II, III & IV
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.
Distribution of marks	A question can have 2 or more parts. Each part should be assigned marks as per its importance as also the expected length [word limit] and the time required in writing the answer
Special feature of the paper	Testing the grammatical rules and command over language and expression

Suggested Readings :

1. Horby A. S. Guide to Patterns and Usage in English, ELBS Oxford Uni Press 1983
2. Prof. Sreedharan V.S. How to write correct English, Goodwill publications, New Delhi 2000
3. Pal Rajenda and Korlahalli J.S. Essentials of English and Business Communication, S.Chand 2002
4. Robey, Cora L. New Handbook of basic writing skills, Harcourt College Pb. Orlando 2002
5. Taylor, Shirley. Communication for Business, Pearson Education Ltd., Edinburgh gate, Hareon, Essex, England
6. R. Michelson, Sentences, IIVY Publishing House, New Delhi-95

FIRST SEMESTER
INDIAN GOVERNMENT & POLITICS

Course Code : BJ(MC) 103	L : 5	T/P : 0	CREDITS : 5
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Objective of the course : To enable the students understand the Indian political system, functioning of democratic institutions and electoral system. Also to make them aware of contemporary political issues and motivate them to brainstorm on such issues.

Marks for internal assessment : 25

Unit-I [Indian Constitution]

L-12

1. Making of Indian Constitution-Act of 1935
2. Constitution-Preamble, salient features
3. Debates in Constituent Assembly
4. States and Union Territories
5. Citizenship
6. Fundamental Rights
7. Fundamental Duties
8. Directive Principles of State Policy

Unit-II [Three Pillars of Democracy]

L-18

1. President-Election, powers
2. Vice President - Election, functions
3. Prime Minister, Council of Ministers, Cabinet, Ministries
4. Governor and Lt. Governor-Appointment, powers
5. Chief Minister - Ministers and Ministries
6. Parliament - Composition of Lok Sabha and Rajya Sabha
7. Legislative business of Parliament - Bills and Acts
8. Parliamentary Committees
9. Presiding Officers of upper and lower House
10. State legislature - Vidhan Sabha and Vidhan Parishad
11. Supreme Court - Functions and Powers
12. High Court - Functions and Powers
13. Lower judiciary

Unit-III [Electoral System]

L-16

1. Election Commission - composition and functions
2. Representation of the People Act 1951-Important provisions, amendments & SC judgments
3. General Elections, Mid-Term Elections, By Elections
4. Elections of Lok Sabha, Vidhan Sabha
5. Elections of Rajya Sabha, Vidhan Parishad
6. Constituencies - Lok Sabha and Vidhan Sabha, reservation of seats
7. Multi Party System - National and Regional Parties, Grant of status and symbols
8. Major political parties and alliances, their ideological bend
9. Electoral Reforms - Electoral lists, EVMs, Voter ID Cards, Nomination paper and its enclosures [Details of assets and criminal record]

COURSE CODE : BJ(MC) 103

10. Opinion & exit polls - Legal and ethical aspects, their impact
11. Decentralisation and devolution of powers : Local Self Governance - three tiers
12. Panchayati Raj Act - Important Provisions and amendments
13. State Election Commissions
14. Election of Municipalities & Panchayats

Unit-IV[Political Issues & Debates]

L-18

1. Politics concerning caste, religion and minorities
2. Communalism - religious divisive forces & fundamentalist organisations
3. Secularism - pseudo secularism and Sarva dharma Sambhav
4. Corruption in politics - Lokpal debate, Lokayukta and jurisdiction of CVC
5. Political Defections - Anti Defection Act Law 1985 amended in 2003
6. Universal adult franchise - Debate on making voting compulsory V granting the right not to vote, demand for right to recall people's representatives
7. Debate on reservation of seats for women in Parliament
8. Criminalization of politics - nexus of politicians and criminals
9. Bureaucracy - its nature and present status, red-tapism corruption and bureaucratic clutches
10. Judicial activism, Public Interest Instigations
11. Fight between judiciary and legislature : Who is supreme ?
12. Terrorism - its various forms , State terrorism; insurgency in Kashmir, North East and elsewhere
13. Legal measures to curb terrorism - legislations and repeal of Acts like NSA, TADA and POTA
14. Armed Forces [Special Powers] Act 1958 and Disturbed Areas Special Courts Act 1976 - Relevance of these Acts
15. Political efforts to tackle terrorism - Negotiations with insurgent groups, Peace Accords, Ceasefires, Amnesty granted to terrorists & their rehabilitation, Acceptance of demands
16. Genesis of Naxalite Movement - its present forms, MCC, PWG and other organisations

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

COURSE CODE : BJ(MC) 103

Suggested Readings :

1. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001
2. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
3. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
4. D. D. Basu An introduction to the Constitution of India
5. J.C. Johri Indian Political System
6. Parth Chatterjee State and Politics in India, Oxford University, Press

FIRST SEMESTER
INDIAN ECONOMY & REFORMS

Course Code : BJ(MC) 105	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : To enable the students understand the fundamentals of Indian economy planning and development. Also to broaden their perspective with regard to Budgeting financial sector and stock markets.

Marks for internal assessment : 25

Unit-I [Economic Fundamentals] L-14

1. Meaning of economy - Market, command and mixed economy
2. Impediments to development
3. Nature of Indian economy
4. Public sector in economic development
5. Economic planning in India : Objectives, centralised V decentralised planning, features of a planned economy
6. Privatisation wave in the world and attempts at privatisation in India
7. GDP as indicator of development
8. Infrastructure development, reforms in various sectors

Unit-II [Foreign Trade] L-14

1. Importance of foreign trade for a developing economy
2. Composition and direction of India's Foreign Trade
3. India's balance of payment crisis
4. BOP and new economic reforms of 1991
5. Export-Import Policy [2002-2007]
6. FDI and FII policy in India
7. Note on FEMA

Unit-III [Financial Sector] L-12

1. Indian Financial System : An overview
2. RBI, Public Sector, Private, Cooperative and Regional Rural Banks
3. Reforms in banking sector[1992-2004]
4. SEBI and Capital Market Reforms
5. Inflation and monetary policy
6. Foreign Exchange Reserve – its importance and use

Unit-IV [Revenue and Taxation] L-14

1. Different sources of revenue for public sector
2. Classification of taxes
3. New Economic Policy 1991
4. Tax Reforms – Kelkar Committee Report
5. VAT – The concept and implementation
6. The economic content of common minimum programme
7. An overview of budget – expenditure and revenue
8. Expenditure policy – Pay Commission, Finance Commission
9. Disinvestment policy

Course Code : BJ(MC) 105

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. R. Datt & K.P. M Sundham
2. Uma Kapila

3. S.K. Mishra & V.K. Puri

Indian Economy, S. Chand, 2004
Understanding the problems of
Indian Economy,
Academic Foundation 2004
Problems of Indian Economy
Himalaya Publishing House

FIRST SEMESTER

PRINCIPLES OF COMMUNICATION

Course Code : BJ(MC) 107	L : 5	T/P : 0	CREDITS : 5
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Objective of the course : To enhance the knowledge of the students with regard to fundamentals of communication and its various forms. Also to make them understand communication theories and models so as to develop a broad understanding of the concepts and process of communication.

Marks for internal assessment : 25

Unit-I [Fundamentals of Communication] L-16

1. Communication - Meaning and definition, objectives, scope and functions
2. Seven Cs of Communication
3. Process of communication - elements of the process sender, message, medium, receiver and feedback
4. Forms of communication
 - a. Intra personal Communication
 - b. Inter personal Communication
 - c. Group Communication [Public, Crowd, Small Group]
 - d. Mass Communication
5. Verbal Communication
 - a. Meaning & Barriers in Verbal Communication
 - b. Elements of speech communication
 - c. Language, Sub-Language & Culture
6. Non Verbal Communication
 - a. Body communication - Body language, Facial expressions
 - b. Space Communication - Physical environment
 - c. Silence, Paralanguage & Temporal communication
7. Effective Communication and barriers of communication

Unit-II [Mass Communication] L-16

1. Mass Communication - Meaning, definitions, characteristics and features
2. Functions of mass communication
3. Mass Communication and mass culture
4. Normative Theories of press
 - a. Authoritarian Theory
 - b. Libertarian Theory
 - c. Soviet Communist Theory
 - d. Social Responsibility Theory
 - e. Other Theories: Development Media theory & Democratic Participant Media Theory
5. Impact/influence of mass media
6. Social Influence or Identification Theory
7. Mc Luhan's Theory

COURSE CODE : BJ(MC) 107

Unit-III [Communication Theories]

L-16

A. Psychological Theories

1. Hypodermic Needle Theory
2. Two-step theory
3. Multi-step communication
4. Individual Difference Theory
5. Personal Influence theory
6. Selective Exposure, Selective Perception & Selective Retention Theory

B. Sociological Theories

1. Play Theory
2. Commercial Theory
3. Uses & Gratification Theory
4. Cultivation Theory
5. Dependency Theory
6. Agency Setting Theory

Unit-IV [Models of Communication]

L-16

1. SMCR Model
2. Shannon & Weaver Model
3. Schramm's Model
4. Osgood Model
5. Laswell Model
6. Dance's Helical Model
7. New Comb's Model
8. Gate Keeping Model
9. Gerbner's Model
10. Convergence Model

Instructions to paper setter/evaluators

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. De Fleur, m Theories of Mass Communication, 2nd Edition, New York; David Mc Kay, 1970
2. Siebert, Fred S., Peterson Theodire B. and Sehramm W. Four Theories of Press, Urbana, University of Illionois Press, 1856
3. Berlo, D.K. The Process of Communication, New York : Halt Renehart and Winston, 1960.
4. Klapper, J.T. The effects of Mass Communications, New York Free Press, 1960
5. Sehramm, W. The Process and effects of Mass Communication, University of Illionois Press, 1954
6. Narula, Uma Mass Communication Theory and Practice, Haranand Publication, New Delhi, 1994
7. Keval J Kumar Mass Communication in India, Jaico Publishing House, Mumbai, 2001
8. C. S. Rayadu Communication, Himalaya Publishing House, Mumbai
9. Aubrey B Fisher Perspective Human Communication Macmillan Publishing Co. New Delhi
10. Singh Dharmendra Mass Communication and Social Development, Adhyayan Publications and Distributors, New Delhi 2004
11. Uma Joshi Text Book of Mass Communication and Media Anmol Publications Pvt. Ltd. New Delhi
12. K Ravindaran Hand Book of Mass Communication, Anmol Publication, New Delhi

FIRST SEMESTER

DESIGN & GRAPHICS

Course Code : BJ(MC) 109	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : To educate the students with regard to theory of design an graphics, printing technology, colour section and layouting. Also to give them an overview of computer mediated design which could further be developed when they shall have a full-fledged paper on computer in II Semester.

