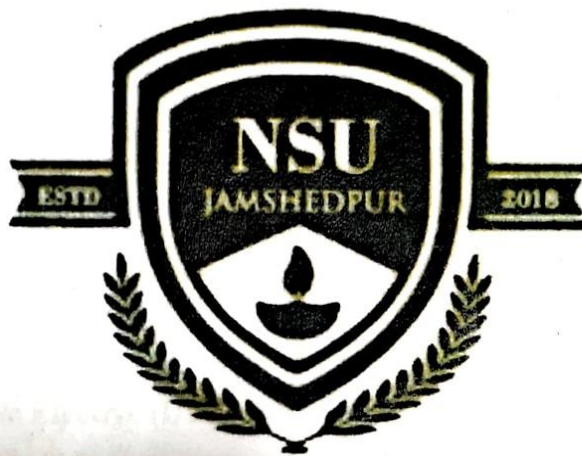


# **NETAJI SUBHAS UNIVERSITY**

## **JAMSHEDPUR**



**APPROVED BY AICTE, PCI, BCI AND NCTE**  
**Recognized by UGC**

**Department of Journalism and Mass communication**

**Three years Bachelor of Arts (Honors) in  
Journalism and Mass Communication**

**Effective from Academic Session 2019 onwards**

*Neelam*  
20.1.2021

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## **CHOICE BASED CREDIT SYSTEM (CBCS):**

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

### **Outline of Choice Based Credit System:**

**1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

**2. Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

**2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

**2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

**2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

**3. Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

**3.1 Ability Enhancement Compulsory Courses (AECC):** Environmental Science, English  
Communication/MIL Communication.

**3.2 Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

□ **Introducing Research Component in Under-Graduate Courses**

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real-life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

**Implementation:**

1. The CBCS may be implemented in Central/State Universities subject to the condition that all the stakeholders agree to common minimum syllabi of the core papers and at least follow common minimum curriculum as fixed by the UGC. The allowed deviation from the syllabi being 20 % at the maximum.

2. The universities may be allowed to finally design their own syllabi for the core and elective papers subject to point no. 1. UGC may prepare a list of elective papers but the universities may further add to the list of elective papers they want to offer as per the facilities available.

3. Number of Core papers for all Universities has to be same for both UG Honors as well as UG Program.

4. Credit score earned by a student for any elective paper has to be included in the student's overall score tally irrespective of whether the paper is offered by the parent university (degree awarding university/institute) or not.

5. For the introduction of AE Courses, they may be divided into two categories:

a) AE Compulsory Courses: The universities participating in CBCS system may have common curriculum for these papers. There may be one paper each in the 1st two semesters viz. (i) English/MIL Communication, (ii) Environmental Science.

b) Skill Enhancement Courses: The universities may decide the papers they may want to offer from a common pool of papers decided by UGC or the universities may choose such papers themselves in addition to the list suggested by UGC. The universities may offer one paper per semester for these courses.

6. The university/Institute may plan the number of seats per elective paper as per the facility and infrastructure available.

7. An undergraduate degree with Honours in a discipline may be awarded if a student completes 14 core papers in that discipline, 2 Ability Enhancement Compulsory Courses (AECC), minimum 2 Skill Enhancement Courses (SEC) and 4 papers each from a list of Discipline Specific Elective and Generic Elective papers respectively.

- 8.** An undergraduate Program degree in Science disciplines may be awarded if a student completes 4 core papers each in three disciplines of choice, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC) and 2 papers each from a list of Discipline Specific Elective papers based on three disciplines of choice selected above, respectively.
- 9.** An Undergraduate program degree in Humanities/ Social Sciences/ Commerce may be awarded if a student completes 4 core papers each in two disciplines of choice, 2 core papers each in English and MIL respectively, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC), 2 papers each from a list of Discipline Specific Elective papers based on the two disciplines of choice selected above, respectively, and two papers from the list of Generic Electives papers.
- 10.** The credit(s) for each theory paper/practical/tutorial/project/dissertation will be as per the details given in A, B, C, D for B.Sc. Honours, B.A./B.Com. Honours, B.Sc. Program and B.A./B.Com. Program, respectively.
- 11.** Wherever a University requires that an applicant for a particular M.A./M.Sc. /Technical/Professional course should have studied a specific discipline at the undergraduate level, it is suggested that obtaining 24 credits in the concerned discipline at the undergraduate level may be deemed sufficient to satisfy such a requirement for admission to the M.A./M.Sc./Technical/Professional course.

**Conversion of credit(s) into grade(s): The following illustrations could be taken as an example for computing SGPA and CGPA from credits for Honours courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects:**

### **1. Grades and Grade Points**

<b>Letter Grade</b>	<b>Grade Point</b>
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

1 A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

2 For non credit courses „Satisfactory“ or “Unsatisfactory“ shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

3 The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.,

4 The statutory requirement for eligibility to enter as assistant professor in colleges and universities in the disciplines of arts, science, commerce etc., is a minimum average mark of 50% and 55% in relevant postgraduate degree respectively for reserved and general category.

Hence, it is recommended that the cut-off marks for grade B shall not be less than 50% and for grade B+, it should not be less than 55% under the absolute grading system. Similarly cutoff marks shall be fixed for grade B and B+ based on the recommendation of the statutory bodies (AICTE, NCTE etc.,) of the relevant disciplines.

