

SYLLABUS FOR
BA JOURNALISM AND MASS COMMUNICATION

(Semester I-VI)

NETAJI SUBHAS UNIVERSITY JAMSHEDPUR

BA Journalism and Mass Communication (Semester System)

(Semester System)

NETAJI SUBHAS UNIVERSITY JAMSHEDPUR
BA Journalism and Mass Communication

Semester-I

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 101	Introduction To Communication & Media	3	2	1	40	60	100	5
BJAMC 103	Fundamentals Of Mass Communication	3	2	1	40	60	100	5
BJAMC 105	Introduction To Journalism (Reporting, Writing & Editing) + Practical	3	2	1	40	60	100	5
BJAMC 107	English Communication Skills	3	1	0	20	30	50	2
BJAMC 109	Introduction to Computers	3	2	1	20	30	50	2
BJAMC 111	Introduction to Economics	3	3	0	40	60	100	5
Total		18	12	4	200	300	500	24

Semester-II

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 102	Introduction to Photography	3	0	3	40	60	100	5
BJAMC 104	Basics Of Radio	3	1	2	40	60	100	5
BJAMC 106	Reporting And Editing For Print	3	1	2	40	60	100	5
BJAMC 108	Press Laws & Media Ethics	3	3	1	40	60	100	5
BJAMC 110	Hindi	3	3	0	40	60	100	4
Total		15	8	8	200	300	500	24

Semester-III

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 201	Television Journalism	3	2	1	40	60	100	5
BJAMC 203	Introductions to Advertising & Public Relations	3	2	1	40	60	100	4
BJAMC 205	Media Management and Ethics	3	2	1	40	60	100	5
BJAMC 207	Understanding Cinema	3	1	2	40	60	100	5
BJAMC 209	Media Studies	3	2	1	40	60	100	5
Total		15	9	6	200	300	500	24

Semester-IV

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 202	Radio Production	3	0	3	40	60	100	5
BJAMC 204	Television Production	3	0	3	40	60	100	5
BJAMC 206	Folk Media	3	3	0	40	60	100	5
BJAMC 208	Development & Communication	3	3	0	40	60	100	5
BJAMC 210	Event Management	3	3	0	40	60	100	4
Total		15	9	6	200	300	500	24

Semester-V

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 301	World Media Scenario	3	2	1	40	60	100	5
BJAMC 303	New Media Technologies	3	1	2	40	60	100	4
BJAMC 305	Cyber Journalism	3	1	2	40	60	100	5
BJAMC 307	Photo Journalism	3	0	3	40	60	100	5
BJAMC 309	Communication Research	3	2	1	40	60	100	5
Total		15	6	9	200	300	500	24

Semester-VI

Course Code	Course title	Marks Distributions		Credits
BJAMC-302	Industrial Training	200	100 Viva	12
BJAMC-304	Project	100	100 Viva	12
Total		300	200	24

FIRST SEMESTER

BJAMC-101: INTRODUCTION TO COMMUNICATION AND MEDIA

Objective/s: Students will be able to describe the communication process; that is, identify and define components of fundamental approaches to interpersonal, public, and organizational communication that bear on how individuals make themselves understood and enable them to achieve their purposes.

Unit-I

Communication & Media: Definition, meaning & concept. Different types of communication: Verbal and written. Scope and Process of Communication. Mass Communication: Concept & Characteristics Forms of Communication, Levels of Communication Mass Communication and its Process. Normative Theories of the Press. Media and the Public Sphere

Unit-II

Mass Media: Meaning & Concept. Introduction to Indian Press. Brief account of the origin and development of newspaper and magazine in India. History of the development of electronic media in India: Radio & TV. Traditional media, social media, The Internet- discussion around media and everyday life. Discussions around mediated and non-mediated communication

Unit-III

Role, objectives functions & achievements of Mass Media. Relation between Mass Media and Mass Culture and their development. Direct Effects; Mass Society Theory, Propaganda Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit-IV

Changing trends of Mass Communication under the process of globalization. Private and Public Media. Technology in the development of Media. Media and Market: Nature, Relation & Expansion

Unit-V Transmission models Ritual or Expressive models Publicity Model Reception Model. Media as fourth pillar of democracy. Mass Media in Rural-Urban divide.

Suggested Readings:

1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi,
2. J.S. Yadava & Pradeep Mathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008
3. Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

BJAMC-103: FUNDAMENTALS OF MASS COMMUNICATION

Objective/s: 1. To integrate theory and research with practice. 2. To provide students with practical experience.