Marks for internal assessment : 25

Unit-I [Principles of Design & Graphics]

L-12

1. Concept and theory of Design and Graphics
2. Basic elements and principles of graphics
3. Design and layout

Unit-II [Printing & Typography]

L-12

1. Typography : Physical form, aesthetics and function, fonts
2. Printing methods - Letter press, cylinder, Rotary Gravure Screen, Offset, Plate making
3. Printing paper - Kinds, varieties, sizes, calculation, making choices
4. Printing process - Prepress, on press , Post press

Unit-III [Visuals and colours]

L-12

1. Visuals : Physical forms, function, editing
2. Colour : Physical forms, psychology, colour scheme and production
3. Magazine layout, pagination, designing various parts
4. Layout of broadsheet and tabloid

Unit-IV[DTP & Multimedia]

L-12

1. Computer Mediated Design : An overview
2. Multi media : Characteristics and function
3. Designing concepts in TV [News channel's screen] and websites [front page]

COURSE CODE : BJ(MC) 109

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. K.S. Duggal
2. A.K. Dhar
3. N. N. Sarkar

4. N.N. Sarkar

Book Publishing
Printing and Publishing
Art and Production, Sagar Publishers, New Delhi,
2001
Designing Print Communication, Sagar Publishers,
New Delhi, 1998

FIRST SEMESTER

COMMUNICATION LAB

Course Code : BJ(MC) 151	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To enhance communication skills by undertaking various kinds of exercises, based on different modes of communication as stated below.

Exercises/Assignments

1. Intrapersonal Communication

- a. Thinking on a topic assigned
- b. Expressing the same - orally and in writing
- c. Speaking and thinking simultaneously and finding out faults himself/herself

2. Interpersonal Communication

- a. Conducting dialogue on some issue/topic
- b. Assessing the agreement reached after the dialogue

3. Group Communication

- a. Group discussion on an assigned topic
- b. Newspaper reading and analysing important stories

4. Mass Communication

- a. Listening radio programmes and reviewing them
- b. Watching TV programmes and reviewing them

5. Verbal Communication

- a. Writing on a given topic
- b. Debate
- c. Extempore
- d. Just-A-Minute

6. Non-Verbal Communication

- a. Gestures - Facial expressions, eye movement
- b. Postures - Body movement
- c. Silence for communication
- d. Dumb Charade
- e. Ad-Mad

7. Presentation

- a. Five-minute presentation on a given topic
- b. Use of charts, flip charts, flash cards, transparencies permitted
- c. The exercise should be repeated
- d. Final presentation is to be made before external examiner

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 to Practical [External] Examiner

a.	<i>Students need to be judged on the basis of the presentation that they make before the examiner.</i>
b.	Some weightage could be given to the assignments done by the students during the semester which they produce before the examiner
c.	Besides, questions pertaining to the subject can be asked by the examiner.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

FIRST SEMESTER

DESIGN & GRAPHICS LAB

Course Code : BJ(MC) 153	L : 0	T/P : 4	CREDITS : 2
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Objective of the course: To develop creative skills for the designing and production of print material. The following exercises should be undertaken for the purpose.

Exercises/Assignments

1. Visualising concepts and ideas
2. Designing, Layouting of leaflet, bookmark, pamphlet, brochure, folder, letter head
3. Designing flash cards, flip charts, posters
4. Designing of Cover page of a magazine
5. Designing centrespread of a magazine
6. Designing front page of a broadsheet daily
7. Designing front page of a tabloid
8. Developing story books
9. Such other exercises as the faculty in charge may deem fit
10. Visit to printing press of various kinds, preparing report

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 to Practical [External] Examiner

a.	Students need to be judged on the basis of print material designed and produced by the students during the semester which they present before the examiner.
b.	Also on the basis of questions pertaining to the subject asked by the examiner.
Max. Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

SECOND SEMESTER

LANGUAGE SKILLS – HINDI

Course Code : BJ(MC) 102	L : 3	T/P : 2	CREDITS : 5
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ikB;Øe dk mnas; ; fighh Hk'k dksy dsbl ikB;Øe dk mnas; fo/MFiz la dks fghh 0; kdj .k dsfu; eka lsvoxr djuk gsrfd osyflu eaHk'k dh 'ki) dsifr lps jga bl dk mnas; ; i=dkjrk dh foHku fo/kv/eaesyflu dk vH;kl djuk rFk vuqkn ean(rk dsfy, ijr djuk Hh gB vkrfid eW;ku dsfy, 25 val fu/Mjr gB

vuqkn&1 [vuqkn]

L-6 , T/P-4

- 1- vuqkn dk vFz vls ifjHk'k, vuqkn ds izkj
- 2- vuqkn dsmidj.k vls lEl;k,a
- 3- i=dkjrk ea vuqkn
- 4- vxzth lsfghh fghh lsvzth vuqkn

vuqkn&2 [0; kdj .k]

L-6 , T/P-4

- 1- 0; logkjd 0; kdj .k
- 2- 'kn vls okD; dsfofo/k : i
- 3- fojke folbdk izlx
- 4- orzh % 'kn 'ki) vls okD; 'ki) dsfu;e
- 5- 'knkoyh dk eludhij .k
- 6- okB; la vls eglojs & egro] izlx

vuqkn&3 [efm;k dh Hk'k]

L-8 , T/P-2

- 1- Hk'k % vH;fDr dk lku vls ml dh iwzrk dk rRo
- 2- lfgR; d Hk'k vls i=dkjrk dh Hk'k
- 3- l ekpj i= dh Hk'k dh fo'k'Vrk
- 4- jBM; lsvls vsyfofu dh Hk'k
- 5- u, efm;k dh Hk'k
- 6- Hk'k dsfofkl eaefm;k dk ;lxku

vuqkn&4 [fo'k'V yflu]

L-8 , T/P-8

- 1- lalndh; @vxyk & Lo: i vls yflu
- 2- lalndh; i"B dk eq; yfk
- 3- lRfhk yflu] ieqk lRfhk vls mudsyfld
- 4- rRkfyd fo'k; la ij yf[k;j'Vh; vls vUrjzVh; ?MukDe la ij yflu
- 5- foopulRed] 'k'kij yf[k;jktulfrd] vkrfd] lkeftd vls okB;ud fo'k; la ij yflu
- 6- lalnd dsuke i= & egro vls yflu

vuqkn&5 [fofo/k yflu]

L-8 , T/P-8

- 1- Qhpj & izkj] egro vls yflu
- 2- lKk'k & izkj] egro vls yflu
- 3- iqr d lfhk
- 4- lxr] ulkd vls ur; izrfr] fp= in'kz dh lfhk

- 5- jBM; ks v[š] Vroh dk; Øelø fOYelødh l ek{k
- 6- l fgr; dh foHku fo/kuk; dfor[k] dgku] j[škp=] ;k-k oMk v[fn dk y[š]ku
- 7- l k[ftd l ækk; jgu&lg] thou 'k[š] OSku v[fn ij y[š]ku
- 8- /Mež] l k[ftd l ekjg[ø]v[š] R; k[š]k l ækk y[š]ku

Course Code : BJ(MC) 102

ijk[ld dsfy, funžk

v[fdre v[ø]	75
le;	3 ?k
dy izu	5 izu] iR;sl izu 15 v[ø] dk
izulæck læktu	Bl iB;Øe ds i[kp vut[kx g[š] iR;sl vut[kx l s,d izu dk læktu vfuok;Zg[š]
p;u dh lfp/k	vut[kx l s izulæck læktu bl iz[kj fd;k tk, fd fo/MFZ; k d s izu eagh v[š]fjd p;u dh lfp/k fey l d[æ]
v[ø]s dk foj.k	;fn izu ea y[ek mlkj v[š]r g[š] r[š] og 15 v[ø] dk g[š]k[æ] izu ds n[š] H[kx g[š]s ij iR;sl H[kx 7½ v[ø] dk] rhu H[kx g[š]s ij iR;sl H[kx 5 v[ø] dk] i[kp H[kx g[š]s ij iR;sl H[kx 3 v[ø] v[š] v[š] Ng H[kx g[š]s ij iR;sl H[kx 2½ v[ø] dk g[š]k[æ]
'k[š] l[ek]	;Fkl h[ø] mlkj dh 'k[š] l[ek fu/M[š]r dh tk, A 'k[š] dh l[ek v[š] v[ø]k[æ] ds forj.k ea l[æ]d; H[h] oMv g[š]
vfuok;Z izu	igyk izu vfuok;Z izu g[š]k[æ] t[š] vut[kx&t ij v[š]r g[š]k[æ] b[æ]n[š] [k.M g[š]k[æ] [k.M v ½ v[ø]½ ea vuq[š]n dk ,d i[š]k fn;k tk, x[æ] [k.M c ¼ v[ø]½ ea y[š]ku izu i[n]k tk, x[æ]
iB;Øe dh fo'k[š]rk	vuq[š]n v[š] y[š]ku bl iB;Øe dh fo'k[š]rk g[š] vuq[š]n ds eg[ø] d[š];ku ea j[kd] gh b[æ]n[š] i[kp vut[kx j [š]x;sg[š]t[æ]d v[ø]; iB;Øe ea p[k] vut[kx læck i[ø]/ku g[š]

Suggested Readings :

- 1- Mk- th ,y l y[kpuk] Mk- vutrk x[æ]y/h
 - 2- Mk- d[š]k'k p[š]h H[š]v; k] j p[š]k H[š]v; k
 - 3- th x[š]hul[ku] , l d[æ]l[ø]k
 - 4- Mk- l[æ]t[ø] H[kuk[ø]
 - 5- Mk- fu'W[š]r fl g
 - 6- Mk- v[ø] x[š]rk
 - 7- Mk- g[š]j[ø]gu
 - 8- Mk- ek;k iz[k]k ik.Ms
 - 9- j[š]soj
- l j y 0; kdj.k , oa i= y[š]ku x[š]rk iz[k]ku] g[š]j[ø]k[š]n] 1999
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SECOND SEMESTER

PRINT MEDIA : GROWTH AND CONTEMPORARY TRENDS

Course Code : BJ(MC) 104	L : 5	T/P : 0	CREDITS : 5
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Objective of the Course : To develop a deep understanding of Indian Journalism and its value system by telling the students all about growth of journalism, prominent newspapers and legendary editors. Also to keep the students update by discussing contemporary trends in Indian print media.