## Illustration of Computation of SGPA and CGPA and Format for Transcripts

### B.A. Program Course

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
<b>Semester I</b>					
C.P-1	06	A	8	48	
C.P-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1	06	B	6	36	
SEC- 1	02	A	8	16	
<b>Total</b>	<b>22</b>			<b>154</b>	
<b>Semester II</b>					
C.P-3	06	B	6	36	
C.P-4	06	C	5	30	
AECC -2	02	B+	7	14	
GE-2	06	A+	9	54	
SEC- 2	02	A	8	16	
<b>Total</b>	<b>22</b>			<b>150</b>	
<b>Semester III</b>					
C.P-5	06	A+	9	54	
C.P-6	06	0	10	60	
C.P-7	06	A	8	48	
DSE - 1	06	A	8	48	
GE-3	06	0	10	60	
<b>Total</b>	<b>30</b>			<b>270</b>	
<b>Semester IV</b>					
C.P-8	06	B	6	36	
C.P-9	06	A+	9	54	
C.P-10	06	B	6	36	
GE - 4	06	A+	9	54	
<b>Total</b>	<b>24</b>			<b>180</b>	

<b>Semester V</b>						
C.P-11	06	B	6	36		
C.P-12	06	B+	7	42		
DSE-2	06	0	10	60		
DSE-3	06	A	8	48		
<b>Total</b>	<b>24</b>			<b>186</b>		<b>7.75 (186/24)</b>
<b>Semester VI</b>						
C.P-13	06	A+	9	54		
C.P-14	06	A	8	48		
DSE-4	06	A	8	48		
<b>Total</b>	<b>18</b>			<b>150</b>		<b>8.3 (150/18)</b>
<b>CGPA</b>						
<b>Grand Total</b>	<b>140</b>			<b>1090</b>	<b>7.78 (1090/140)</b>	

<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>	<b>Semester 4</b>
Credit: 22; SGPA: 7	Credit: 22; SGPA: 6.8	Credit: 30; SGPA: 9	Credit: 24; SGPA: 7.5

<b>Semester 5</b>	<b>Semester 6</b>
Credit: 24; SGPA: 7.75	Credit: 18; SGPA: 8.3

Thus, **CGPA** =  $(22 \times 7 + 22 \times 6.8 + 30 \times 9 + 24 \times 7.5 + 24 \times 7.75 + 18 \times 8.3) / 140 = \mathbf{6.78}$

# **NETAJI SUBHAS UNIVERSITY JAMSHEDPUR**

## **B.A. (Hons.) Journalism and Mass Communication**

### **Semester wise Structure and Marking Scheme**

#### **Semester I**

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P -1</b>	Introduction to Communication and Media	6	30	70	100
<b>C.P -2</b>	Introduction to Journalism	6	30	70	100
<b>AECC-1</b>	Communicative English	2	20	30	50
<b>G.E-1</b>	Political Science	6	30	70	100
<b>SEC -1</b>	Audio Production	2	20	30	50
	<b>Total</b>	<b>22</b>		<b>Total</b>	<b>400</b>

#### **Semester II**

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P-3</b>	Photography and Photojournalism	6	30	70	100
<b>C.P-4</b>	Reporting and Editing for Print	6	30	70	100
<b>G.E 2</b>	Political Science	6	30	70	100
<b>AECC-2</b>	Environmental Science	2	20	30	50
<b>SEC- 2</b>	Graphic Designing and Photo Editing	2	20	30	50
	<b>Total</b>	<b>22</b>		<b>Total</b>	<b>400</b>



### Semester III

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P-5</b>	Introduction to Broadcast Media	6	30	70	100
<b>C.P-6</b>	Advertisement and Public Relation	6	30	70	100
<b>C.P-7</b>	History of the Media	6	30	70	100
<b>G.E-3</b>	Political Science	6	30	70	100
<b>DSE-1</b>	Internship	6			100
	<b>Total</b>	<b>30</b>		<b>Total</b>	<b>500</b>

### Semester IV

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P-8</b>	Media Ethics and the Law	6	30	70	100
<b>C.P-9</b>	Understanding Cinema	6	30	70	100
<b>C.P-10</b>	Introduction to New Media	6	30	70	100
<b>G.E-4</b>	Political Science	6	30	70	100
	<b>Total</b>	<b>24</b>		<b>Total</b>	<b>400</b>

### Semester V

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P-11</b>	Development Communication	6	30	70	100
<b>C.P-12</b>	Communication and research methods	6	30	70	100
<b>DSE- 2</b>	<b>A.</b> Documentary Production <b>or</b> <b>B.</b> Anchoring and Reporting	6	30	70	100
<b>DSE- 3</b>	Internship	6			100
	<b>Total</b>	<b>24</b>	<b>Total 400</b>		

### Semester VI

Subject code	Subject	Credits	Marks distribution		Total
			Internal	External	
<b>C.P-13</b>	Video Production	6	30	70	100
<b>C.P-14</b>	Media and Cultural Studies	6	30	70	100
<b>DSE- 4</b>	<b>A.</b> Short-Film Production <b>Or</b> <b>B.</b> Media Management	6	30	70	100
	<b>Total</b>	<b>18</b>		<b>Total</b>	<b>300</b>