Unit – I Meaning and need for Mass Communication Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. Elements and process of communication Models of Mass Communication: Gerber’s Model, Sociological Model, Gate keeping Model, Defleur’s Model of the Taste-differentiated Audience Model, Hub Model Functions of Mass Communication Barriers of Mass Communication

Unit – II Introduction to Mass Media. Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience. Differentiate between Mass Communication & Mass Media. Means & Tools of Mass Communication: 1. Traditional & Folk Media: Types, importance of traditional media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 6. Advertising, Public Relations 7. Other outdoor media

Unit – III Mass Communicators Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

Unit – IV Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication. Developments in the Economy, Society, and Culture and its impact on current communication media. Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity." Impact of social media on Mass Communication

Unit-V Impact of Mass Media on Society 1. Education 2. Children 3. Women 4. Culture 5. Youth 6. Development

Suggested Readings:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta

BJAMC-105: INTRODUCTION TO JOURNALISM

Objective/s: This paper introduces students to the basic concepts of journalistic writing and the process of transmission of news from the media organization to its readers.

Unit-I News: Meaning & definition 2. Sources and elements of news 3. Characteristics of news 4. Mass Communication: Concept & Characteristics 5. Different styles of news writing. 6. **Headline:** Importance & types

Unit-II Writing for newspaper and magazines: Nature & Difference 2. Feature writing: Meaning, definition & nature. 3. Editorial: Importance & art of writing 4. Writing column, Reportage, analysis etc.

Unit-III Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press-Reader and his interests-understanding public taste-Press as a tool of social service. Newspaper Organization-The role of press as an agency of communication-Relationship between press and other mass media. Press and Democracy. Print Media in India: An overview

Unit-IV Definition, scope, concept & principles of news reporting 2. Types & techniques of news reporting 3. Functions of reporting: Interview, collection of data, research 4. Qualities & Responsibilities of a reporter. 5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Unit-V Theories and Principles of Editing 2. Preparing good copies for Newspaper, Magazine & others 3. Introduction to editing symbol, proof reading symbols & Copy desk 4. Role, functions and responsibilities of Copy editor

Practicals

1. Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.
2. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross checking, headlines writing and making intros.

Suggested Readings:

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rang swami. Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
3. Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007

BJAMC-107 ENGLISH COMMUNICATION SKILLS

OBJECTIVE: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English Communication.

Unit I

Understanding what makes communication effective in each medium (Case studies from Print, Television, and Electronic & Digital Media) Discuss different types of media products. Broadly discuss the variety in each medium (For e.g. Types of news shows, newspapers, films, TV shows, websites, online content)

Unit II

Reading & Writing (English/Hindi) discussing how language leads to disparity in media. Illustrate with the help of examples from the industry. Letter Writing Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing. Introduction to feature and script writing

Unit III

Oral Communication Presentation, Anchoring, Viva Voce, Interview, Public Speaking, Skits/ Plays, Panel Discussions, Voice Over, Elocution, Debates & Group Discussion Thinking and Listening Skills .Types of thinking (rational and logical) Errors in thinking: Influential Factors Perspectives, Time scale, Education, Social Structures, Prejudices, Adversary Thinking, Extremism. Perspectives, Time scale, Education, Social Structures, Prejudices, Adversary Thinking, Extremism.

Unit IV

Introduction of Translation & Views of Translation Concept and importance of translation, External view of translation - Textual reliability, The Translator's reliability, Timeliness, Cost, Tradeoffs. Internal view of translation -Translator as a learner .Translator's memory - Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding. The translator's Learning Styles: Context, Field - Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven. Case studies: Demonstrate same content in different languages. Ads, News, Film trailers, etc.

Suggested Reading:

Technical Communication, M.H. Rizvi, Tata McGraw-Hill

Effective Business Communication, Asha Kaul

Developing Communication Skills, Krishnamohan Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan

Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press

Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

BJAMC-109: INTRODUCTION TO COMPUTERS

Objective/s: Indicate the names and functions of the Word interface components. Create, edit, save, and print documents to include documents with lists and tables.

Unit 1: - Introduction to Computers

Introduction, Characteristics of computers, Evolution of computers, Generation of Computers, Classification of Computers, The Computer System, Applications of Computers.

Unit 2: - Computer Architecture

Introduction, Central Processing Unit (CPU) Memory, Communication between Various Units of a Computer System, The Instruction Format, Instruction Set, Processor Speed, Multiprocessor Systems.

Unit 3: - Primary Memory & Secondary storage

Introduction, Memory Hierarchy, Random Access Memory (RAM), Types of RAM, Read Only Memory (ROM), Types of ROM Introduction, Classification of Secondary Storage Devices, Magnetic Tape, Magnetic Disk, Optical Disk, Magneto Optical disk.

Unit 4: - Input Devices & Output Devices

Introduction, Keyboard, Pointing Devices, Speech Recognition, Digital Camera, Scanners, Optical Scanners. Introduction, Classification of Output, Hard Copy Output Devices, Printers, Plotters, Computer Output Microfilm (COM), Soft Copy Output Devices, Monitors, Audio Output, Projectors, Terminals.

Unit 5: - Operating System

Introduction, Operating System, Evolution of Operating System, Types of Operating System, Functions of an Operating System, Modern Operating Systems.