Marks for internal assessment: 25

Unit-I [History of Journalism]

L-20

1. Genesis of printing and initial publications in India
2. James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay
3. Raja Ram Mohan Roy and James Silk Buckingham
4. Growth of Indian language press – Bangla, Marathi and other
5. Hindi and Urdu journalism - prominent newspapers and their editors
6. Role of newspapers in freedom struggle, Curbs on press freedom by British rulers
7. A brief account of prominent English newspapers and their editors
8. Mahatama Gandhi and his journalism

Unit-II [Post Independence Journalism]

L-16

1. Print media scenario during initial years of freedom
2. A brief account of newspapers which survived and expanded after 1947
3. Growth of English journalism and its future
4. Expansion of Hindi and other Indian languages newspapers and their present status
5. Popular News magazines, light reading periodicals
6. Thematic publications, research journals and trade magazines
7. An introduction of eminent contemporary journalists, editors and columnists - Khushwant Singh, Kamleshwar, Kuldip Nayyar, Dileep Padgaonkar, Shekhar Gupta, Chandan Mitra, Vir Sanghavi, M J Akbar, Saed Naqvi, Tavleen Singh

Unit-III [News Agencies & Press Organisations]

L-14

1. Birth and growth of news agencies in India
2. Formation and dismantling of Samachar
3. PTI and UNI - their set up, functions and role
4. Hindi and language services of news agencies
5. International News Agencies - Reuters, AP, AFP and UPI, their set up and operations in India
6. Private news agencies and Feature services/syndicates - INFA, Publication Syndicate, PTI Features, PIB Features and others
7. Photo Agencies - Services provided by Indian and Foreign News Agencies and Photographers' Syndicates
8. Media Organisations – PIB, ABC, INS, PII, ILNA, AINEC, Editors Guild, IFWJ, NUJ etc.

COURSE CODE : BJ(MC) 104

Unit IV [Contemporary Trends]

L-14

1. Three modes of daily journalism
2. Agenda setting functions of media
3. Objectivity and fairness in news
4. Bias/slant in news, planted stories
5. Campaign Journalism
6. Advertorials, PR news
7. Stories of high interest, celebrity journalism, page-3 journalism
8. Yellow journalism, Sensationalism, sting operations
9. Press as adversary or mediator of establishment
10. Media trials

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each. While framing question from Unit-IV, preferably short notes should be given
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings

1. Natrajan J : History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India; 1997
2. Bhatt, SC : Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi, 2000
3. Ravindran, P.K. : Indian Regional Journalism, Author Press, New Delhi 2005
4. Parthasarthy, Rangaswami : Journalism in India, Sterling Publishers Private Limited, New Delhi 1997
5. Dr NadigKrishna Murthy : Indian Journalism, Prasaraanga University of Mysore
6. Keval J Kumar : Mass Communication in India, Jaico Publ. House, Mumbai 2001
7. J P Chaturvedi : The Indian Press at the Crossroads, Media Research Associates, New Delhi
8. Jan R Hakemuldar, : Print Media Communication – Anmol Publication, New Delhi-1998
Fay AC DE Jonge, P P Singh

SECOND SEMESTER

PRESS LAWS & MEDIA ETHICS

Course Code : BJ(MC) 106	L : 5	T/P : 0	CREDITS : 5
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Objective of the course : To enhance the knowledge of students in understanding the concept of freedom of the press and contemporary press laws. Also to infuse in them the sense of social responsibility by telling them the ethical rules and professional conduct.

Marks for internal assessment : 25

Unit-I [Introduction to Laws & Press Freedom]

L-15

1. Society, Law, Media and Democracy
2. Laws - Bills and Act, Ordinance, Regulations, Statute, Code, Norms, Conventions
3. Legal terminology - Plaintiff, defendant, affidavit, evidence, prosecution conviction, accused acquittal, bail, prima facie, subjudice etc
4. Pre-independence press laws-curbs on press
5. Important Constitutional provisions with regard to press : An overview
6. Freedom of Speech and Expression - Act 19[1] (a)
7. Freedom of Press - Debate in Constituent Assembly, Judgments in some landmark cases
8. Reasonable restrictions on the Freedom of Press, freedom of expression in advertisement, pre censorship allowed in films
9. Press Commissions and their recommendations

Unit-II [Legislations for press]

L-16

1. Press and Registration of Books Act 1867 as amended in 1955 - Important provisions and relevance, Press Registrar
2. Working Journalist Acts of 1955 and 1958 - Important provisions, fixations of wages, constitution of commissions/tribunals
3. Wage Boards/commissions set up for working journalists till date - their recommendations and implementation, relevance of such commissions, present practices with regard to payment of wages
4. Press Council Acts of 1965 and 1978 - Constitution of Press Council of India, its composition, object and Functions
5. Powers of Press Council - Critical assessment of its status, its relevance in view of media expansion, demand for a media council
6. Parliamentary privileges and Freedom of Press - Some important cases, suggestions for cordial relations between legislature and press
7. An overview of some other Acts - Delivery of Books and Newspapers[Public Libraries] Act 1954, Young Persons[Harmful Publications] Act 1956, Drug and Magic Remedies [Objectionable Advertisements], Act 1954, Children Act 1960, Indecent Representation of Women[Prohibition] Act 1986.

COURSE CODE : BJ(MC) 106

Unit-III [Laws applied on press]

L-16

1. Defamation - Kinds (a) Slander (b) libel, Definition as per Sec 499 IPC, Scope of the Law as interpreted in four explanations
2. Defamation Law - Exceptions to Sec 499 IPC, Illustrations, Punishment for defamation
3. Contempt of Court - Definition, Civil and Criminal contempt, protection to academic writings, punishment
4. Intellectual Property Right - Copyright Act 1957 and its important provisions, relevance of the Act
5. Official Secrets Act 1923 as amended in 1951 and 1967 - its important provisions, relevance of the Act in view of Right to Information
6. Right to Information - Delhi Right to Information Act 2000, Some important cases
7. Freedom of Information Act 2002, Right to Information Act 2005 [the latest legislation]
8. An overview of some other Acts - Indian Evidence Act 1872, Indian Post Office Act 1898, Emblems and Names(prevention of improper use) Act 1950, Protection of Civil Rights Act 1955, Civil Defence Act 1955, Atomic Energy Act 1962, Customs Act 1962, Prevention of Insults to National Honour Act 1971

Unit-IV [Media Ethics]

L-15

1. Social responsibility of Press - Kinds of responsibilities, accountability and responsibility
2. Ethics in Media - Concept, international norms and international code of ethics in different countries
3. Ethical rules of PCI - Press Council guidelines, Press Council Code on communal writings
4. Code of Ethics made by professional organisations like All India Newspapers Editors Conference in 1969 and media organisations like The Times of India
5. Ombudsman
6. Right to professional secrecy and protection of the source, clash with Right to Privacy
7. Citizen's Right to Reply
8. Self Regulation - Regulation by journalist

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

COURSE CODE : BJ(MC) 106

Suggested Readings :

1. Barua, Vidisha : Press & media Law manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi 2002
2. Ravindranath, P.K. : Press Laws and Ethics of Journalism, Author Press, New Delhi 2004
3. Ravindrana, R.K. : Press in the Indian Constitution
4. 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 1993
5. P K Bandhyopadhyay and Kuldip Singh Arora : A Practitioners' Guide to Journalistic Ethics, Published by Media Watch Group, Distributed by D.K. Publishers Distributors (P) Ltd. New Delhi 1998
6. Dr. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi 2004

SECOND SEMESTER

REPORTING & EDITING - 1

Course Code : BJ(MC) 108	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : To develop an understanding among the student about the set up of a daily newspaper and the reporting and editing jobs performed in it. To tell them in particular about Newsroom operations and functioning in the Local Reporting Room.

Marks for Internal Assessment : 25

Unit-I [News & Report Writing]

L - 12

1. News - Meaning, definitions, nature and qualities, elements of news
2. News versus information, Hard V Soft news
3. News value - Timeliness, Proximity, Size, Importance and personal benefit
4. Writing a news report, Date line, Credit line/by line
5. Inverted pyramid style of writing – Why and How
6. Lead/Intro, 5 Ws & 1 H, their importance and need
7. Lead Types - Summary or digest, statement or quotation, bullet, descriptive, buried, direct appeal, circumstantial, suspended interest, tabulation, question oddity, dialogue, colour or figurative, staccato, freak
8. Body of a story - writing and rewriting
9. News agency copy-different elements

Unit-II [News reporting and beats]

L-14

2. News sources - Types, credibility, protection of sources
3. Pitfalls and problems in reporting - attribution, off-the-record, embargo
4. Reporting for newspaper, news agency and other media - pool reporting, follow ups
5. Reporter - functions, qualities, responsibilities
6. City Reporting Room in a daily - its set up, functions and distribution of beats
7. Functions and responsibilities of Chief Reporter
8. Coverage of various beats - Crime, District Courts, Civil Administration, Local politics, Civil bodies, Health, Education, Culture/Festivals, Entertainment
9. Covering a press conference

Unit-III [Editorial and News Room]

L-14

1. Editorial department of a daily - its set up and hierarchy of functionaries
2. Editor - status, role and responsibilities
3. Managing Editor, Editor-in-chief/Chief Editor, Executive Editor, Resident Editor, Assistant Editor/Associate Editor, Leader Writer
4. News Room - its set up and operations
5. Conventional and modern news room
6. News Editor – Functions and responsibilities
7. Editorial desks - their set up and functions
8. Chief Sub Editor & Senior Sub Editor
9. Sub Editor - qualities, duties and functions

COURSE CODE : BJ(MC) 108

Unit-IV[Copy Editing]**L-12**

1. Editing - Meaning, objectives and tools
2. Jobs involved in editing - copy selection and copy testing, tightening the copy and its fine tuning
3. Administering the editing job, preparing copy for the press
4. Style sheet - Guidelines for editing
5. Editing symbols, proof reading symbols
6. Headlines - Functions/Purpose, Types/Patterns, Size and Decks
7. Headlining - Characteristics, guidelines for writing headlines

