



**ORDINANCE, SCHEME OF
EXAMINATION & SYLLABUS**

FOR

B.A. (Journalism and Mass Communication)

FACULTY OF MASS COMMUNICATION & MEDIA TECHNOLOGY

ORDINANCE FOR B.A. (Journalism and Mass Communication)

SHORT TITLE AND COMMENCEMENT

This Ordinance shall be called the Ordinance for the B.A (Journalism and Mass Communication)BAJMCP Program ofSGT University,Gurugram, Haryana.

This Ordinance shall come into force with effect from academic session 2018

- 1. Name of Program:**B.A. Journalism and Mass Communication
- 2. Name of Faculty:**Mass Communication & Media Technology
- 3. Program Duration:**Total duration of the Program shall be of 3 years and each year will comprise of two semesters. In addition, each semester shall normally have teaching for the 90 working days.
- 4. Admission:** Admission to the above course shall be made on the terms & conditions as prescribed in Chapter 2 of the 1st Ordinance of SGT University, Gurugramas amended from time to time. Selection for admission to the Program shall be made by the Faculty of Mass Communication and Media Technology. The selection of the candidate shall be strictly on merit basis subject to fulfillment of eligibility criteria. Candidates are required to fill the prescribed application form and submit the application form in the admission cell - Faculty of Mass Communication and Media Technology. The Faculty will verify the eligibility and forward the form to the admission cell for further processing. If the candidate is selected, he/she is required to deposit the fee along with application form and required documents to the Office of Registrar.

4a. Admission schedule and receipt of fees:*The admission schedule along with last date for the receipt of admission forms and fees shall be fixed by the Vice-Chancellor in every academic year.*

4b. Eligibility for Admission:*A candidate for admission to B.A. (Journalism and Mass Communication) course must have passed Senior Secondary Examination (10+2) of the Board of School Education, Bhiwani, Haryana or an examination recognized equivalent to thereof with minimum 40% marks (35% in case of SC students of Haryana State only).*

4c. Selection of candidates for admission:*The candidates shall be selected for admission to the above course on the basis of their academic merit to be determined by the marks obtained in the qualifying examination as decided by the University from time to time.*

4d. Syllabus: *Syllabus for the course will be as recommended by Board of Studies and approved by the Academic Council from time to time.*

4e. Medium of Instruction and Examination: *The medium of the instruction and the examination shall be English and Hindi or any other language notified by the University.*

4f. Scheme of Examinations: *The Scheme of Examinations shall be as approved by Board of Studies/Academic Council of the University from time to time.*

5. Curriculum: The 3 years curriculum has been divided into 6 semesters and shall include lectures, tutorials, practical, and projects along with the industrial visits and educational tours etc. The curriculum will also include other curricular, co-curricular and extra-curricular activities as may be prescribed by the University from time to time.

6. Choice Based Credit System: The University has adapted Choice Based Credit System (CBCS) which provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The choice-based credit system provides a “flexible” approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. Following are the types of courses and structure for the program:

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

8. 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.

8a. 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).*

8b. Dissertation/Project: *An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work. A candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.*

8c. 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.

9. 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.

9a. Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

9b. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

10. 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 or more. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

11. Mode: The program is offered on ‘Full Time’ mode of study only.

12. Attendance Requirement: Every student is required to attend all the lectures, tutorials, practical and other prescribed curricular and co-curricular activities offered by the Faculty of Mass Communication & Media Technology. The attendance may be condoned up-to 25% on medical grounds or for other genuine reasons beyond the control of students.

12a. Attendance Requirements to Appear in Examination:

The student should fulfill the following criteria to be eligible for appearing in the end term examination:

- i. He/She should bear a good moral character.*
- ii. He/She should be on the rolls of the University during the Semester.*
- iii. He/She should have not less than 75% of the attendance during the respective semester. Twenty Five (25%) of attendance relaxation shall account for illness and contingencies of serious and unavoidable nature.*
- iv. Dean of the Faculty of his/her own or on the recommendation of the HOD shall have the power to give relaxation upto 5% on genuine grounds over the minimum 75% attendance.*