Unit 6: - Data Communication and Computer Network, Internet Basics

Introduction to Computer Network, Network Topologies, Communication Protocols, Network devices. Introduction, Evolution of Internet, Basic Internet Terms, Getting Connected to Internet, Internet Applications, and Electronic Mail: An Introduction How E-Mail Works, Searching the Web (Search Engines) and Viruses.

Unit 7: - Microsoft office package

Introduction of Microsoft word, excel and power point

Suggested Readings:

1. Introduction to Information Technology – R. Sarvana Kumar, R. Parameswaran, T. Jayalakshmi (S.Chand)
2. 'O' Level – V.K. Jain
3. Computer Fundamental – P.K. Sinha
4. Computer Today.

BJAMC-109: INTRODUCTION TO ECONOMICS

Objective: Objective of this course is to acquaint students with the present and future of Indian Economics, and how the Indian Economy is influencing the business environment.

Unit I Nature and Scope of Micro Economics: Meaning - nature - scope - significance & limitations, positive and normative economics. Basic Concepts, wealth - welfare and scarcity. Consumer Behavior and Demand Law of demand - Determinants of demand Elasticity of demand and its measurement - Price, Income, Cross and Promotional Elasticity of Demand.

Unit II Production Function: Short run and long run production function - Economies and Diseconomies of scale, scope - international economies Costs of Production: Concepts of cost - measures of costs - Variable, Marginal, Average Costs, opportunity costs, social & private costs, and implicit, explicit costs. Total Revenue - Breakeven Analysis Market Structure: Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly

Unit III Introduction: Meaning and scope of macroeconomics- Concepts of National Income - GNP,GDP,NNP,NDP, Per Capita Income - Circular flow of income - Trade Cycles - Features and Phases Money and Inflation: Meaning and function of money.Monetary policy - Functions of Commercial Banks and Central Bank. Goods and Services Tax (GST) Brief Understanding of Government: Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure - Union Budget.

Group B

Unit 1 Structure of Indian Economy

Concept of Economic Growth and Economic Development,Growth and Development.
Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution,WorkForceParticipationandChangesinOccupationalStructureinIndia.

Unit 2 Planning and Economic Development and Problems in Indian Economy

Objective of Economic Planning in India, Tenth Five Year Plan.Industrial Policy-1991,
Disinvestments of Public Enterprises.
Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment,
Concentration of Economic Power.

Unit 3 Indian Economy & Foreign Trade

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade,
Export Import Policy Indian Economy – Emerging Issues
WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment.

Suggested Readings:

1. Dhingra, I.C.; *Indian Economy*, Sultan Chand,2003
2. Aggarwal, A.N., *Indian Economy*, VishwaPrakashan,2003.
3. Mishra, S.K. & V.K. Puri; *Problems of Indian Economy*, Himalaya Publishing House, 2003.
4. Datt, Ruddar; *Sundhram, Indian Economy*, Sultan Chand,2003
5. Economics, Paul Samuelson SIE Publication, 2010.

SEMESTER- II

BJAMC-102: Introduction to Photography

Objective/s: To become proficient at the technical aspect of photographing with a digital camera. Students will be working with those images in post processing including digital editing, saving, sizing, and posting of those images

UNIT I - INTRODUCTION TO PHOTOGRAPHY

Concept of Photograph and Photography (SLR) How still camera works? Different parts of camera and their function Formats of a digital image Practical - Camera Handling exercises

UNIT II - CAMERA ANATOMY & FUNCTIONS Concept of analogue camera & digital camera Image sensors & sizes (CCD and CMOS) Aperture and its function Shutter & shutter speed Concept of depth-of-field Co-relation between aperture, shutter speed & ISO speed What is white balance? (color temperature) Lenses and types of lenses - (super wide, wide angle, normal, telephoto, long-telephoto, zoom lenses) Practical - Photographs with different Lenses

UNIT III- COMPOSITION

Visual grammar in photography, photographic composition: elements of composition, rule of thirds, framing, principles of composition, types of shots and camera angles Practical - Photographs depicting different Camera Angles

UNIT IV- LIGHTING Understanding lighting: artificial & natural Photographic lighting equipment's & sources one, two and three-point lighting: key, fill and back light Practical - Portraiture Lighting

UNIT V - PROJECT

Photo Feature (10-15 photographs)

References:

1. Mitchell Beazley – The Art of Colour Photography – Octopus Publishing Group Ltd.
2. John Hedgecoe – John Hedgecoe's Creative Photography – Collins and Brown
3. M. Beazley- John Hedgecoe's Workbook of Darkroom Techniques – Red International Books Ltd.
4. Steve Bavister – Digital Photography – Collin's & Brown Ltd 2000
5. John Hedgecoe – John Hedgecoe's Basic Photography – Collins and Brown

BJAMC-104 BASICS OF RADIO

Objective/s: Identify and describe the basic principles of radio communications and apply those principles to tactical radio communications.