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	The compulsory question will have 2 parts, each part carrying 7½ marks. A. Ask the students to write a news report on the basis of given points B. A piece should be given for editing
Setting of other questions	Q. No. 2 is to be put 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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. M V Kamath
Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Petero
The News Writers' handbook, Surjeet Publication, New Delhi
3. George A Hough
News Writing, Kanishka Publication, New Delhi, 1996
4. Jan R. Hakemulder, Ray Ac De
News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi-1998
5. M K Joseph
for news writing, Anmol
Basic source material
Publications Pvt. Ltd. New Delhi-1998
6. Wainwright David
Rupa & Company New Delhi-1982
Journalism made Simple, Delhi-
7. Hohnberg John
Oxford Publishing Co. Delhi, 1980
The Professional Journalism, Pvt. Ltd., New Delhi-

COURSE CODE : BJ(MC) 110

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	For framing this question anything from any unit can be picked up.
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
Framing of questions	Short answer questions should be preferred keeping in view the nature of this course. Long answer questions should be avoided.
Distribution of marks	There can be 15 one liners or fill in the gaps each of 1 mark, Or 6 short notes of 2½ marks each, Or 5 short notes of 3 marks each Or 3 short notes of 5 marks each Or 2 short notes of 7½ marks each
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Author Adobe
Adobe Pagemaker – Publisher Techmedia
Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D.
Corel Draw
3. A. Jaiswal, Wiley Dreamtech
Fundamentals of computer Information technology today
4. D.P. Mukherjee
Fundamentals of computer graphics and multimedia
Prentice Hall of India
5. V.Rajaraman
Fundamentals of computer
Prentice Hall of India

SECOND SEMESTER

REPORTING & EDITING LAB

Course Code : BJ(MC) 152	L : 0	T/P : 4	CREDITS : 2
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Objective of the course: To ensure an improvement in the skills of students with regard to report writing and editing. The students need to undertake various reporting and editing assignments in the process of learning practical journalism.

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 civic organization like MCD, NDMC, PWD, and Health Department etc.
4. Editing five agencies copies using sub marks
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: A student should be judged on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file duly by the competent authority. The marks assigned for internal evaluation are 40.

Instructions to practical/external examiner

<i>a.</i>	Students can be given reporting or editing assignments or both for evaluation on the spot.
<i>b.</i>	Due weightage can be given to the file of assignments prepared by a student during the semester.
<i>c.</i>	The examiner should also interview the student to find out his/her level of understanding of journalism and knowledge of the happenings around.
<i>Max Marks</i>	The marks prescribed for evaluating a student by the External Examiner are 60.

SECOND SEMESTER

COMPUTER LAB

Course Code : BJ(MC) 154	L : 0	T/P : 4	CREDITS : 2
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Objective of this course : To make the students learn the basics of computer operation and to develop skills for designing and development of print media material. Specially to make the students proficient in the use of DTP softwares.

Exercises/Assignments

1. Working with computers: Opening, shutting off, desktop, control panels etc.
2. Preparing presentation in PowerPoint
3. Preparing a presentation in: -
 - a. PageMaker : simple visiting cards, brochure, a booklet
 - b. Corel draw: preparing title page of a book, a magazine cover page and inside magazine news/article pages with text, photographs and graphics.
 - c. Quark Express: Preparing a tabloid with masthead, news blocks, visuals and essential components that a newspaper must carry.
 - d. Photoshop: Editing, transforming and applying different effects to photographs. Creating visuals in Photoshop with text.

Internal Assessment : Students should prepare presentations encompassing theories and principles of design and layout which they learnt in I Semester. The internal assessment should be based on

- a. Proficiency of the student in the use of computer and DTP softwares
- b. Exercises undertaken and presentations made in the class

The marks assigned for internal evaluation are 40.

Instructions to Practical [External] Examiner

a.	Students need to be judged on the basis of their knowledge of computer and its operations, and
b.	Also on the basis of the presentations made before the examiner The presentations should be prepared by making use of any of the DTP softwares or PowerPoint .
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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Objective of the course : To develop an understanding of development issues in the mind of students and to make them understand as to how they can contribute to the development of the country as future mass communicators.

Marks for internal assessment : 25

Unit-I [Concept and indicators of development]

L-16

1. Definition, meaning and process of development
2. Theories and paradigms of development – unilinear and non-unilinear theories/paradigms
3. Characteristics of underdeveloped economics and development in this context
4. Ingredients (5Ms) of development and money generation, MNCs and foreign aid
5. Basic needs model
6. Economic and social indicators of development
7. Human development Index, physical quality of life index
8. Other indicators
 - a. Communication as an indicator
 - b. Democracy as an indicator
 - c. Human Rights as an indicator
 - d. Environment
 - e. Sustainability
 - f. Social Relations [inequality]

Unit – II [Development Communication - Concept and theories]

L-16

1. Definition and concept
2. Approaches
 - Diffusion of Innovation
 - Empathy
 - Magic multiplier
 - localized approach
3. Development support communication - Extension Approach
 - a. Health and FW
 - b. Women empowerment
 - c. Literacy & Education
 - d. Unemployment
 - e. Potable water
 - f. Watershed management, Harvesting
4. Participation in development

COURSE CODE : BJ(MC) 201

Unit-III [Media and Development]

L-16

1. Role of communication in development process
2. Development message design and communication
3. Role and performance of
4. Print, Radio, TV, Outdoor publicity in Indian perspective
5. Cybermedia and development
6. Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication
7. NGOs and development – preparing projects

Unit - IV [Communication in different Indian perspectives]

L-16

1. Communication for rural development
 - a. Strengthening Panchayati Raj
 - b. Enhancing people's participation
 - c. Advancement in farming and alternative employment
 - d. Conservation of rural culture - tradition
2. Communication for urban development
 - a. Urban sanitation
 - b. Consumer awareness
 - c. Slum development
 - d. Consumption pattern of water, electricity, fuel
3. Communication for Tribal development
 - a. Wild life and forest conservation
 - b. Joint forest management
 - c. Forest based cottage industries
 - d. Conservation of tribal culture-tradition

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

COURSE CODE : BJ(MC) 201

Suggested Readings:

1. Narula Uma
Development Communication – Theory and Practice, Har Anand, 1999
2. Gupta V.S.
Communication and Development Concept, New Delhi 2000
3. Tewari, I P
Communication Technology and Development, Publication Division, Govt. of India, 1997
4. Joshi Uma
Understanding Development Communication, Dominant Publications, New Delhi 2001
5. Srinivas R. Melkote
Communication for Development in the Third World, Sage, New Delhi 2001
6. Lerner Daniel and Schramm Wilbur ed.
Communication and changes in Developing Countries, East West Communication Centre, Hanolulu
7. Rogers Ereerett M
Communication and Development, Critical perspective, Sage, New Delhi, 2000
8. Todaro, Michael P
Economic Development in the Third World, Longman, New Yort, 1981

THIRD SEMESTER

REPORTING & EDITING-II

Course Code : BJ(MC) 203	L : 3	T/P : 2	CREDITS : 5
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Objective of the course : To make the students aware of the fundamentals of advanced reporting and editing and to develop their skills in specialised reporting and writing.

Marks for Internal Assessment : 25

Unit-I [Bureau and its beats]

L-10 T/P-4

1. News Bureau – its set up and functions
2. Types of Bureau – in the state capitals and other major cities
3. Functions of Bureau Chief, Special Correspondent
4. Parliamentary Reporting – Coverage of proceedings, financial transactions including budget, question hour, joint sessions
5. Other bureau beats –
 - a. Diplomatic missions
 - b. Prime Minister's Office[PMO]
 - c. Ministries
 - d. National headquarters of political parties
 - e. Public Sector Undertakings

Unit-II [Specialised Reporting]

L-12 T/P-6

1. Interpretative reporting – Contents and style of writing, examples
2. Investigative reporting – sources, style of writing
3. Tradition of investigative reporting in India and abroad, some important cases, latest trend
4. Reporting sports – different games/sports
5. Business Reporting – coverage of economic activities
6. Film/TV Reporting – Reporting the entertainment media, TV serials and other programmes
7. Reporting life style – Fashion shows etc
8. Reporting Science & Technology

Unit-III [Advanced Editing]

L-8 T/P-8

1. Editing copies of specialised reporting
2. Rewriting, rearranging or clubbing the copy
3. On-line editing – tools of computer-aided editing, its benefits
4. Magazine editing – How it is different from the editing of a broadsheet daily
5. Photo editing

Unit-IV [Specialised Writing/ Editing]

L-8 P-8

1. Editorial page – structure and importance
2. Editorial pieces and comments – How they are written and edited
3. Middles, special articles, columns
4. Letter to the editor – their importance, writing and editing
5. Writing and editing news analysis and backgrounders
6. Features – their types, writing and editing
7. Interviews – various types, style of writing, editing and presentation

COURSE CODE : BJ(MC) 203

Tutorials/Practicals – Students should be given various reporting, writing and editing assignments during the semester and a due weightage should be given to these assignments in their internal assessment.

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

- | | |
|---------------------------------|--|
| 1. Hough Georg A | News Writing, Kanishka Publishers and Distributors, New Delhi |
| 2. Fedler Fred & Bender John R. | Reporting for the Media, Oxford Uni Press |
| 3. Gupta VS | Handbooks of Reporting and Communication Skills, Concept Publishing, New Delhi |
| 4. Kamath MV | Professional Journalism, Vikas Publishing House, New Delhi |
| 5. Kamath MV | Journalist's Handbook, Vikas Publishing House, New Delhi |
| 6. Wainwright, David | Journalism Made Simple, Rupa & Co. Calcutta |
| 7. Srivastava, KM | News Reporting and Editing, Sterling Publication, New Delhi |

THIRD SEMESTER

HISTORY OF BROADCASTING IN INDIA : POLICIES AND PRINCIPLES

Course Code : BJ(MC) 205	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To help the students understand radio as a medium, the basics of technology involved in radio broadcast. Also the growth of radio in India and the policy framework provided by the government.