## **B.A. (Hons.) Journalism and Mass Communication**

### **CORE PAPERS**

	<i>Subject Code</i>	<i>Subject Name</i>
<i>Core Paper 1</i>	(C.P – 1)	<b>Introduction to Communication and Media</b>
<i>Core Paper 2</i>	(C.P – 2)	<b>Introduction to Journalism</b>
<i>Core Paper 3</i>	(C.P – 3)	<b>Photography and Photojournalism</b>
<i>Core Paper 4</i>	(C.P – 4)	<b>Reporting and Editing for Print</b>
<i>Core Paper 5</i>	(C.P – 5)	<b>Introduction to Broadcast Media</b>
<i>Core Paper 6</i>	(C.P – 6)	<b>Advertisement and Public Relation</b>
<i>Core Paper 7</i>	(C.P – 7)	<b>History of the Media</b>
<i>Core Paper 8</i>	(C.P – 8)	<b>Media Ethics and the Law</b>
<i>Core Paper 9</i>	(C.P – 9)	<b>Understanding Cinema</b>
<i>Core Paper 10</i>	(C.P – 10)	<b>Introduction to New Media</b>
<i>Core Paper 11</i>	(C.P – 11)	<b>Development Communication</b>
<i>Core Paper 12</i>	(C.P – 12)	<b>Communication Research and Methods</b>
<i>Core Paper 13</i>	(C.P – 13)	<b>Video Production</b>
<i>Core Paper 14</i>	(C.P – 14)	<b>Media and Cultural Studies</b>

# **Core Paper 1 (C.P – 1) Introduction to Communication and Media**

## **Detailed Content:**

### **Unit I: Principles of Communication**

- Introduction to Communication
- History of Communication
- Forms of Communication, Levels of Communication
- Process of Communication, Functions of Communication
- Essentials of Communication
- Types of Communication
- Effectiveness and Techniques of Communication

### **Unit II: Communication and Mass Communication**

- What is Mass Communication?
- Functions and Elements of Mass Communication
- Communication VS Mass Communication
- Tools of Mass Communication
- Models and Theories of Communication
- Mass Communication and Society
- Normative Theories of the Press
- Media and the Public Sphere

### **Unit III: Mass Communication and Effects Paradigm**

- Direct Effects; Mass Society Theory, Propaganda
- Limited Effects; Individual Difference Theory, Personal Influence Theory
- Cultural Effects: Agenda Setting
- Spiral of Silence, Cultivation Analysis

### **Unit IV: Four Models of Communication**

Transmission models  
Ritual or Expressive models  
Publicity Model  
Reception Model

## Unit VI: Recent Trends in Mass Media and Communication

- Traditional Media, Social Media
- Meaning and Classification of Mass Media
- New Information Technologies
- Communication Revolution and Digital Media
- Globalization, Telecommunication and Internet

### Practical:

- Prepare a survey Report based on any current issues to study the media preference
- Practical Copy and Viva

### Readings:

- Handbook of Journalism and Mass communication by Vir Bala Agrawal
- Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt,
- Rinehart and Winston 1981, 21\_34; 59\_72
- John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1\_38
- Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1\_11; 41\_54; 121\_133
- (fourth Edition)
- Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning,
- 2006) pages 42\_64; 71\_84; 148\_153; 298\_236
- Kevin Williams, *Understanding Media Theory*, (2003), pp.168,188
- Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
- Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
- Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures,|| in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

## **Core Paper 2 (C.P – 2) Introduction to Journalism**

### **Detailed Content:**

#### **Unit -1 Concept of News:**

News: meaning, definition, Ingredients of news, nature and sources.  
The news process: from the event to the reader (how news is carried from event to reader)

#### **Unit - 2 Understanding News**

Hard news vs. Soft news, basic components of a news story - Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.  
Different types of journalistic writing: Articles, Features, types of features and human interest stories, editorials, difference between articles and features.

#### **Unit - 3 Different forms of print**

A historical Perspective  
Yellow journalism  
Penny press, tabloid press  
Language of news- Robert Gunning: Principles of clear writing  
Rudolf Flesch formula - skills to write news.

#### **Unit - 4 Understanding the structure and construction of news:**

Organizing a news story, 5W,,s and 1H, Inverted pyramid  
Criteria for news worthiness, principles of news selection  
Use of archives, sources of news, use of internet.  
Different mediums-a comparison  
Language and principles of writing: Basic differences between the print, electronic and online journalism.

## Unit - 5 Role of Media in a Democracy

Responsibility to society, press and democracy, Contemporary issues and debates relating to media, Ethics in journalism, Citizen Journalism, responsibility to Society.

### Practical:

- Newspaper analysis of selective newspapers
- Prepare any 5 news Report of different types of news. Select any 5 beats and prepare news Report.
- Practical Copy and Viva

### Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

## **Core Paper 3 (C.P – 3) Photography and Photojournalism**

### **Detailed Content**

#### **Unit I: Introduction to photography**

Concept of Photograph and Photography

Still photography: How still camera works? Different parts of camera and their function Formats of a digital image. 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? (Colour temperature) Lenses and types of lenses.

#### **Unit II: Elements and principles**

Point of Interest, Rule of Thirds, Role of Visualizations, Photographer's jargon, File Formats, Basics of Film Speed, Processing your Photo, photo editing. Understanding lighting: artificial & natural Photographic lighting equipment & sources. One, two and three-point lighting: key, fill and back light. Lighting Importance of lighting, Lighting equipment and control, Lighting techniques and problems.

#### **Unit III: Photojournalism**

Wildlife Photography, Disaster Photography, Sports Photography, Political Photography, Weather & Environment Photography, War Photography, Advertising Photography, Landscape Photography, News Photography. News values for pictures, Photo Features, Picture Magazines, qualities Essential for Photojournalism, Colour Photography, and Impact of Technology.