Unit I - GROWTH OF RADIO AND CONTEMPORARY TRENDS

Radio in India: inception and growth Three-tier broadcasting, Public broadcasting service Education vs. Entertainment, Commercial broadcasting Privatization, expansion of FM broadcasting and the changing Idioms Community broadcasting, developments of Community radio stations Web broadcasting, Internet radio Prospects of Radio in India

Practical: -

1. History of Radio PPT Presentation
2. Student seminar on different type of radio stations

Unit II- RADIO PROGRAMME FORMATS Writing for the ear: spoken words and music Radio news, Interview and Panel discussion Feature and documentary Drama and serial Vox Pop and Jingles Phone-in programmes Innovation in Radio programmes formats Music

• Practical: -

- 1. Recording of vox pop on any specific issue
- 2. Recording of PSA's and radio commercials
- 3 Recording of RJ Links

Unit III - RADIO NEWS BROADCAST AIR and its divisions, different News services News reporting setup at various levels Newsroom functions, News pool News bulletins - compilation and production News writing, New format (NF) News and Current Affairs based programmes

Practical: - 1. Writing exercises regarding news bulletins and voice cast
2. Voice modulation practices

Unit IV - BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION MW and SW transmission, AM & FM Analogue and digital, digital recording Satellite vs. terrestrial broadcasting, DTH Studios for recording, broadcasting and dubbing Types of Microphones and their uses Audio editing software

Practical: - 1. Editing of their recorded programs

Unit V- PROJECT 1. Panel discussion 2. Radio ads and jingle 3. Phone-in programmes 4. Outside broadcast (OB) 5. Commentary: national events, sport 6. Vox pop 7. Musical entertainment programme 8. News Bulletin

REFERENCES:

- Ambrish Saxena, radio in new avatar:
- AM to FM, kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval j. Kumar, mass communication in India, jaico publishing

BJAMC 106 Reporting And Editing For Print

Objective/s: Students will be able to do the following: explain how to gather news ; identify the sources of news, list the qualities of a good reporter.

Unit I- NEWS EDITING Nature and need for editing, Newsroom, Organizational setup of a newspaper editorial department, Role of sub/copy-editor, News editor and Editor, Principles of editing, Headlines; importance, functions of headlines, types of headline, Style sheet, Selection of news pictures, Editing symbols and practice, Translation for media.

Practical: Editing practice using symbols

Unit II- NEWS SOURCE News gathering and Sources: Types of sources, Basic tools for information gathering: Maintaining a diary, taking notes, use of computer, Internet, Mobile and other gadgets, Using maps, history and archives Cultivating the sources: Why and how? Reliability, checking information from various sources, follow up, press conference, Press release, Interview

Practical: Press Release writing- 2, Interview- 1

Unit III- NEWS REPORTING News Reporter: Qualities of a news Reporter Categories: Stringer, Staff Reporter, Correspondent, Chief reporter, Principal correspondent, Bureau Chief, Foreign Correspondent Types of Reporting- Local Reporting, Political, Crime, Business, Court, Sports, Science, Cultural, Health, Education, Entertainment etc. Investigative Reporting, Sting Operation

Practical: PPT presentation and students' seminar.

Unit IV- PRINTING & LAYOUT QuarkXPress, Page Making, Lay out designing, Dummy, Publishing of newspaper and magazine, Printing technology and process

Practical: Page making practice

UnitV- PROJECT to prepare a 4-page newspaper based on in-house Reporting (Group Project) to prepare a 32-page magazine based on students' write up (Group Project)

REFERENCES-

1. News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett Practical
2. Newspaper Reporting by David Spark and Geoffrey Harris
3. Writing and Reporting News: A Coaching Method by Carole Rich
4. News Writing by George Hough (Kanishka Publishers)
5. Writing and Editing News Hardcover – 2015 by Krishna Swamy K.V. (Author), Orient Blackswan Private Limited - New Delhi.

BJAMC-108: Press Laws & Media Ethics

Objective/s: Understand the rules associated with the freedom of the press, including the ability to report and publish without governmental intrusion. • Identify the basic standards of libel for published material and apply to that material the basic defenses against libel.

Unit-I

Press Laws, Society & Democracy
Constitutional Safeguards to Freedom of Press
Press Commissions & their recommendations

Unit-II

Press & Registration of Books Act, 1867
Working Journalist Act
Defamation
Contempt of Court
Press Council Act
Official Secret Act

Unit-III

Parliamentary Privileges
Right to Information
Copyright, Intellectual Property Right

Unit-IV

Social Responsibility of Press
Ethics, Self-Regulation & Freedom of Expression

Unit V Ethics: Meaning & definition Advertising
Council of India. Parliamentary privileges:
article 105, 193 and 361A of constitution.
Guidelines for parliamentary coverage. AIR code
for election coverage. Doordarshan commercial
code

SUGGESTED READINGS

1. Mass Media Laws & Regulations C S Rayudu, S B NageshwarRao
2. Press in the Indian Constitution R KRavindran
3. Principles & Ethics of Journalism Dr. Jan R Hakemuldar, Dr. Fay AC de Jouge, P PSingh
4. D D Basu Law of the Press, Wadhwa & Company, Nagpur
5. Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi

BJAMC 110 HINDI

Objective/s: To develop listening, speaking, writing, and reading skills in Hindi to the advanced level.