Marks for internal assessment : 25

Unit-I [Broadcast Technology]

L-14

1. Overview of broadcast technology
2. Concept of Medium Wave [MW] and Short Wave [SW] transmission
3. AM & FM techniques
4. Broadcast studio – Types, Acoustics and Reverberation Time [RT]
5. Microphones – Types, characteristics, Handling and placement, specifications
6. Analogue and Digital – conveyance from A to D and D to A
7. Digital sound and its advantages
8. Digital recording – equipments used in studio
9. Computer based recording, editing and processing of audio signals
10. Overview of Satellite Communication – Concept of DTH

Unit-II [History of broadcasting]

L-10

1. Origin and development of radio in India – from Indian Broadcasting company to All India Radio
2. Broadcasting in post-independence era – development with Five Year Plans
3. Diversification of broadcast – Education termed Entertainment, commercial attempts
4. Three-tiers of radio broadcast – local reach, community broadcast different services
5. All India Radio – Organisational structure, functions of different division, departments and units
6. News Services Division – Organisational structure and functions

Unit-III [Policies & Principles]

L-10

1. Public broadcast and commercialization – AIR Code, Commercial Code, Guidelines for Election Broadcast
2. Debate on autonomy – from Chanda Committee and Verghese Group to Prasar Bharati, important provisions of Prasar Bharati Act 1990
3. Sengupta Group report [1996], Notification of Prasar Bharati Act [1997] – its relevance, present status of Prasar Bharati Corporation
4. Paswan Committee Report [1996], the issue of a regulator, other recommendations
5. Broadcast Bill 1997 – provision for a Broadcasting Authority

COURSE CODE : BJ(MC) 205

Unit-IV [Radio in the new era]

L-10

1. Strength and weakness of radio – SWOT analysis in the present context
2. Redefining radio's role in nation building and national reconstruction
3. Privatisation – leasing out time slots[1993], privatization policy [2000]
4. Amit Mitra Committee Report [2003] – Recommendations of TRAI [2004]
5. Expansion of FM radio stations – their future
6. Educational Radio – Gyan Darshan, policy of setting up radio stations in educational institutions
7. Developments on community radio

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. N.C. Pant
Modern Journalism, Principle & Practice
Kanishka Publishers, Distributors, N.D.-02, 2004
2. Uma Joshi
Textbook of Mass Communication & Media
Anmol Publications[P] Ltd., N.D-02, 1999
3. R.K. Ravindaran
Handbook of Radio, Television & Broadcast
Journalism, Anmol Publication, Delhi, 1999
4. Shymali Bhattacharjee
Media & Mass Kanishka Publishers, New Delhi-02
2005
5. Keval J. Kumar
Mass Communication in India, Jaico Publishing
House, 121, Mahatma Gandhi Road, Mumbai-01,
2002

THIRD SEMESTER

RADIO JOURNALISM & PROGRAMME FORMATS

Course Code : BJ(MC) 207	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To enhance the knowledge of the students so as to enable them to design programming for a radio channel, develop scripts for a various programme formats, understand the nuances of writing for radio and elements for good presentation.

Marks for internal assessment : 25

Unit-I [Principles of formatting]

L-10

1. Variety is the password
2. Menu for everybody
3. Music has the priority
4. Programme objectivity
5. Fixed point & Flexible Point
6. Channel Identity
7. Intimacy with listener
8. Special audience

Unit-II [Writing for Radio]

L-12

1. Writing for the ear, Spoken word
2. Radio Talk
3. Interview and discussion
4. Feature and Documentary
5. Drama and Serial
6. Music Programmes
7. Outside Broadcast (OB)
8. Commentary
9. Vox Pop
10. Phone In
11. Radio Bridge
12. Chat Show
13. Radio Commercial-Types, Copy Writing
14. Slogans

Unit-III [News Format]

L-10

1. Characteristics of radio news – How it is different from print and TV news
2. Newsgathering – report writing's voice cast by correspondents sound bites from the spot
3. News editing – Newsroom and its functioning, Editor incharge, News Pool
4. Compilation of bulletins – editing pool copies for bulletin, bunching, preparing headlines, news capsule, New Format[NF] role of compilation editor
5. News Anchoring – important guidelines
6. News based and current affairs programmes

COURSE CODE : BJ(MC) 207

Unit-IV [Concept of Good Presentation]

L-10

1. Link Announcement & Continuity
2. Pronunciation
3. Use of Silence
4. Voice Culture
5. Keeping Rapport with the listener
6. Presenting Music Programmes
7. Forming a personality for the programme/station

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Paul Chantler, Peter Stewart
Basic Radio Journalism, Focal Press 2003
2. Stuart We. Hyde
Television & Radio Announcing, Kanishka Publishers, New Delhi, 1998
3. Janet Trewin
Presenting on TV and Radio, Focal Press, 2003
4. Jan K. Hakemulder
Radio and TV Journalism, Anmol Publications, New Delhi, 1998
5. R.K. Ravindran
Handbook of Radio, TV and Broadcast Journalism, Anmol Publications, New Delhi, 1999

THIRD SEMESTER

STILL PHOTOGRAPHY

Course Code : BJ(MC) 209	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To enhance the knowledge about photography, still cameras and lighting so as to produce professionally acceptable photographs

Marks for internal assessment : 25

Unit-I [Introduction to photography]

L-8

1. Brief History of photography
2. Photography as a medium of communication
3. How photography works
4. The roles photographs play

Unit-II [Camera]

L-12

1. Principle of camera obscura
2. Elements of a camera – view finder, lens, iris diaphragm, shutter, film chamber, light metre
3. Camera format – 35mm, medium format, large format
4. Camera design – simple camera, compact camera, view camera, range finder & reflex camera, camera for self developing material[Polaroid], underwater camera, digital camera
5. Lenses – controlling the image
 - a. Photographic lenses – prime & zoom lens, angle of view
 - b. Aperture & f-no.
 - c. Depth of field, how depth of field works
 - d. Depth of focus
 - e. Lens care
6. Exposure
 - a. Measurement of light – exposure metering system
 - b. Exposure control – varying shutter speed a aperture
7. Camera accessories : Tripod Lens hood, Flash unit, Cable release, Extenders, Rotatable eyepiece, changing bag, close up attachment etc

Unit-III [Approach to Visual Composition]

L-10

1. Using the camera – Holding the camera properly, steadying the camera, snapping the shutter
2. Working the subject – Changing proximity, Varying angles, keeping subjects occupied, framing subjects tightly, avoiding all horizontals, being willing to experiment
3. Principles of composition
4. Subject lighting
 - a. Source of light : Natural & Artificial
 - b. Direction & angle of light : Front, side, top & black light
 - c. Lighting contrast and its control by fill in lights
 - d. Electronic flash, its synchronization and guide no., bounced flash
 - e. One, two & three point lighting : Key, fill and back light

COURSE CODE : BJ(MC) 209

Unit-IV [Techniques involved in various beats of photography]

L-12

1. Portrait
2. Wild life
3. Nature & landscapes
4. Disaster
5. Social photography
6. Advertising
7. Night photography
8. Journalism – photography for newspapers and magazines

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

- | | |
|---|--|
| 1. O.P. Sharma | Practical Photography, Hind Pocket Books 2001 |
| 2. Michael Langford | Basic Photography, Focal Press, 2003 |
| 3. James A. Folts, Ronald P. Lovell
Fred C. Zwahlen, Jr. | Handbook of Photography,
Delmal Thomsan learning,2002 |
| 4. Lee Frost | Photography, Hodder Headline, 1993 |

THIRD SEMESTER
SUMMER TRAINING REPORT

Course Code : BJ(MC) 211	L : 0	T/P : 0	CREDITS : 4
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Soon after the End-Term Second Semester Examination, the students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report incorporating the work done during the training, at least four weeks before the commencement of the Third Semester End-Term Examination.

Summer Training Reports will be evaluated by the Board of Examiners comprising an Internal Examiner and one External Examiner to be appointed by the Vice Chancellor.

THIRD SEMESTER

AUDIO LAB

Course Code : BJ(MC) 251	L : 0	T/P : 4	CREDITS : 2
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Objective of the Course : To develop the skills about recording, editing of audio as to be able to produce radio programmes using different formats

1. Identifying & working with equipment

- a. Microphones, its type & usage
- b. Recording equipment & handling

2. Recording, Dubbing & Editing in Studio

- c. Working with computer
- d. Recording & Editing on computer

3. Production Techniques of Programmes

- a. Recording of voice
- b. Selection and use of effects & music
- c. Preparation of final programme

4. Production of Commercial/Drama/Feature/News Bulletin

Internal Assessment: A student should be judged on the basis of his/her performance while undertaking various exercises and doing the production job. The marks assigned for internal evaluation are 40.

Instructions to practical/external examiner

a.	Students should be evaluated on the basis of the individual and group production work that they have undertaken during the semester. The examiner will listen to the radio programmes produced by students.
b.	The examiner should also interview the student to find out his/her level of understanding radio as a medium and his/her skills in audio production work.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

THIRD SEMESTER

PHOTO LAB

Course Code : BJ(MC) 253	L : 0	T/P : 4	CREDITS : 2
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Exercises/Assignments

1. Understanding Camera, Lens and other accessories
2. Developing an idea for photography
3. Photography practice with SLR camera
4. Shooting exercises in natural and artificial light
5. Developing black and white films
6. Developing of prints (enlargement) in a dark room
7. Making a photo feature on a specific topic by using own photographs
8. Making a photo feature after collecting photographs from newspapers/magazines

Students should prepare files of photographs taken by them under the supervision and approval of the faculty incharge.

Internal Assessment: Students need to be evaluated on the basis of their performance at the given tasks and accomplishment of various assignments. The marks assigned for internal evaluation are 40.

Instructions to practical/external examiner

<i>a.</i>	A student should be judged on the basis of the work that he/she has done during the semester and is shown to the external examiner.
<i>b.</i>	Besides, questions regarding the assignments and knowledge of photography can be asked by the examiner.
<i>Max Marks</i>	The marks prescribed for evaluating a student by the External Examiner are 60.

FOURTH SEMESTER

TV JOURNALISM & PROGRAMME FORMATS

Course Code : BJ(MC) 202	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : This course intends to acquaint the students with the knowledge of TV Journalism and Programme formats, it includes understanding the medium, TV news, News gathering and packaging.