#### **Unit IV: Videography**

Video Camera: Parts of a video camera, Different controls on video camera, Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc Zoom control: servo, manual, remote, zoom extenders, Focus control: auto, manual, black focus, metro focus,



Camera view finders (B/W and colour). Its indicator & control.  
Balancing of Colours of a Video Camera, Camera control unit (CCU).  
Different types of Television cameras, Introduction of video Cameras:  
VHS, S-VHS, U-matic, low band & hi-band, betacam, betacam SP,  
digital Betacam, mini DV, DV/DVC, DVC Pro, DV-CAM, HD Video  
camera & their types. Different Types of Video recording Formats:  
HD, DVC, Beta, DVC Pro Working of VTR.  
Video Camera Accessories: Types and use-normal, telephoto lens,  
wide-angle lens & Zoom lens. Tripod, types of tripod heads, dolly,  
trolley, & other accessories. Different types of camera angles and uses,  
basic shots terminology, Camera movement - Types & use.

### **Unit V: Editing Concepts and Fundamentals**

Editing: meaning & concept, Principles of editing-eye line, Point of view and continuity type, Tempo, Transition, Match cut, Jump cut, Juxtaposition, Importance of cut away and cut in shots, Editing problems and ethics.

Editing Softwares: Adobe Photoshop, Adobe Premiere Pro, Magix Sound Forge.

### **Practical:**

- Prepare a Picture magazine / PhotoEssay/ Photo feature.
- Prepare a Short film (5 min approx)

### **Readings:**

- Video production by: *Vasuki Belavati*
- Working with video by *Brian and Keydal*
- Basic TV staging *Milerson Gerald*

## **Core Paper 4 (C.P – 4) Reporting and Editing for Print**

### **Detailed Content**

#### **Unit I: Covering news**

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.

#### **Unit II: Interviewing/Types of news leads**

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

#### **Unit III: The Newspaper newsroom**

Newsroom, Organizational setup of a newspaper, Editorial department  
Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page.

#### **UNIT 4 Trends in sectional news**

Week-end pullouts, Supplements, Backgrounders columns/columnist

## **Unit V: Understanding media and news**

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news

Neutrality and bias in news

### **Practical:**

- Visit any Print Media House and have a detailed analysis of the different departments of newspaper organization.
- To prepare a news report after going into the field and covering any particular News.
- Practical Copy and Viva

### **Readings:**

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications News Writing and Reporting for Today,,s Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper,,s Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media\_ (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

## **Core Paper 5 (C.P – 5) Introduction to Broadcast Media**

### **Detailed Content:**

#### **Unit I: Basics of Sound**

Concepts of sound-scape, sound culture  
Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound  
Sound Design-Its Meaning with examples from different forms  
Sound recording techniques  
Introduction to microphones  
Characteristics of Radio as a medium

#### **Unit II: Basics of Visual**

What is an image, electronic image, television image  
Digital image, Edited image (politics of an image)  
What is a visual? (still to moving)  
Visual Culture  
Changing ecology of images today  
Characteristics of Television as a medium

#### **Unit III: Writing and Editing Radio News**

Elements of a Radio News Story: Gathering, Writing/Reporting.  
Elements of a Radio News Bulletins  
Working in a Radio News Room  
Introduction to Recording and Editing sound. (Editing news based capsule only).

#### **Unit IV: Writing and Editing Television News**

Electronic News Gathering (ENG) & Electronic field Production (EFP)  
(Concept)  
Elements of a Television News Story: Gathering, Writing/Reporting.  
Elements of a Television News Bulletins  
Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

**Practical:**

- Prepare a Radio News Bulletin of 5 minutes.
- Prepare a News Bulletin for Television News of 5 minutes.
- Practical Copy and Viva

**Readings:**

- Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25-78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

## **Core Paper 6 (C.P – 6) Advertisement and Public Relation**

### **Detailed Content:**

#### **Unit I: Introduction to Advertising**

Meaning and history Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow,,s Hierarchy

Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in

Advertising-AAAI, ASCI and their codes.

#### **Unit II: Advertising through Print, electronic and online media**

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

#### **Unit III: Public Relations-Concepts and practices**

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt,,s Print, Electronic, Publicity, Film and Related Media

Organizations

## **Unit IV: PR-Publics and campaigns**

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

## **Unit V: Social Media Marketing**

Social Media Technologies and Management

Inetgrated Marketing Communication

Developing Social Networks

Social Media Strategies, Tactics and Ethics

Social Media Tools

Measurement Strategies and ROI

### **Practical:**

- Miscommunication in Advertising
- Design an ad copy for a product
- Prepare a adv. Jingle for a product
- Planning and designing of PR campaign.

### **Readings :**

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- 7 .Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

## **Core Paper 7 (C.P – 7) History of the Media**

### **Detailed Content:**

#### **Unit I: History of Print Media- Pre Independence**

History of the Press in India:  
Colonial Period, National Freedom Movement  
Gandhi and Ambedkar as Journalists and Communicators

#### **Unit II: Media in the Post-Independence**

Post-Independence journalism major newspaper  
Emergency and Post Emergency Era, Print media in the era of  
globalization and liberalization and after.  
Changing Readership, Print Cultures, Language Press, recent trends.

#### **Unit III: History of Radio**

Emergence of radio Technology,  
The coming of Gramophone  
Early history of Radio in India  
History of AIR: Evolution of AIR Programming  
Penetration of radio in rural India\_Case studies  
Patterns of State Control; the Demand for Autonomy  
FM: Radio Privatization  
Music: Cassettes to the Internet

#### **Unit IV: History of Television**

The early years of Photography, Lithography and Cinema  
From Silent Era to the talkies ,Cinema in later decades  
The coming of Television and the State,,s Development Agenda  
Commercialization of Programming (1980s)  
Invasion from the Skies: The Coming of Transnational Television  
(1990s)  
Formation of Prasar Bharati

### **Practical:**



- Prepare a report on your visit to AIR
- Do a content analysis of any channel of your choice.
- Do a case study of any media/programmes of your choice.