- v. *Further, the Vice Chancellor of his own or on the recommendation of the Dean shall have the power to give further relaxation upto 5% on genuine grounds over and above the relaxation given by the Dean.*
- vi. *He/She should not be a defaulter in payment of tuition fee or any other dues of the University and no disciplinary action is pending against the student.*

12b. Exemption from Attendance/Shortage of attendance to be condoned:

The shortage of lecture to the maximum limit as under can be condoned by the competent authority:

Sr. No	Exemptable No. of Lectures	Ground of Exemption	Competent Authority
1.	<i>All period of the day of donation</i>	<i>Voluntarily blood donation to the Blood Bank.</i>	<i>Dean of the Faculty</i>
2.	<i>All periods of the day of Examination</i>	<i>For appearing in the supplementary examinations (Theory/Practical/Viva-Voce)</i>	<i>-do-</i>
3.	<i>10 days attendance during a semester</i>	<i>For participation in University or Inter-Collegiate Sports Tournaments/Youth Festivals, NCC/NSS Camps/University Educational Excursions/Mountaineering Courses</i>	<i>-do-</i>
4.	<i>15 days attendance during a semester</i>	<i>For participation in Inter-University Sports Tournaments/Youth Festivals</i>	<i>-do-</i>

Provided:

- i. *That he/she has obtained prior approval of the Dean, Faculty of Mass Communication & Media Technology;*
- ii. *That credit may be given only for the days on which lectures were delivered or tutorials or practical work done during the period of participation in the aforesaid events.*

13. Attendance Shortage Warning:

Attendance shortage warning will be displayed on the Faculty's Notice Board by 10th day of every month.

14. Detained Students:

A student, who does not fulfill the criteria prescribed in Clauses 12 and 13 above, will not be eligible for appearing in the End Term Semester Examination in that particular paper and will be deemed as Detained in that paper. Such student will repeat the course/paper alongwith the regular students of the subsequent batch to fulfill the prescribed conditions to appear in the "End Term" examination of the course/paper.

15. Submission of Examination Forms and Payment of Fees:

The Dean, Faculty of Mass Communication & Media Technology shall submit the examination admission forms of those students who satisfy the eligibility criteria to appear in the examinations to the Controller of Examinations as per schedule of examination circulated by him from time to time.

16. Setting of Question Papers:

- i. The Head of the Department/Dean of the Faculty shall supply the panel of internal and external examiners, duly approved by the Board of Studies, to the Controller of Examinations. The paper(s) will be set by examiner(s) nominated by the Vice-Chancellor from the panel of examiners.
- ii. An examiner shall be allowed to set not more than two papers in a semester examination.
- iii. The examiner(s) will set the question papers as per criteria laid down in the Scheme of Examinations as approved by the Board of Studies/Academic Council of the University.

17. Evaluation Process – Theory, Practical and Viva Voce:

17a. Evaluation of Answer Books: The answer books may be evaluated either by paper setter or any other internal or external examiner to be nominated by the Controller of Examinations with the approval of the Vice-Chancellor from the panel of examiners. In Case, such examiner does not evaluate the answer book in time, the Controller of Examinations may get the answer book(s) evaluated from any other expert in the subject with the approval of the Vice-Chancellor.

17b. Re-evaluation of Answer Books:

- (a) *Re-evaluation will be permitted only for the theory/external examinations conducted by this University.*
- (b) *No re-evaluation will be allowed for examination in Practical/Viva-Voce/Training Report/Project Report/Sessional/thesis or dissertation, etc. or any other paper wherein there is a joint evaluation by two examiners.*
- (c) *The candidate must apply for re-evaluation in theory paper only on the prescribed form in an examination taken by him/her within the 10 days of the declaration of the result along with a copy of Detail-Mark Certificate or the downloaded result and prescribe fee. No re-evaluation form will be accepted thereafter under any circumstances.*
- (d) *The University will not be responsible for postal delay in the receipt of the form from the Candidate, if sent by post.*
- (e) *Award of Re-Evaluation Marks/Score:*

(a) When increase/Decrease is up to 15% of the Maximum Marks of the Paper concerned	Higher grade/marks will be awarded to the candidate
(b) When Increase/Decrease is more than 15% of the Maximum Marks of the paper concerned	Answer Book will be sent to the second Re-Evaluator and average of two highest scores will be given.