Marks for Internal Assessment : 25

Unit-I [Understanding the medium]

L-10

1. Understanding the medium - Nature and Language of TV
2. Growth of TV in India
3. Formats for TV Programmes
4. Types of TV Programmes
5. Characteristics of TV as compared to Radio and Print
6. Organisational structure of Doordarshan and other TV news channels

Unit-II [TV News]

L-12

1. The language of visuals
2. TV news script formats
3. News writing for TV – Basic principles of News Writing
4. Types of story
5. Sources for TV news
6. Piece to camera
7. Use of graphics for news

Unit-III [News Gathering]

L-12

1. Reporting – qualities of a TV news reporter
2. Fundamental of TV reporting – reporting skills, ethics of TV reporting
3. Interview – types of news interview, art of conducting a good interview
4. Presentation
5. Reportage

Unit-IV [Packaging]

L-10

1. Live shows
2. Anchoring a show
3. Programme production
4. Packaging – Packaging for a channel, packaging stories

COURSE CODE : BJ(MC) 202

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Jan R. Hakemulder,
Ray AC de Jonge. PP Singh
2. Janet Trewin
3. Stuart W. Hyde
4. Arvind Kumar
5. K. Tim Wulfemeyer

Broadcast Journalism,
Anmol Publications, New Delhi
Presenting on TV and Radio
Focal Press, New Delhi
TV & Radio announcing
Kanishka Publishers, Delhi
Anmol Publications, New Delhi
Surjeet Publications, New Delhi

FOURTH SEMESTER

TV PRODUCTION : IDEA TO SCREEN

Course Code : BJ(MC) 204	L : 3	T/P : 0	CREDITS : 3
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Objective of the Course : This course intends to provide the basics of television programme production stages, i.e. pre-production, production, post-production and programme evaluation. Also enables the students to develop the idea and translate it into production.

Marks for Internal Assessment : 25

Unit-I [Pre-Production]

L-12

1. Fundamentals of TV Production
2. Fiction & Non-fictional programmes
3. Developing programme brief – objective, content, target audience, duration etc.
4. Researching the topic
5. Principles of scripting a programme
6. Plot, character, story board, script breakdown
7. Budget – budget format, factors to be considered for preparing budget details, factors for controlling budget
8. Location hunting and recce
9. Make up
10. Costume
11. Scenic design

Unit-II [Production]

L-10

1. The production personnel – role and responsibilities
2. Single camera production
3. Multi camera production

Unit-III [Post production]

L-10

1. Introduction to editing
2. Video formats
3. Mechanics of editing
4. Linear & Non-Linear editing
5. Cut to cut, A/B roll, assemble & insert, on line, off line editing
6. Art of editing

Unit-IV [Programme evaluation]

L-10

1. Designing evaluation tools and techniques
2. Evaluation and field testing of programme
3. Preview and analysis of programme

COURSE CODE : BJ(MC) 204

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Ralph Donalds, Thomas Spann
Fundamentals of TV Production,
Surjeet Publications, New Delhi
2. Lynne S. Gross, Larry W. Ward
Electronic moviemaking,
Wadsworth Publishing
3. Neill Hicks
Screen writing, Michael Wiese Productions
4. Herbert Zettl
TV Production Handbook, Thomas-
Wadsworth, learning
5. Thomas D Burrows, Lynne S. Gross
Video Production, MC Graw Hill

FOURTH SEMESTER

BASICS OF CAMERA, LIGHTS AND SOUND

Course Code : BJ(MC) 206	L : 2	T/P : 0	CREDITS : 2
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Objective of the course : To enhance the knowledge about and enable the students to :

- i. Differentiate among different kinds of camera, camera shots, camera movements along with basic operations and functioning of a video camera
- ii. Understand the use of various lights and lighting accessories required for video production and know basic techniques of lighting
- iii. Know the methods of recording and mixing sound in a video production

Marks for Internal Assessment : 25

Unit-I [Camera]

L-8

1. Video cameras – types of camera
2. Functioning of video camera – accessories & supports to camera
3. Different types of shots
4. Camera angles
5. Camera movements

Unit-II [Lenses]

L-8

1. Lenses – basic optics
2. Types of lenses
3. Aperture control & Depth of field
4. Filters

Unit-III [Lighting]

L-8

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

Unit-IV [Sound]

L-8

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

COURSE CODE : BJ(MC) 206

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings

1. Ralph Donald, Thomas Spann

Fundamentals of TV production, Surjeet Publications, New Delhi

2. Herbert Zeith

TV production handbook, Thomas Wordsworth publishing

FOURTH SEMESTER

ADVERTISING : CONCEPTS AND PRINCIPLES

Course Code : BJ(MC) 208	L : 4	T/P : 0	CREDITS : 4
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Objective of the Course : Syllabus is targeted to make the students understand the concept and theories related to advertising industry and the task of advertising. It is also to make them have a concept about entire scenario of marketing and how advertising differs from other promotional efforts.

Marks for Internal Assessment : 25

Unit-I [Advertising and its purpose]

L-12

1. Definition and meaning
2. Origin and development
3. Growth of advertising in India
4. Publicity, propaganda and advertising
5. Role of advertising – benefits of manufacturers, consumers, media, society and salesman
6. Advertising as a business process
7. limitations of advertising
8. Need and functions of advertising

Unit-II [Types of Advertising]

L-12

1. Commercial and non commercial
2. Classified and display
3. Regional, National, Local
4. Educational
5. Comparative
6. Manufacturers' consumer
7. Product and service
8. Retailer
9. Trade
10. Industrial [business to business]
11. Government advertising
12. Advocacy [cause]

Unit-III [Advertising as a tool]

L-12

1. As a communication tool
 - a. Communicator process and advertising
 - b. Communication principles, theories applied to advertising
2. As a Marketing tool
 - a. Marketing and advertising
 - b. Marketing mix – 5 P's
 - c. Consumer segmentation and product positioning
 - d. Product life cycle and advertising
3. As a PR tool
 - a. Relationship between PR and Advertising
 - b. PR technologies implemented in advertising
[Institutional and corporate advertisements]

COURSE CODE : BJ(MC) 208

Unit-IV [Advertising theories and effects]

L-12

1. Unique selling proposition
2. Brand Image
3. Appeal of advertising over physical and psychological needs
4. Role of advertising in National Economy – its effect on production cost, distribution cost and consumer prices, advertising and development
5. Advertising as a social process – consumer welfare, standard of living, cultural values
6. Social/public advertising

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Vilanilam J.V & Verghese A.K. Advertising Basics, Sage, New Delhi
2. Vilmshurst John and Mackay Adrian The fundamentals of advertising, Butterworth Henemann, Oxford
3. Sontakki C.N Advertising, Kalyani Publishers, New Delhi, 1989
4. Jethwany Dr. Jaishree N. Advertising, Phoenix Publishing House Pvt. Ltd., New Delhi
5. Chunawala S.A. Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
6. Guinn Thomas and Allen Semenic Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi
7. Aaker David A and Myers John G Advertising Management, Prentice Hall of India, New Delhi

FOURTH SEMESTER

ADVERTISING THROUGH PRINT, RADIO AND TV

Course Code : BJ(MC) 210	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : To enhance the knowledge about the current status of the advertising industry and make clear use of the various media, their budgeting and their efficacy

Marks for Internal Assessment : 25

Unit-I [Advertising objective setting and campaign]

L-12

1. Marketing objectives v/s Advertising objectives
2. Setting the advertising objectives
3. Good objective setting
4. Direct and Indirect objectives
5. DAGMAR and AIDA Approach
6. Advertising strategy
7. Various stages of Advertising Campaign
8. Various types of budgeting
9. Process of budgeting
10. Factors affecting advertising budget

Unit-II [Advertising copy – production]

L-14

1. Translating Advertising message into copy
2. How to prepare effective copy
3. Elements of Print copy – Headline, Body copy subhead, slogan, identification mark, clashing illustrations
4. Stages in creative visualization, design and layout
5. Types of Advertising copies
6. Production process of print copy – thumbnail, roughs, comprehensive, mechanical
7. Copy and script writing for audio and video, story board
8. Audio-video copy formats
9. Role of colours, photographs, computer graphics, art work
10. Production process for audio and video copies – pre production, production and post production

Unit-III [Advertising Agency and Regulation]

L-13

1. Organisational structure, pattern, definition
2. Functions of different departments of an advertising agency
3. Functions of advertising agency for client and for media
4. Services rendered by modern advertising agency and approaches in providing the service – table d' note and a' la carte
5. How to select an advertising agency
6. Methods of paying the agency services – above the line and below the line
7. Misleading untruthful and impugned advertisements
8. Laws related to advertising
9. Self regulation in advertising – ASCI Code of Conduct

COURSE CODE : BJ(MC) 210

Unit-IV [Advertising Media, Media Planning and Effectiveness]

L-13

1. Characteristics, Advantages and disadvantages of –
Print Media-Newspaper, Magazines, Pamphlets, Posters, Souvenirs, Brochures
2. Electronic Media – Radio, TV, Audio-Video, Cassettes and CD's, Cybermedia
3. Outdoor media, direct mail, display advertising
4. Media planning – definition and reason
5. Media objectives
6. Measuring Reach, Frequency and message weight
7. Media Strategy
8. Media choice, Media Efficiency and competitive media assessment
9. Media Scheduling
10. Methods of measuring effectiveness of advertising programme – Different types of
Pre-testing, concurrent testing and post testing

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Sontakki C.N Advertising, Kalyani Publishers, New Delhi, 1989
2. Jethwani Dr. Jaishree N. Advertising, Phoenix Publishing House Pvt. Ltd., New Delhi
3. Chunawala S.A. Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
4. Guinn Thomas and Allen Semenic Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi
5. Aaker David A and Myers John G Advertising Management, Prentice Hall of India, New Delhi

FOURTH SEMESTER

SELF DEVELOPMENT

Course Code : BJ(MC) 212	L : 2	T/P : 1	CREDITS : 3
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Objective of the course : To enhance the knowledge about the internal and external personality of Self and help develop an attitude and skills necessary for becoming an effective media person.