**Readings:**

- History of Journalism J. Natrajan
- ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
- Jeffrey, Robin, India,,s News Paper Revolution: Capitalism, Politics and the Indian Language Press,
- Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1\_32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) \_ 39\_57 Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages, ” *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
- Das, Biswajit, “Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,| *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, Vibhodh, —Constructing a \_New Media Market: Merchandising the Talking

## **Core Paper 8 (C.P – 8) Media Ethics and the Law**

### **Detailed Content:**

#### **Unit I: Ethical Framework And Media practice**

Freedom of expression (Article 19(1) (a) and Article 19(1)2)  
Freedom of expression and defamation- Libel and slander  
Issues of privacy and Surveillance in Society  
Right to Information  
Idea of Fair Trial/Trial by Media  
Intellectual Property Rights  
Media ethics and cultural dependence

#### **Unit II: Media Technology and Ethical Parameters**

Live reporting and ethics  
Legality and Ethicality of Sting Operations, Phone Tapping etc  
Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court )  
Discussion of Important cases-eg- Operation Westend  
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

#### **Unit III: Representation and ethics**

Advertisement and Women, Pornography  
Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.

#### **Unit IV: Media and Regulation**

Regulatory bodies, Codes and Ethical Guidelines  
Self-Regulation  
Media Content- Debates on morality and Accountability:  
Taste, Culture and Taboo  
Censorship and media debates

## **Unit V: Media and Social Responsibility**

Economic Pressures

Media reportage of marginalized sections- children, dalits, tribals,  
Gender Media coverage of violence and related laws - inflammatory  
writing (IPC 353), Sedition- incitement to violence, hate Speech.

### **Practical:**

- Case studies on any issues as media trial, defamation, Copyright act, freedom of speech and expression etc.

### **Readings:**

- Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

## Core Paper 9 (C.P – 9) Understanding Cinema

### Detailed Content

#### Unit I: Language of Cinema

Language of Cinema I - Focus on visual Language: Shot, Scene, Mise en scene, Deep focus, Continuity Editing, Montage  
Language of Cinema II - Focus on Sound and Colour: Diegetic and Non Diegetic Sound: Off Screen Sound: Sync Sound; the use of Colour as a stylistic Element  
Genre and the development of Classical Hollywood Cinema

#### Unit II: Film Form and Style

German Expressionism and Film Noir, Italian Neorealism  
French New-Wave  
Alternative Visions: Third Cinema and Non Fiction Cinema  
Introduction to Feminist Film Theory  
Auteur- Film Authorship with a special focus on Ray or Kurosawa

#### Unit III: Hindi Cinema

Early Cinema and the Studio Era  
1950s Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)  
The Indian new wave, Globalization and Indian Cinema  
Film Culture

#### Unit IV: Script Writing for Cinema

Script Writing - Significance, Process, Challenges  
Literature to screen and other adaptations, different narrative techniques

#### Practical:

- Critically appreciate any four movies of your choice (Indian/World)
- Write a screenplay for a short film

#### Recommended Screenings or clips:

- Rear Window by Alfred Hitchcock (Language of Cinema), Battleship Potempkin by Sergei Eisenstein (Language of Cinema), Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism), Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- Pather Panchali by Satyajit Ray, Pyaasa by Guru Dutt
- The hour of the Furnaces by Fernando Solanas
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)

## **Core Paper 10 (C.P – 10) Introduction to New Media**

### **Detailed Content:**

#### **Unit I: Key Concepts and Theory**

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC), Networked Society.

#### **Unit II: Understanding Virtual Cultures and Digital Journalism**

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

#### **Unit III: Digitization of Journalism**

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

#### **Unit IV: Overview of Web Writing**

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

#### **Unit V: Visual and Content Design**

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

### **Practical:**

- Create and promote a Web Blog
- Case study related to new media

### **Readings:**

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of

Borderless

## **Core Paper 11 (C.P – 11) Development Communication**

### **Detailed Content:**

#### **Unit I: Concept of Development**

Development: Concept, concerns, paradigms  
Concept of development  
Measurement of development  
Development versus growth  
Human development  
Development as freedom

#### **Unit II: Models of Development**

Models of development  
Basic needs model  
Nehruvian model  
Gandhian model  
Panchayati raj  
Developing countries versus developed countries  
UN millennium dev goals

#### **Unit III: Concept of Development Communication**

Development communication: Concept and approaches  
Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm. approaches – diffusion of innovation, empathy, magic multiplier.  
Alternative Dev comm. approaches: Sustainable Development Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.

#### **Unit IV: Practicing development communication**

Practicing development communication, Strategies for designing messages for print, Community radio and dev., Television programmes

for rural india (Krishi Darshan) Using new media technologies for development. Development Journalism and rural reporting in India

Role of media in development, Mass Media as a tool for development  
Creativity, role and performance of each media-comparative study of pre and post liberalization eras.

Role, performance record of each medium- print, radio, tv, video, traditional media. Role of development agencies and NGOs in development communication. Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e chaupal, national knowledge network, ICT for dev narrow casting  
Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

## **Unit V: Rural Journalism**

Rural Journalism Information needs in rural areas;  
Use of traditional media for development in rural areas;  
Rural newspapers; Critical appraisal of mainstream media,,s reportage on rural problems and issues; Specific features of tribal society;  
Information needs in tribal setting; Critical appraisal of mainstream media,,s reportage on tribal problems and issues.