Unit I- व्याकरण की मुख्य बातें, वर्ण – स्वर तथा व्यंजन लिपि और व्याकरण शब्द, वाक्य-भेद तथा विन्यासवर्तनी, विरामचिह्न, संज्ञा, सर्वनाम, विशेषण, कर्म, क्रिया, लिंग, वचन

Unit II- लेखन कला लेखन कला के लिए सटीक शब्दों का चयन, अनुच्छेदलेखन, आवेदनपत्रलेखन, फीचरलेखन, आर्टिकललेखन, सोशलमीडियाकेलिएलेखन, प्रूफरिडिंगतथाउसकेचिह्न

Unit III – मीडिया अनुवाद अनुवाद का अर्थ, संचार के रूप में अनुवाद, अनुवाद के प्रकार, अनुवाद की समस्याएँ, अनुवाद के लिए जरूरी बातें तथा सहायक सामग्री, मीडिया अनुवाद कैसे करें

Unit IV -अभ्यासकार्य

1. अनुवादहिन्दीसेअंग्रेजी
2. अनुवादअंग्रेजीसेहिन्दी.

- सामान्यहिन्दीऔरसंक्षिप्तव्याकरण, ब्रिजकिशोरप्रसादसिंह
- आधुनिकहिन्दीव्याकरणऔररचना, वासुदेवनारायणप्रसाद
- परिष्कृतहिन्दीव्याकरण, बदरीनाथकपूर, प्रभातप्रकाशन
- अद्यतनहिन्दीव्याकरण, डॉ .वीएनपांडये
- भारतमें हिन्दी पत्रकारिता रमेशजैन, तक्षशिलाप्रकाशन

SEMESTER- III

BJAMC201 Television Journalism

Objective/s: This course aims to provide an integrated overview of television and radio journalism/production more emphasis is given on the art and craft of audio-visual world.

Unit I- INTRODUCTION TO TV JOURNALISM Visual Communication – Communicating with still pictures and video History and development of TV Journalism TV News Industry Private and Public broadcasting Economics of TV broadcasting Skills required for a TV Journalist Practical: Student seminar and group discussions

UnitII - STRUCTURE AND FUNCTIONING OF NEWS CHANNELS Newsroom: Technological set up, Editorial structure Roles and responsibility of editorial staff Structure and functioning of News Agencies Practical: Student seminar and group discussions

UnitIII - PRODUCTION OF NEWS News Packaging: various formats of News Language skills: Scripting for different types of News Voice-over Structure of bulletins. Run down. Ticker Practical: Scripting, voice over and packaging of news

UnitIV -REPORTING AND TV ANCHORING Basics of Television reporting: visualizing news – research, investigation – interview techniques Types of reporting, Piece to camera Live Reporting- Phone in, Beats, Mobile Journalism Television Anchoring: Pronunciation, flow, Modulation, body language Facing a camera – eye contact - use of teleprompter Live studio and field interviews: moderating TV studio discussions; anchoring chat shows
Practical: PTC and reporting exercise

UnitV - NEWS PROGRAMS Concept and designing of news programs Process of Production Types of programs-Crime, Entertainment, Business, Sports etc Talk show, Studio based programs. Outdoor programs

UnitVI- PROJECTS Three news report Five PTC on different issues and locations Production of a 10 minutes program

REFERENCES:

- Ralph Donald and Thomas Spann: Fundamentals of Television Production, Surjeet Publications, New Delhi.
- Herbert Zettl: Handbook of Television Production, Publisher: Wadsworth
- Thomas D Burrows & Lynne S.: Video Production Publisher: MC Graw Hill
- Boyd Andrew: Broadcast Journalism, Oxford Press
- Broughton, Iry: Art of Interviewing for Television
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House
- Lawrence Lorenz, Alfred & Vivian John: News Reporting and Writing, Pearson Education
- Trevin, Janet: Presenting on TV and Radio, Focal Press
- Yorke, Ivor: Television News (Fourth Edition), Focal Press
- KhabreVistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap: RajkamalPrakashan (Hindi)
- Chanelokechehre- Dr. Mukesh Kumar and Dr. ShyamKashyap: RajkamalPrakashan (Hindi)
- TRP, TV News Aur Bazar, Dr. Mukesh Kumar, VaniPrakashan (Hindi) -

BJAMC 203 Introductions to Advertising & Public Relations

Objective/s: The objective of this course is to provide students with a fundamental understanding of advertising and its place in business, branding, and society. As an introductory course, it will prepare students for further study in both basic and specialized areas of advertising and commercial communication.

Unit I - Fundamentals of Advertising Advertising: Definition and Concept of Advertising. Models of Advertising Need & Impact of Advertising: National and Global Scenario, Integrated Marketing Communication, Persuasion, Retention and Recall Various Media of Ad: Print Media-Newspaper, Magazine, Pamphlet, handbill, souvenir, brochure etc., Electronic- Radio, Other direct mail, outdoor etc.