Unit-I [Personal Development]

L-10

1. Portrayal of Self-Image
2. Making a First Impression
3. Personal Grooming
4. Confidence Building Measures

Unit-II [Correct Dress Sense]

L-10

1. Elements of Design
2. Concept of Fit in Clothing
3. Formal Dressing vs. Casual Dressing
4. Dressing-up for an Occasion/ Situation
5. Personal Clothing Style

Unit-III [Social Values]

L-10

1. Values for Positive Living
2. Social Etiquettes
 - Societal Values & Norms
 - Art of Fine Dining
 - Business Etiquettes
 - Etiquettes for Media
 - Impact of Cross-Cultural Relations

Unit-IV [Presentation Skills]

L-10

1. Importance of Body Language
2. Making an Effective Presentation
3. Effective Public Speaking
4. Preparing for an Interview
 - a. Types of Interviews
 - b. Preparation for the Interview
 - Stages of the Interview
 - Handling Difficult Questions
 - Ethical Issues
 - c. Preparation for the Group Discussion

COURSE CODE : BJ(MC) 212

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Norman Vincent Peale
2. Dale Carnegie

The Power of Positive Thinking
The Quick and Easy Way to Effective
Speaking, Dale Carnegie & Associates, Inc.,
1475 Frankling Avenue, Garden City, New York
How to Win Friends and Influence People

3. Dale Carnegie

Simon and Schuster, 1230 Avenue of the
Americas, New York, New York 10020

FOURTH SEMESTER

TV PRODUCTION LAB

Course Code : BJ(MC) 252	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To develop skills so that the students are able to handle all the aspects of TV production and direction including script writing, camera operations, sound recording, lighting and post-production editing in order to produce programmes.

Exercises/Assignments

1. Idea generation – fiction and non fiction
2. Developing an idea into story
3. Script and story board
4. Production schedule
5. Budget
6. Floor plan
7. Lighting plan
8. Shooting script
9. Production of a programme
10. Post production

At the end : students will produce programmes [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 to practical/external examiner

a.	Students need to be judged on the basis of the programme [Fiction/Non-Fiction] made by them.
b.	Questions regarding their programme and the subject can be asked by the examiner.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FOURTH SEMESTER

OPERATION & HANDLING OF VIDEO EQUIPMENTS

Course Code : BJ(MC) 254	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To develop skills in the operation of camera, mikes and lights so as to enable students to create professionally acceptable images and sound for video production.

Exercises on Camera

1. Video camera-types of video camera
2. Different types of shots, camera movements, tilt, track, crane movements etc.
3. Lenses – different types of lenses and their application

Exercises on Lighting

1. Lights and lighting
2. Basics of lighting, techniques
3. Different types of lights used in videography
4. Use of filters and reflectors

Exercises on Sound

1. What is sound ? Unit of sound, voicing
2. Types of microphones, use of audio mixers of recording & editing of sound

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 to practical/external examiner

a.	Students need to be judged on the basis of exercises/assignments done by them during the semester as shown to the external examiner.
b.	Besides, questions regarding their assignments and the subject can be asked by the examiner.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FOURTH SEMESTER

ADVERTISING LAB

Course Code : BJ(MC) 256	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To develop skills for creating advertisements for different medium such as Print, Radio and TV.

Exercises/Assignments

1. Clipping and critical evaluation of different kind of print advertising
2. Comparative evaluation of two advertising copies of different brands of same product
3. Print advertising preparation – copy writing, and designing, making posters, handbills
4. Writing radio sports and jingles
5. Writing TV commercials, developing script and story board
6. Planning advertising campaigns
 - Conducting market, media, consumer research for campaign
 - Preparing Account Planning Document, creative strategy and media strategy
 - Creative execution

Internal assessment : The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. The students will also prepare advertising campaigns in groups. The marks assigned for internal evaluation are 40.

Instructions to practical/external examiner

a.	Students need to be judged on the basis of exercises/assignments done by them during the semester as shown to the external examiner.
b.	Also on the basis of the advertising campaign prepared by them.
c.	Besides, questions regarding their understanding of advertising can be asked by the examiner.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FIFTH SEMESTER

PUBLIC RELATIONS

Course Code : BJ(MC) 301	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : The syllabus aims at instilling an overall view of Public Relation among the students and to develop an understanding about the present day PR practices. Also to inculcate a PR skill so as to equip the student for working in various perspectives.

Marks for Internal Assessment : 25

Unit-I [Definition, concept, nature, scope of PR] L-12

- a. Definition of PR - Its need, process, public and nature
- b. Functions of PR, Management function
- c. PR - distinguished from advertising, publicity and marketing
- d. Ethics of PR - IPRA code - professionalism, PRSI
- e. Crisis management by PR practitioner

Unit-II [PR Tools] L-12

- a. Functions of PR department
- b. PR tools and techniques
- c. News release - seven point formula
- d. Press relation - principles - press conference, briefing, press tours and its organising
- e. Events and organising it - checklist for planning an exhibition and open days
- f. Internal PR media
- g. House journal, annual report, speech writing, minutes and official memo

Unit-III [Different PR practices] L-12

- b. Corporate PR – organization and function
- c. Government PR – organization and function
- d. NGO PR – organization and function
- e. PR consultancy - Professional PR organisations
- f. Role of PR in developing economies
- g. PR in public sectors
- h. PR in educational and research institutions

Unit-IV [PR campaign and evaluation] L-12

- a. PR campaign - programme planning, analysis - objective setting – public/media selection, budgeting - implementation - evaluation
- b. How to conduct marketing research - its role in PR
- c. Image and attitude research

COURSE CODE : BJ(MC) 301

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Black Sam and Melvin L. Sharpe
Practical Public Relations, Universal Book Stall, New Delhi 1973
2. Mehta D.S.
Handbook of Public Relation in India Allied Publishers Pvt. Ltd. Bombay 1983
3. Balan K.R.
Public Relation, S.Chand and Co. New Delhi 1990
4. Cutlip S.M and Center A.H.
Effective Public Relation, Prentice Hall, 1986
5. Kaul J.M.
Public Relation in India, Noya Prakash, Calcutta
6. Jethwany N. Jaishri and Sarkar N.N.
Public Relation Sterling Publications Pvt. Ltd., 2002

FIFTH SEMESTER

MEDIA ORGANISATIONS AND MANAGEMENT

Course Code : BJ(MC) 303	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To give the students knowledge about management functions authority, control and responsibilities. Also to tell them about the structure, functions and economics of media organizations.

Marks for Internal Assessment : 25

Unit-I [Management : Functions & Principles] L-12

1. Management – Definition, Nature Principles and need of management
2. Management functions
3. Responsibility, Authority and Accountability of Management
4. Planning – Definition, process and importance
5. Span of control centralisation and decentralisation, Tools and techniques :financial operations and behavioural controls
6. Human Resource Planning and Process Recruitment, Selection, Orientation, Training and Career development

Unit-II [Behaviour and Leadership] L-10

1. Foundations of behaviour – Attitudes, Personality and learning
2. Leadership – Importance and major types
3. Contemporary issues in leadership – empowerment, gender leadership, leadership style across the culture
4. Motivating employees

Unit-III [Media Organisations : Structure and functions] L-10

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

Unit-IV [Economics of Media Organisations] L-10

1. Economics and marketing of newspapers
2. Sources of revenue in a newspaper
3. TV organization – cost and revenue relationship
4. Establishing a media organisation – steps involved, process
5. Importance of entrepreneurship and sources of finance

COURSE CODE : BJ(MC) 303

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Hargie O, Dickson D, TourishDenis

2. Dr. Sakthivel Murugan, M.

3. Redmond, J, Trager R

Communication skills for effective management, Palgrave Mocomillan, India, 2005
Management Principles & Practices, New Age International Publishers, New Delhi, 2005
Media Organisation Management, Biztantra, New Delhi 2004

FIFTH SEMESTER

EVENT MANAGEMENT : PRINCIPLES AND METHODS

Course Code : BJ(MC) 305	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To familiarize students with the growing field of event management specifically in terms of exhibitions and tradeshows.

Marks for Internal Assessment : 25

Unit-I [Events, their need and management]

L-10

- 1. Events and Event Management :** What are events, Types of event & Event Management
- 2. Understanding Events**
 - a. Events as a communication tool
 - b. 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 etc.

Unit-II [Creating an event]

L-12

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

Unit-III [Human Resource and Revenue]

L-12

- 1. Human Resource Management**

Needs Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
- 2. Generating Revenue**

Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
- 3. Financial and Risk Management**

The Budget and Cost-Revenue Management, Cash Flow Management, Accounting , The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management

Unit-IV [Evaluation and Assessment]

L-10

- 1. Market Research**

Why Do People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys
- 2. Communications-Reaching the Customer**

The Communications Mix, Developing and Communicating a Positive Image.
- 3. Evaluations and Impact Assessment**

Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

COURSE CODE : BJ(MC) 305

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

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

RESEARCH METHODOLOGY FOR MEDIA

Course Code : BJ(MC) 307	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To develop a basic understanding among the students about research and its methodology, the tools of data collection, and analysis of data to draw inferences. Also to tell them as to how research methodology can be used for studying media and its issues.

Marks for Internal Assessment : 25

Unit-I [Research and its designs] L-11

1. Meaning, objectives and types of research
2. Research Approaches – quantitative and qualitative
3. Research Process – the steps involved
4. Defining the research problem
5. Research design – Meaning and different types
6. Sampling – Steps in sampling design, selecting a sampling procedure, types of sampling – Probability and Non-Probability
7. Hypothesis – its characteristics, Testing of hypothesis

Unit-II [Tools of data collection] L-12

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-11

1. Survey – Meaning, Concept and utility
2. Planning, organizing and conducting survey
3. Public opinion survey – methods used by print and electronic media
4. Election related survey – opinion poll and exit poll
5. Readership survey

Unit-IV [Data analysis and report writing] L-11

1. Processing of data – editing, coding, classification, tabulation
2. Analysis of data
3. Measures of central tendency – Mean, median and mode
4. Interpretation of data – inferences drawn from the study
5. Report writing – steps involved, layout of the research project
6. Measuring impact, evaluation, monitoring and feedback

COURSE CODE : BJ(MC) 307

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. C. R. Kothari
Research Methodology:Methods & Techniques
Wishwa Prakashan, New Delhi, 1996
2. Judith Bell
Doing your Research Project,
Viva Books Private Limited, 1999
3. Hansen Andero, Cottle Simon,
Negrine Ralph, Newbold Chris
Mass Communication Research methods
Mc Millan Press Ltd., London 2004
4. Wimmer Roger D,
Dominick Joseph R
Mass Media Research, Thompson, New York,
2004
5. Jensen Hlaus Brush ed.
A Handbook of Media and Communication
Research, Routledge, London 2002

FIFTH SEMESTER

CYBER JOURNALISM

Course Code : BJ(MC) 309	L : 3	T/P : 0	CREDITS : 3
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Objective of the course : To enhance knowledge of the students about cyber media, technology and its application in journalism, as also cyber laws and ethics.