### **Practical:**

- Field visit and reporting on developmental issues and also suggest the design to solve the problems.

### **Readings:**

- Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.

## **Core Paper 12 (C.P – 12) Communication Research and Methods**

### **Detailed Content:**

#### **Unit I: Introduction to Research**

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

#### **Unit II: Methods of Media Research**

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

#### **Unit III: Sampling**

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

#### **Unit IV: Methods of analysis and report writing**

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report.

#### **Unit V: Ethnographies and other Methods**

Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research.

### **Practical:**

- Prepare a research paper on any social issues of your choice involving all the major steps.

### **Readings:**

- Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.



## **Core Paper 13 (C.P – 13) Video Production**

### **Detailed Content:**

#### **Unit I: Introduction to Video Production**

Video Production: Definition and Scope

Video Production Process: Pre Production, Production, Post Production

Production personnel with their duties & responsibilities

Types of video production

#### **Unit II: An Overview of Video Production Process**

Single and multi-camera shooting, The outdoor production, The Television studio, The production control room. Video & audio Studio language & command.

#### **Unit III: Lighting for Video Production**

Objectives and aims of lighting for various video production

Qualities & direction of lighting, Different ways of controlling lighting

The lighting equipment, Planning & position of lighting, Basic lighting plan for various types of video production

#### **Unit IV: Editing Techniques**

Criteria for editing - picture, narration and music, Editing equipment - recorder, player, vision mixer, audio mixer, monitor speaker, special effect generator, Types of editing - Assemble and Insert editing, on line and offline editing, Nonlinear editing & different editing softwares

#### **Practical:**

- Produce a programme using multicam setup and proper lighting techniques. ( Chat show/ Quiz/ Interview/ Panel discussion)

#### **Readings:**

- Herbert Zettl, Television Production Handbook.
- The Moving Image- Production Principles & Practices by Foreman Companies
- Basic TV Staging By Millerson, Gerald
- Production Assistant in TV & Video by Focal Press

## **Core Paper 14 (C.P – 14) Media and Cultural Studies**

### **Detailed Content**

#### **Unit I: Understanding Culture**

Mass Culture, Popular Culture, Folk Culture, Media and Cultural globalization, Media and cultural imperialism, media and cultural politics, Third world concerns.

Audiences: Uses and Gratification Approach, Reception Studies, Active Audiences, Folk media as a form of mass culture.

#### **Unit II: International Communication**

Basic Concepts, Dimensions, International News Agencies, Media and Communication Debates, NWICO, Mac Bride Commission UNESCO, NANAP.

#### **Unit III: Media and Social Responsibilities**

Responsibility to society, Press and Democracy, Contemporary Debates and issues relating to media. Understanding media and news-sociology of news, factors affecting news treatment, paid news, agenda setting, pressure in news room.

#### **Unit IV: Media and Marginalized with special references to Jharkhand**

Media in Jharkhand: Past, Present and possibilities, roles and responsibilities, Media on women, children, minority, Dalit, Tribal and Labourers.

#### **Unit V Media and Technologies**

Folk Media as a form of Mass Culture, live performance; Audience in live Performance

Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms.

#### **Practical:**

- Case studies related to various prevailing folk cultures in Jharkhand and its significance.

## Readings

- *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes )
- Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
- John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009
- Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV)
- *Media Cultures* by Nick Stevenson, 2002, Second Edition, SAGE
- James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey
- Short Extracts from writings by Adorno and Horkheimer, Raymond, Roland Barthes, McLuhan
- Parmar S. *Traditional Folk Media in India*, 1975, New Delhi, Geka Books.

# **AECC 1: Communicative English**

## **UNIT 1: Basics of Technical Communication**

- Process of Communication
- Language as a tool of Communication
- Communication Networks
- Barriers to Communication
- Technology in Communication

## **UNIT 2: Oral Communication**

- Active Listening/ Active Speaking
- Effective Presentation Strategies
- Interviews
- Group Communication

## **UNIT 3: Effective Writing**

- Words and Phrases
- Sentence Construction
- Paragraph Development
- The Art of Condensation
- Reading Comprehension

## **UNIT 4: Written Forms**

- Letters, Mails, Memos
- Reports and Proposals
- Research Papers, Dissertation and Thesis

## **AECC 2: Environmental Science**

### **Semester II**

#### **Unit 1: Introduction to environmental studies**

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

#### **Unit 2: Ecosystems**

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **Unit 3: Natural Resources: Renewable and Non-renewable Resources**

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

#### **Unit 4: Biodiversity and Conservation**

- Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### **Unit 5: Environmental Pollution**

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

### **Unit 6: Environmental Policies & Practices**

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture 2/2
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

### **Unit 7: Human Communities and the Environment**

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. • Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### **Unit 8: Field work**

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

## **SEC 1: AUDIO PRODUCTION**

### **Unit 1: Writing for Radio-**

Preparation of audio brief, Recording Audio on Mobile Device, Recording and editing exercises in the studio. Writing exercises. Interviews-simulated and actuality. Research and scripting of radio documentary/ feature/ drama. Preparation of a Radio Programme.

### **Unit 2 : Knowing the Equipment and DAW (Digital Audio Workstation)**

Studio Equipment, Various types of Microphones, Types of Studio, Requirements for a Studio

### **Unit 3: Radio Program Production**

Production of radio discussions. Presentation of various types of programmes. Production of social messages (max 30 seconds). Production of radio documentary/ feature. Preparation of Radio Advertisements.