Practical 1. PPT on different types of Publicity Materials and their utility
2. Presentation on IMC

Unit II - Creativity And Advertising Types of Advertising and their functions Copy writing for Print, Radio and T.V. Advertisement. Advertising design & layout: difference between the two Defining Creativity, Appeal, Rhetoric of words and images

Practical

1. 5 taglines for their products
2. Copy writing for different media
3. Use of advertising appeal in their ads

Unit III - Understanding Public Relations PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other publicity, propaganda; Crisis Management

Practical –

1. Student seminar on PR marketing and advertising
2. PPT on models of PR and their practical use

Unit IV - PR Practice And Process In house PR- Structure, Scope, Role & Function PR Consultancy- Structure, Role, Scope & Function PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship The PR process: Research, Strategy, Measurement, Evaluation and Impact Tools of Media Relations - Press conferences, Press meet/tours, Press releases, Backgrounders, Rejoinders, Feature writing, Video news releases, Blog writing etc; Selection of media in reaching out to its various publics

Practical

1. Conduct a mock press conference
2. Conduct a PR Campaign

Unit V - Projects Writing Ad Copy for various mediums Organizing PR campaign Organizing Press Conference Organizing Ad Campaign

1. Clifton Rita & John Simmons: Brands And Branding (Profile Books Ltd. Uk, 2011)
2. Dorothy, Cohen: Advertising, (USA: Scott. Forsmon And Co. 1988)
3. Jethwaney Jaishri & Jain Shruti: Advertising Management, Second Edition, 2011 (Oxford University Press)
4. Manukonda R.: Advertising Promotions And News Media (Dps Publishing House India, 2013)
5. Marieke De Mooij: Consumer Behavior And Culture: Consequences For Global Marketing & Advertising (Sage Publication New Delhi, 2011)

BJAMC 205 Media Management and Ethics

Objective/s: The students will easily understand the main roles of code and ethics in media. What is constitution, right to information, press council, different types of press acts? It also explains the principles and functions of management, different ownership pattern, newspaper organization, magazine organization, registration policy and all.

Unit –I

The basic concept and objectives of press codes and ethics of journalism. Freedom of speech and expression with special reference to freedom of press in India, Constitutional provisions to freedom of press. Pressures on media-internal and external pressures. Press Commissions and Press Council's guidelines. Sensational and Yellow Journalism. Issues of privacy. Public's right to know; right to reply; Code of ethics for journalists in India.

Unit –II

Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio visual Publicity (DAVP)

Unit III

Meaning and definition of management, principles and functions of media management, Ownership patterns of media organization –merits and demerits, organizational structure of a newspaper.

Unit IV

Organization structure of a magazine, radio station and television station. New media management and technical challenges.

Reference Books:

1. Newspaper organization and management-Herbert Willi
2. Print media communication and management – Aruna Zachariah
3. Media politics and ownership-Jagdish Machani Journalism ethics and codes-Nayyar Shamsi
4. Media laws and ethics – Kiran Prasad
5. Ethics & Journalism –Karen Sanders
6. Print media communication and management – Aruna Zacariah
7. Media politics and ownership – Jagdish Vachani
8. Media selling – Charles Warner and Joseph Buchman
9. Media development and management – Biswajeet Guha
10. Newspaper management by Gulab Kothari

BJAMC 205 UNDERSTANDING CINEMA

Objective/s: Demonstrate a general knowledge of the history of cinema from its beginning to the present including major international films, artists, and movements.

Unit I Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

Unit II Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.

Unit III in the Indian Context: Contribution and Impact of Regional Cinema.

Unit IV Basic Introduction to the TECHNOLOGY used in Cinema. Introduction to few important TECHNIQUES employed by different film makers. Introduction to the BUSINESS with prevailing practices in the production and marketing of films. NOTE: A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.

Unit V Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newreels, Public Service Ads and others.

Suggested Reading:

1. Classical Hollywood Cinema, Film Style and Mode of Production to 1960 - D. Bordwell, J. Staiger and K. Thompson
2. Hollywood Cinema: An Introduction – R. Maltby and I. Craven
3. The Hollywood Studio System – D. Gomery
4. Narration in Fiction Film – D. Bordwell
5. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker
7. Our Films Their Films – S. Ray

BJAMC 207 MEDIA STUDIES

Objective/s: Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

Unit I Relevance of Media Studies in Contemporary Times. Historical perspectives to media studies

Unit II The Mid 20th Century Media Evolution Theory

a. Agenda Setting b. Uses and Gratification c. Two Step Flow d. McLuhan – Medium is the message
e. Foucault – Power & Authority f. Propaganda Model

Unit III Media and Globalization

a. Division and contradiction in the Global Information Infrastructure b. Racist Ideologies and the Media (Stuart Hall) c. Media and Diaspora d. New Media Theory e. Cognitive Theory

Unit IV Media and its commercial Impact.

a. Advertising Magazine Culture and the new man b. Trends in Media c. Feminist Strategies of Detection
d. Media Power and Political Culture

Unit V Constituents of Media

a. Language b. Religion c. Discourse d. Technology Challenges to contemporary Media
a. Media and Consumerism b. Intellectual Property and New Media c. Young people as consumers of Advertising Art.