Marks for Internal Assessment : 25

Unit-I [Cyber space and Internet]

L-10

1. Cyberspace
 - a. Meaning and definition
 - b. Digital media and communication, ICT
 - c. Characteristics : Interactivity hypertextuality, multi-mediality
 - d. Information society
 - e. New world information order
 - f. E-governance
2. Internet
 - a. History, www and web casting
 - b. Internet took kits-server, ISP, networking, browsers
 - c. Video conferencing
 - d. The dotcom mania
 - e. types of websites

Unit-II [News for Wer]

L-12

1. Traditional vs cyber journalism-difference in news consumption, presentation and uses
2. Cyber journalism formats : Home pages, news groups, bulletin boards, portals, blogs, e-zines
3. Story telling formats : Print plus, clickable interaction slideshows, audio stories, live charts, quizzes and surveys, animated stories and other interactive web casts
4. Writing news for web : What and how, story structure, writing style, do's and don'ts
5. Editing for web : Meaning, strategy, the role of editor

Unit-III [Web Designing]

L-10

1. Principles, designing elements, use of text images, colour, multimedia and interactivity
2. Web designers took kit : HTML, web editors, image editor and multimedia tools
3. Web publishing : Requirements, steps and plan

Unit-IV [Cyberspace, laws and ethics]

L-10

1. Impact of internet on traditional news gathering, storing and retrieval, processing and production, presenting and distribution and access
2. Ethics in journalism : Credibility and authenticity, copyright, balance, accuracy
3. Cyber crimes : Types and dimension
4. Cyber laws, difficulty and enforcing them

COURSE CODE : BJ(MC) 309

Instructions to paper setter/evaluator

Maximum Marks	75
Time	3 hrs.
Total Questions	5 questions of 15 marks each out of which one question will be compulsory. The compulsory question should come first in the serial order
Compulsory questions	Short answer question should be asked e.g. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. Even the objective type question or one liners can be asked. For framing this question, anything from any unit can be picked up. However, preference can be given to terminologies, history and journalism practice.
Setting of the 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 comprise of 2 short notes of 7½ marks each or 3 short notes of 5 marks each
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Ronal Dewolk

Introduction to Online Journalism
Allyn & Bacon, 2001 ISBN 0205286895
New Media Technology
Allyn & Bacon, 1997 ISBN 020527093X

2. John Vernon Pavlik

3. Michael M. Mirabito, Barbara . Mogrenstorn

Focal Press, 2000, 4th edition ISBN
0240804295

FIFTH SEMESTER
FUNCTIONAL EXPOSURE REPORT

Course Code : BJ(MC) 311	L : 0	T/P : 0	CREDITS : 6
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Soon after the End Term Fourth Semester Examination, each student will undergo a Functional Exposure Training of six weeks duration in Electronic Media or Advertising and will submit a Functional Exposure Report containing the actual experiential learning at least four weeks before the commencement of End Term Examination of the Fifth Semester.

The Functional Exposure Report carries 100 marks. These reports will be evaluated 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

EVENT MANAGEMENT LAB

Course Code : BJ(MC) 351	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To develop skills so that the students are able to plan and organize an event or exhibition and also develop relevant print and display material.

The students shall undertake the following assignments as part of their practical training in event management.

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

The faculty incharge can ask the students to organise an event as per the guidelines given

Internal Assessment : A student should be judged on the basis of the event organised and the jobs performed by him/her.

The students should maintain a file of their assignments/jobs duly approved, checked and signed by the competent faculty. The mark assigned for internal evaluation are 40.

Instructions to Practical [External] examiner

a.	A student should be judged on the basis of assignments undertaken by him/her during the event, kept and preserved in a file.
b.	Also on the basis of report prepared by him/her after organizing an event.
c.	The examiner should also interview the student to find out his/her level of understanding of event management.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

FIFTH SEMESTER

RESEARCH METHODOLOGY LAB

Course Code : BJ(MC) 353	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To make the student acquaint with the application of research methodology in media studies.

Exercises/Assignments

1. Using any of the research tool students have to conduct a media research culminating into hard and soft copies of a report.
2. Following studies have to be conducted by the students who will prepare their reports based on the study :
 - a. Preparing research design
 - b. Conducting survey – preparing questionnaire and schedule
 - c. Analysis of any media context
 - d. Measuring media effects and media agenda
 - e. Pre-testing/evaluation tools for audio-video, print, publicity material

Internal Assessment : Students should be evaluated on the basis of reports prepared by them after conducting the assigned studies as mentioned above. The marks prescribed for internal evaluation are 40.

Instructions to Practical [External] examiner

a.	A student should be judged on the basis of the report prepared by him/her after conducting a media research. The hard and soft copies of the report have to be presented before the external examiner.
b.	The examiner should also interview the student to find out his/her level of understanding of research methodology.
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

FIFTH SEMESTER

CYBER LAB

Course Code : BJ(MC) 355	L : 0	T/P : 4	CREDITS : 2
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Objective of the course : To get familiarity with the new media technology and use it for the journalism purpose.

The students shall undertake the following exercises for their skill improvement in cyber media

1. Introduction to internet, net surfing, connecting to websites
2. Using search engines, downloading text, audio and video, images and graphics and using them for academic purpose
3. Opening e-mail account, sending and receiving e-mails, attachment etc.
4. Using blogs
5. Analysing different elements and contents of a news website. Distinguishing between news, views, opinions, advertisements etc.
6. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio, video document
7. Students in group should create a website with each one given a different assignment regarding components of website.

Internal assessment : A student should be judged on the basis of assignments/exercises undertaken by him/her during the semester. Also, on the basis of websites created by him/her in group.

The students should maintain files of their assignments/exercises in their computers and the same should be preserved in CDs. The marks assigned for internal evaluation are 40

Instructions to Practical [External] examiner

a.	A student should be judged on the basis of assignments undertaken by him/her during the semester and preserved in computer files
b.	Specially on the basis of websites or web pages created by him/her
c.	The examiner should also interview the student to find out his/her level of understanding of cyber media
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60

SIXTH SEMESTER

WORLD MEDIA SCENARIO

Course Code : BJ(MC) 302	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : The objective of this course is to create awareness among the students of global communication scenario with a sharp focus on the implications of new trends in communication on the cultural/political/economic aspects.

Marks for internal assessment : 25

Unit-I [World Communication during Cold War] L-12

1. Trends in World communication : An overview since World War II
2. Cold War Days. Emergence of Third World countries and the Non-Aligned Block
3. Use of media by power blocs, super powers
4. Integration between information, armament/military and media

Unit-II [Struggle for bridging the information gap] L-12

1. Domination of the transnational news agencies
2. Barriers to the flow of news
3. Struggle for news between developed and developing countries
4. Demand for new world information and communication order

Unit-III [Era of information cooperation] L-12

1. Bilateral, multilateral and regional information cooperation
2. Role of International organizations – UN resolutions on Media related issues
3. International practices on visual coverage and regulation in media exchange

Unit-IV [Contemporary trends in world media] L-12

1. The Gandhian approach
2. International Mergers/Media Moghuls
3. Reassertion of Boundaries
4. Global Challenges in the New Information Age

COURSE CODE : BJ(MC) 302

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Sean Mc Bride

2. Kaarle Nordenstreng

3. Cees Hamelink

Many voices one world, UNESCO

Publication,1986

Politics of News

Trends in World Communication

SIXTH SEMESTER

CONTEMPORARY MEDIA TECHNOLOGY

Course Code : BJ(MC) 304	L : 4	T/P : 0	CREDITS : 4
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Objective of the course : The present status of media in the society can be credited to certain technological advancement. Media Technologies are both evolutionary and revolutionary and their understanding has become imperative for media professionals. This course intends to make media students appreciate these technologies.

Marks for internal assessment : 25

Unit-I [Media and Technology]

L-12

1. Media Technology : An overview, early days to present.
(Theatre, Print, Electronic, Satellite)
2. Technology, Media and Culture – their relationship and interdependence
3. Media Technology and Globalisation process - its impact and cultural perspective

Unit-II [New Technologies]

L-12

1. New Information Communication Technologies : Telecommunication
(mobile, Fax, video conferencing etc), broadcasting, Cable TV,
public data distribution system, V-sat, E-mail, video technology,
2. Digital Era : What is Digitalization; Process and its need

Unit-III [Impact of Technology]

L-12

1. Impact of new technologies: Radio, television and Internet
2. Technological advancement and its impact on Entertainment.

Unit-IV [Media Convergence]

L-11

1. Future of media - news paper, radio, TV, -what next?
2. Convergence of media- Convergence, its need, nature and levels of convergence

COURSE CODE: BJ (MC) 304

Instructions to paper setter/evaluator

Maximum marks	75
Time	3 hrs
Total Questions	5 questions of 15 marks each, out of which one question will be compulsory. The compulsory question should come first in the serial order.
Compulsory question	Short answer questions should be asked eg. 6 short notes of 2½ marks each or 5 short notes of 3 marks each. For framing this question, anything from any unit can be picked up.
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 question	A question should be either a full-length question of 15 marks or 2 short notes of 7½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, internal choice must be given to students and the question based on the Unit should be framed accordingly.

Suggested Readings :

1. Dr. K. Chandrakanan & Dr. S. Palaiswamy
'Advances in communication technology'- Indian Publisher Distributor, New Delhi, 2000
2. Belmont C.A
' Technology Communication, Behavior', , Wadsworth Publication New Delhi, 2001
3. Zettle Harbert,
'Video Basics'-Wadsworth Publication, New Delhi, 2001
4. Ramesh Babu
'Glocalization', SAP Publication House, New Delhi, 2004
5. Jan R. Hakemulder, Ray AC DE Jough, P.P.Singh
'Broadcast Journalism'-, Anmol Publication, New Delhi, 1997

SIXTH SEMESTER

CONTEMPORARY MEDIA TECHNOLOGY

Course Code : BJ(MC) 306	L : 0	T/P : 0	CREDITS : 12
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Every student will be assigned a project at the end of the Fifth Semester and it will be pursued by him/her under the supervision of an internal supervisor. Both the subject and the name of the internal supervisor will be duly approved by the Director of the Institute. The Project Reports (induplicate) along with one floppy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examinations for the Sixth Semester.

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

SIXTH SEMESTER
COMPREHENSIVE VIVE VOCE

Course Code : BJ(MC) 308	L : 0	T/P : 0	CREDITS : 4
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There shall be Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising the Director/Principal and two external experts, of which one would be preferably from the Corporate World i.e. Media Organisations operating in the country. The quorum shall be deemed to have been met if 2 out of 3 members are present.