(f) The final result of re-evaluation favorable or against will be binding upon the candidate and it will supersede the original score/result.

17c. Practical Examinations:

- (a) Practical examinations shall be conducted by a Board of Examiners consisting of one internal and one external examiner to be nominated by the Vice-Chancellor from the panel of examiners.
- (b) The candidate who fails to obtain pass marks in practical examination shall be allowed to re-appear before Board of Examiners as laid down under (i) above as per schedule specified for Supplementary Examinations.
- (c) Project Report/Dissertation will be evaluated jointly by the internal and external examiners.

17d. Viva-Voce:

- (a) Comprehensive Viva-Voce for Project/dissertation shall be conducted by a Board of Examiners consisting of one internal and one external examiner to be nominated by the Vice-Chancellor from the panel of examiners.
- (b) The Viva voce shall be conducted at the time of practical examinations.
- (c) The marks obtained by the student for the viva-voce shall be taken into account when he/she appears in any future examination under re-appear clause.
- (d) A candidate who fails to obtain pass marks in viva-voce shall be allowed to re-appear in supplementary examinations before the Board of Examiners as laid down under (i) above.

No student will be allowed to appear in the end semester examination if he/she does not satisfy the overall average attendance requirements. Further, the attendance shall be counted from the date of admission in the University or start of academic session whichever is later.

18. Program Structure:The University is following Choice based Credit System which provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. One credit is equivalent to one hour of teaching (lecture or tutorial) or 2 hours of practical work (Practical) per week.

Details of Courses under B.A (Journalism and Mass Communication)

Course	*Credits	
	Theory+ Practical	Theory+Tutorials
I. Core Course		
14 Papers Theory	Total Credits = 55	
11 Papers Practical	Total Credits = 16	
02 Papers Tutorial	Total Credits = 02	
II. Discipline Specific Elective Course		
5 Papers Theory	Total Credits = 11	
1 Minor Project	Total Credits = 08	
1 Major Project	Total Credits = 10	
III. Ability Enhancement Courses		
1. Ability Enhancement Compulsory		
(2 Papers of 3 credits each)	2X3 = 6	
Environmental Science		
English/ Hindi Communication		
2. Skill Enhancement Course		
(Skill Based) (2 Papers of 5 credits each)	2 X 5=10	
3. Generic Electives		
3 Papers Theory	Total Credits = 08	
3 Papers Practical	Total Credits = 04	
IV. Internship	Total Credits = 12	
<u>Grand Total credits for entire course = 142</u>		

Course Structure (B.A. Journalism and Mass Communication)

(A) Core Courses (CC)

Srl.	Course Type	Sem	Pre-Requisite	Course Name
1	CORE - 1	1	NONE	Basics Of Radio
2	CORE	1	NONE	Introduction to Mass Communication
3	CORE	1	NONE	Introduction to Journalism
4	CORE	2	NONE	Reporting & Editing for Print
5	CORE	2	NONE	Television Journalism
6	CORE	2	NONE	Contemporary Issues and Current Affairs-II
7	CORE	3	NONE	Digital Media
8	CORE	3	Reporting & Editing for Print	Advance Reporting/Anchoring
9	CORE	4	NONE	Basics of TV Production
10	CORE	4	NONE	Media Laws and Ethics
11	CORE	4	NONE	Media Management
12	CORE	5	Television Journalism	Advance TV Production
13	CORE	5	NONE	Basics Of Media Research And Data Journalism
14	CORE	5	NONE	Development Journalism And Social Issues

(B) Ability Enhanced Compulsory Courses (AECC)

Srl.	Course Type	Sem	Pre-requisite	Paper
1	AECC	1	None	English/ Hindi Communication
2	AECC	2	None	Environmental Studies

(C) Skill Enhanced Course (SEC)

Srl.	Course Type	Sem	Pre-requisite	Paper
1	SEC	3	NONE	Film Studies
2	SEC	4	NONE	Corporate Communication, Brand Management and Event Management
3	Internship	6	N/A	Internship 30 to 45 days (Post Sem V)

(D) Discipline Specific Elective (DSE)