Suggested Reading:

1. Media Studies – Eoin Devereux - Media & Diaspora
2. Paul F. Lazarfeld, 'Remarks on Administrative and Critical Communications Research' Studies in Philosophy and Social Change
3. Marshall McLuhan – Understanding Media: the extension of man

SEMESTER-IV

BJAMC 202 Radio Productions

Objective: The students will know about the characteristics of radio as a mass communication medium, radio formats and its production, radio equipments, radio editing, sound effects etc.

Unit –I

Characteristics of radio as a mass communication medium Radio studio set –up, audio equipment –Microphones, Console, Recording equipment, nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques.

Unit II

Writing and production of different radio programmes-Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission.

Unit III

Characteristics of radio news-how its different from print and TV news, News gathering, News editing, Newsroom and its functioning, News pool, actualities, raw sound, voice over, sound byte

Unit IV

Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes. Codes related to Broadcasting.

Reference Books

1. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DEJonge
2. Audio in media- Stanley R.Alten
3. Radio production – RobertMcLeish
4. Handbook of Journalism and Mass Communications-VirBalaAggarwal& V.S.Gupta

BJAMC 204 TV Productions

Objective: The students will know about the characteristics of TV as a mass communication medium, TV formats and its production, TV equipments, TV editing etc.

Unit –I

Characteristics of TV as a mass communication medium, TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes.

Unit II

Fundamentals of TV reporting - Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews.

Unit III

Different TV formats and their production, stages of production - pre production, production phase, post production, live/studio production

Unit IV

Types of editing - linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.

Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric.K.Gormly

BJAMC 206 FOLK MEDIA

Objective/s: On completion of the course students should be able to: 1. understand how folk media reflects societal concerns. 2. Describe the scope and characteristics of folk media. 3. Know the roots and type of folk art form.

Unit-I Introduction to Folk Media. Folk media: Meaning & definition Nature and Scope of Folk media 3. Characteristics of folk media

Unit II: Types of folk media: Dance, theatre & music 2. Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra 3. Folk music: Bengal, Gujarat & Maharashtra. 4. Folk dance: Garba, Tamasha&Lavani

Unit III: Types of Festivals: Seasonal & Cultural 2. Importance of Fair & Festivals 3. Features of Fairs

Unit-IV Merits & demerits of folk media 2. Influence of modern media (radio & TV) on folk media 3. Folk media for promoting literacy, and social change.

Suggested Reading:

1. .Singer, Melton Traditions in India: Structure and Change, American Folk society, 1957
2. Mass communication-A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
3. .Kumar, Keval Kumar Mass Communication in India, Mumbai, Jaico Publishers
4. .Malik, Madhu Traditional Form of Communication and the Mass Media in India, Paris: Unesco
5. ParmarShyam Traditional Folk Media in India New Delhi: Geka Books 1975

BJAMC 208 Development Communications

Objective/s: The main purpose of this course is to explain the meaning and nature of development, complexities, importance of development in society .role of legislature in development.

Unit –I

Definition, meaning, scope and concept of development communication
Development communication and society, measures of development communication
Characteristics of developed and developing societies

Unit II

Theories of development: Social, Political and Economic theory
Models of development: Western, Eastern, Gandhian, Schumacher's
Development communication, process - special reference to India.

Unit III

Role of mass media organizations in development communication, Newspaper, Radio, TV,
Traditional media, PIB, DAVP, Song and Drama Division etc.
Strategies of development communication, Role of NGO's in development.

Unit IV

Role of legislature, the executive and the judiciary in development.
Cyber media and development: E –governance, digital democracy & E–chaupal.
Communication for rural development, communication for urban
development.Panchayati raj, urban sanitation, consumer awareness, modernization,
industrialization

Reference Books

1. Understanding Development communication- UmaJoshi
2. Communication, Modernisation& Social Development- Edited: Ito Youichi, KiranPrasad, K. Mahadevan.
3. India Economy- RuddarDutt, K.P.M.Sundharam
4. International Development Communication- bellamody
5. Traditional Media and Development Communication- K.Madhusudan
6. Development Communication – V.S. Gupta

BJAMC 210 Event Management

Objective/s: These students will know about the growing field of event management. What is event management all about? How event planner works.

Unit –I

Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

Unit –II

Organization–setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

Unit III

Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting ,location and site,the operation plan,business plan, developingstrategies.

Unit IV

Human Resource Management –Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance, .Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Reference Book

1. Advertising and Sales Promotion- C.N. Sontaki

SEMESTER- V

BJAMC301- World Media Scenario

Objective/s: This will provide in-depth knowledge to the student about the media scenario world over, which will be immensely useful in the field.