### **Unit 4: Podcasting**

Understanding Podcast, Selecting the topic, Writing for Podcast, Various Platforms

## **SEC 1: GRAPHIC DESIGN AND PHOTO EDITING**

### **Unit I:**

Digital Media & Online Networking To work on different graphic user Interfaces, using different multimedia software's like Microsoft Word, Power Point & Excel. To work on various types of signographic, calligraphic, typographic letterforms and Fonts.

Understanding Text beautification & readability.

### **Unit II:**

DBMS and MIS. Color Schemes. Conducting Webinars, Video Conferences, Live Programs with Softwares like OBS and YouTube. Understanding SEO & SEM for online contents.

### **Unit III:**

Desktop & Web Publishing To work and designing on DTP Softwares like Adobe Photoshop, Adobe Illustrator, Corel Draw, Online Website development, Logo Designing, Poster Designing and Visiting Card Designing.

### **Unit IV:**

Online Photo Processing. Digital File Conversions, Creating Banners for Social Media Advertisements. Creation of pages, importation and movement of copy and images, Selection and cropping of photographs and graphics, use of text wrap, Anchored graphics and rules, various palettes, master pages, templates etc. Printing with CMYK Digital techniques.



## **Generic Elective (GE) 1: Political Science**

### **Semester I**

#### **Introduction to Political Theory**

<b>Unit 1</b>	Meaning, Nature, Scope of Political science And Dimension of Politics
<b>Unit 2</b>	Liberal and Marxist View of Politics
<b>Unit 3</b>	Interdisciplinary Approach to the Study of Political Science - Relation with other social Sciences
<b>Unit 4</b>	Nature and Origin of State
<b>Unit 5</b>	Functions of the State Liberalism, Socialism And Welfare State
<b>Unit 6</b>	Rise and Growth of Modern state

#### **Suggested Readings:**

1. R. Bhargav And A. Acharya (Ed.) "Political Theory: An Introduction" Pearson Longman Publication, New Delhi.
2. David Marsh, -Theory and Methods In Political Science", Palgrave Mac Milian Publication, New Delhi.
3. O.P.Gauba, Iajjanitilc Siddhant Ki RoopRekhe, Mayur Paperbadcs Publication, New Delhi.
4. O.P.Gauba, "SamkalinRajanitikSiddhant", Marin. Paperbacks P.C..., New Delhi:

## Generic Elective (GE) 2: Political Science

### Semester II

#### Political Ideas and Concepts

<b>Unit 1</b>	Sovereignty: Monism with special reference to Austin's Views; Pluralism with special reference to Laski and Machiever.
<b>Unit 2</b>	Equality: Legal, Social, Political and economic Dimensions; Relation between Liberty and Rights.
<b>Unit 3</b>	Right: Liberal, Marxist and Laski's Theory of Rights
<b>Unit 4</b>	Justice: Legal, Social, Political and Socio-Economic Dimensions of Justice.
<b>Unit 5</b>	Liberty: Negative and Positive Nature; Marxist's Concept of Liberty.
<b>Unit 6</b>	Democracy: Participatory and Representative.

#### **Suggested Readings:**

1. R. Bhargav And A. Acharya (Ed.) -"Political Theory: An Introduction" Pearson Longman Publication, New Delhi.
2. David Marsh, -Theory and Methods in Political Science, Paigrove Mac Milian Publication, New Delhi.
3. O.P.Gaba, -"Rajnitik Siddhant Ki Roop Rekha", Mayur Paperbacks Publication, New Delhi.
4. O.P.Gaba, "Samkalin Rajnitik Siddhar, Mayur Paperbacks Publication, New Delhi.
5. Sushila Ramaswami, "Political Theory", PHI Publication, New Delhi.

## **Generic Elective (GE) 3: Political Science**

### **Semester III**

#### **Constitutional Government in India**

<b>Unit 1</b>	Socio- Economic Bases And Philosophy of The Indian Constitution.
<b>Unit 2</b>	The Constitution: Preamble and Basic Features.
<b>Unit 3</b>	Fundamental Rights And Directive Principles Of State Policy.
<b>Unit 4</b>	Union Government Legislature And Executive
<b>Unit 5</b>	State Government: Legislature And Executive.
<b>Unit 6</b>	Judiciary: Supreme Court and Judicial Activism

#### **Suggested Readings:**

1. B. N. Chawdhari & Yuvaraj Kumar, "Bharat Main Sanvadhanik Loktantra Aur Shasare, Delhi.
2. Subhash Kashyap, "Bharatiya Loktantra Kaitihae, Delhi University Press, Delhi.
3. Subhash Kashyap, "Bharatiya Sansad: Samasya Aur Samadhar, Delhi University Press, Delhi.
4. A. P. Avasthi, "Indian Government And Politics", Lam! Narayan Agrawal, Agra.
4. S. C. Singhal, "Elharatlya Shasan Aur Rajiniti, Lawn' Narayan Agrawal, Agra.
5. B. L. Phariya, "Bharatiya Shasan Aur RalinIti, Sahitya Bhawan, Agra.
6. A. R. Khan, "The Constitution of India, Access Publishing Delhi.