Unit-I

New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order

Unit-II

NAM Media; Regional Agencies; and Direct Broadcasting Systems, World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance

Unit-III

Colonization of Communication, News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military

Unit-IV

Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues.

SUGGESTED READINGS:

1. Many Voices One World, UNESCO
2. Facts of Life, A Communication Challenge UNICEF, India-1993
3. The Media & Modernity, John B Thompson, Polity Press, 1995
4. Globalisation, Albrow & King
3. Technology & Communication Behaviour, Belmont C A Wadsworth

BJAMC 303 NEW MEDIA TECHNOLOGIES

Objective/: The course intends to make media students appreciate these technologies. How these technologies are used in present scenario.

Unit –I

Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

Unit –II

Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

Unit III

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

Unit IV

Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption

Reference Books

1. Information & Communication Technology- Kiran Prasad
2. IT in India- Om Gupta & Ajay Jasra
3. Multimedia Journalism- Dr. R. C. Ramanujan
4. Understanding the Web- Alan Albarran & David Goff
5. Multimedia Communication- Jerry Gibson
6. Internet Journalism in India- Om Gupta & Ajay Jasra
7. Communication Media & Electronic Revolution- Aruna Zachariah
8. Mass Communication in India - Keval J. Kumar
9. Mass Communication & its Digital Transformation- Dr. R. C. Ramanujan
10. Introduction to Mass communication - Staney Baran
11. Electronic media- Eastman Ferguson

BJAMC 305

Cyber Journalism

Objective/s: To learn about Cyber Journalism, to know the Fundamentals of Cyber Media know the Advantages & Disadvantages of Cyber Journalism.

Unit-I

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,

Unit-II

Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites,

Unit-III

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Unit-IV

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends

SUGGESTED READINGS:

1. The Information, James Gleick
2. Cyberspace Aur Media, Sudhir Pachauri
3. Fundamentals of Information Technology, Deepak Baharihoke
4. Multimedia Systems, Ramesh Agarwal & Bharat Bhushan Tiwari
5. IT in the new millennium, V D Dudeja
6. Electronic Media & the Internet, Y K D'souza
7. The Spy in the Coffee Machine, O'Hara and Shadbolt

BJAMC 307

Photo Journalism

Objective/s: A brief recapitulation of the equipment, its usage and significance of photography.

Unit-I

Focus on Cameras and Recorder controls, Camera Cables, Shooting techniques, Visual effects. Basic theory of Video recording- Microphones, audio recorders, television cameras, lighting, sound mixing desk- VTR, Master Control Room

Unit-II

Rules and principles of quality lighting, Show the creative use of back-lighting, proper placement of lights and lighting equipment for principle subjects and sets both on location and in the studio.

Unit-III

Piece-to-camera- opening, bridge, conclusive, Composition; rule of thirds, Framing, S curves, repetition of shapes, evaluating composition.

Unit-IV

Filing System, Law and ethics, Copyright, Digital Imaging, Photoshop, photo editing.

SUGGESTED READINGS:

1. Radio and TV Journalism, K.M.Shrivastava
2. Photojournalism: The Professional's Approach, Kenneth Kobre, Betsy Brill
3. Photojournalism, Andy Steel
4. Photojournalism Basics, Harris G. Smith, John Robaton

BJAMC 309 COMMUNICATION RESEARCH

Objective/s: On completion of the course students should be able to: 1. Define and explain the process of media research. 2. Conduct media research by making use of any of the research methods. 3. Write report after analysis and interpretation of data.

Unit I Communication research: Meaning & Concept Communication research: Role and function Scope and importance of communication research Method of Communication and media research

Unit II .Research Process –the steps involved 2. Research Design–Meaning and different types Sampling–Selecting a sample, types of sampling –Probability and Non-Probability Hypothesis

Unit-III Primary and Secondary data Observation method Interview method Collection of data through questionnaire Collection of data through schedule

Unit-IV Writing research report: parts of a report, steps involved. 2. Processing of data –classification & tabulation 3. Analysis and interpretation of data
Role of computer in communication research

Practical using any of the research technique students will conduct communication/ media survey culminating into hard copies of the report. 1. Design a research 2. Design a questionnaire 3. Conduct survey

Suggested Readings:

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

SEMESTER- VI

BJAMC 302

Industrial Training: 200 Marks+ 50 Viva-voce

Students will gain practical experience in six-month industrial training in any reputed media related organization/ Centers such as Radio and TV Channels, Production Houses, Advertising Agencies, Multimedia Houses. The students will have to submit a report of the training to the College/Department. The institute where the candidate undergoes training will submit a performance report/certificate by evaluating them in term of marks (200). These documents must be confidential and sent direct to the university. The viva examination of the candidates who have undergone industrial training will be conducted by an external examiner appointed by the University.

BJAMC 304

Project Report: 100 Marks+50 Marks Viva Voce

During the VI semester, students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by external examiner and viva voce will be conducted.