## **Generic Elective (GE) 4: Political Science**

### **Semester IV**

#### **Political Process in India**

<b>Unit 1</b>	Political Parties And Party System.
<b>Unit 2</b>	Voting Behavior in India: Nature and Determinants ( Casteism and Regionalism)
<b>Unit 3</b>	Pressure Groups and Interest Groups
<b>Unit 4</b>	Religion and Politics: Debate on Secularism
<b>Unit 5</b>	Defection
<b>Unit 6</b>	Co - operative Federalism

#### **Suggested Readings:**

1. Vivekkumar, "Caste And Democracy In India", Gyan Publishing House Delhi.
2. Pravinkumarlha, 'Indian Politics In Comparative Perspective", Pearson Publication, Delhi.
3. A.S. Narang, "Indian Political System, Process and Development, Gitanjall Publishing House, Delhi.
4. Bimal Prasad, "the Making of India", Vitasta Publication, Delhi.
5. Paul R. Brass, "The politics of India Since Independence", lawahar Publisher Delhi.
6. Ravindra Kumar, "Dalit Exclusion and Subordination", Rawat Publication, Delhi.
7. PrakashChander, "Indian Government And Politics", lawahar publisher, Delhi.
8. Mahendra P. Singh<sup>8</sup>, Himanshu Roy(Ed.),  
BharatiyaRainikitPranaliSanrachnaAurVikas, Delhi University Publication, Delhi.
9. Pukharaj Jain, "BharatiyaRashtriyaAndolanEvamBharatiyaSanvidhan,  
SahityaBhawan, Agra.

**DSE – 1 (DISCIPLINE SPECIFIC ELECTIVE) –**  
**INTERNSHIP**

Students will go for internship and hard copy of the Internship report will be submitted to the department.

**DSE 2-A (DISCIPLINE SPECIFIC ELECTIVE) -**  
**DOCUMENTARY PRODUCTION**

**Course contents:**

**Unit- I - Understanding the Documentary**

Introduction to Realism Debate, Observational / Verité documentary

**Unit-2 - Shooting for Documentary**

Introduction to Shooting styles, Introduction to Editing styles  
Structure and scripting the documentary

**Unit-3- Documentary Production**

Pre-Production: Researching the Documentary  
Research: Library, Archives, location, life stories, ethnography

**Unit-4-- Writing and Presenting Documentary**

Writing a concept: telling a story, Treatment Writing a proposal and budgeting.

**Practical:**

- Make a short documentary.

**Suggested Screenings**

- Michael Moore: roger and Me
- Nanook of the north by Robert Flaherty
- Nightmail by Basil Wright
- City of photos by Nishita jain
- Bombay our city by Anand Patwardhan

**DSE 2-B (DISCIPLINE SPECIFIC ELECTIVE)**  
**ANCHORING & REPORTING**

**Course contents:**

**Unit 1- Broadcast Formats**

Public service advertisements, Jingles Radio magazine/Video magazine  
Interview, Talk Show, Discussion, Feature, Documentary

**Unit-2 The Voice and the Microphone**

Breathing and articulation  
Voice and its function Pitch/ Tone / Intonation? Inflection/ Fluency  
Voice. over: Rhythm of speech, Breathing Resolution, VO for Radio  
/TV commercials/ Corporate videos

**Unit-3 - Anchoring**

Target audience and research in public Speaking  
Body language, Studio Autocue& recording the voice.  
Talk show Host/ Moderator- Legal pitfall (what not to say)

**Unit4- Production**

Reporting from the field Piece-to camera- meaning, importance and use  
Vox- Pop- meaning and use Techniques of Television Interview.

**Practical:**

- Prepare a Radio programme
- Vox Pop on any relevant issue with PTC

**Readings:**

- list Herbert Zettl , Television Production Handbook, Allen , Robert c and Hill Annette Hill ,The Television. Reader Rout ledge, Ed- 2004. News Bulletins in English and Hindi on National and Private Channels (as teaching material).

**DSE – 3 (DISCIPLINE SPECIFIC ELECTIVE) –**  
**INTERNSHIP**

Students will go for internship and hard copy of the Internship report will be submitted to the department.



**DSE 4 -A (DISCIPLINE SPECIFIC ELECTIVE)**  
**SHORT FILM PRODUCTION**

**UNIT-I**

Process of filmmaking-Pre-production Production Post- Production

Types of cameras, Intro to cameras & their functions

Film Language (Shot, Scene, Camera Movements)

Revisualization (Shot Division, Story Boarding)

**UNIT-II**

Types of lenses Lighting for films Basic lighting techniques & equipment Types of lights  
Light accessories Interior & Exterior lighting, creative cinematography

**UNIT-III**

Introduction - Editing basics, Equipment, creating rough cut, Fine cutting, applying  
transitions, synchronization of scenes, color correction, titling Digital Integration,  
Creating Final output For Cinema.

**UNIT-IV**

1. Advertisement 2. Short Films 3. Video Song

## **DSE 4 - B (DISCIPLINE SPECIFIC ELECTIVE)**

### **MEDIA MANAGEMENT**

#### **Course content:**

#### **Unit 1 - Principles of Media Management**

Principles of Media Management and their significance. Media as an Industry and profession.

#### **Unit - 2 Ownership Patterns**

Ownership Patterns of Mass Media in India. Sole proprietorship. Partnership-private limited companies & public limited companies, trusts, co-operative, religious institutions.

#### **Unit - 3 Organizational Structure**

The organizational structure and functions of different departments. General management, finance, circulation, sales promotions including pricing & price-war aspect, marketing, HR, production.

#### **Unit - 4 Economics and control of Print and Electronic Media**

Management, business, legal and financial aspect of Media Management, Budgeting & finance capital costs. Reproduction costs, commercial policy, advertising & Sales strategy, competition & survival strategy control practices procedure.

#### **Practical:**

- Prepare a report on the organizational structure and basic management function of any newspaper and also talk to the editor about managerial level challenges.

#### **BOOKS RECOMMENDED-**

- Principles of management: M. Govindranjan, S. Natrajan
- 2. Media management S.kundra
- 3. Media Management by B K Chawrvedi.

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