Srl.	Course Type	Sem	Pre-requisite	Paper
1	DSE	1	NONE	Contemporary Issues And Current Affairs
2	DSE	2	NONE	Contemporary Issues And Current Affairs-II
3	DSE	3	NONE	Contemporary Issues And Current Affairs-III
4	DSE	6	NONE	Project - Media Research And Presentation
5	DSE	6	NONE	Projects - Print Media. Ad/Pr, TV Production/Documentary

(E) General Electives: As Applicable

Srl.	Course Type	Sem	Pre-requisite	Paper
1	GE	1	NONE	Introduction to Photography
1	GE	2	Introduction to Photography	Advance Photography
2	GE	5	NONE	Visual Communication and Graphics

COURSE DISTRIBUTION (MATRIX) SEMESTER-WISE

	CORE	GE	DSE	AECC	SEC
Sem 1	3	1	1	1	
Sem 2	3	1	1	1	
Sem 3	2	-	1		1
Sem 4	3	-			1
Sem 5	3	1			
Sem 6*	-	-	2		1
	14	3	5	2	3

* Semester 6 will also have a 30/45 days internship.

** Course Scheme & Syllabus is annexed with this Ordinance

19. University Examinations:

19a. End Semester Examinations: The Examination for the 1st, 3rd and 5th semesters shall ordinarily be held in the month of December and for the 2nd, 4th and 6th semesters in the month of May/June or on such dates as may be fixed by the Controller of Examinations with the approval of the Vice-Chancellor.

19b. Supplementary/Re-Appear Examinations: Supplementary examinations for the 1st, 3rd and 5th semesters will be held along with the regular semester examinations of 1st, 3rd and 5th semesters and those of 2nd, 4th and 6th semesters will be held along with regular semester examinations of 2nd, 4th and 6th semesters or on such dates as may be fixed by the Controller of Examinations with the approval of the Vice-Chancellor. However, the supplementary examination of 6th semester may be held in the month of December along with odd semester examinations. A candidate on the rolls of Department/Faculty or an ex-student shall submit his/her application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the HoD/Dean of the Faculty.

20. Examination & Assessment System: Two parameters will be assigned to evaluate student's performance in the entire semester. First, continuous Assessment System (CAS) which includes attendance and internal examination/tests and second End Semester Examination

All subjects with Theory as well as Practical components will have 100 maximum marks. 40% (percent) of the Maximum Marks are allotted to Internal Assessment and 60% to External Assessment.

The subjects with only 'Theory' components will also be of 100 maximum marks, however the distribution of marks for Internal as well as external examination will be on equal basis *i.e.* 50 marks for internal and 50 marks for external examination.

The distribution of marks for Internal as well as External Examination is described below:

20a. Subjects with Theory & Practical Components:

Internal Assessment Marks (40% of 100 Max Marks i.e. 40 Marks)

Theory : 60% of 40 marks i.e. 24 marks

Practical : 40% of 40 marks i.e. 16 marks

Distribution of 24 marks for Internal Assessment – (Theory), will be as per the table below:

<i>Distribution of 24 marks (Theory)</i>		
1	<i>Attendance</i>	05 marks <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5 marks)</i>
2.	<i>Assignments //Quiz/Seminar</i>	07 marks
3.	<i>Continuous Assessment (Theory) Class Test</i>	12 marks
	<i>Total Internal Marks (Theory)</i>	24 Marks

The Internal Assessment will be a continuous process and assessment test dates will be decided by the Dean/HoD.

Distribution of 16 marks for Internal Assessment – (Practical), will be as per the table below:

<i>Distribution of 16 marks (Practical)</i>		
1	<i>Attendance</i>	05 marks <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5</i>

		marks)
2.	<i>Participation (In Group exercises)/Presentation for approval of Project</i>	04 marks
3.	<i>Continuous Assessment (Practical) Progress report / Personal Diary</i>	07 marks
	Total Internal Marks (Practical)	16 Marks

The different components of Continuous Internal Evaluation for evaluating students according to the nature of courses as given below:

<i>Sr. No</i>	<i>Components of Continuous Internal Evaluation</i>
1	<i>Assignment</i>
2	<i>Snap Test</i>
3	<i>Project</i>
4	<i>Presentation/ Class Participation</i>
5	<i>Practical Lab Continuous Assessment</i>
6	<i>Quiz, Multiple Choice Questions</i>
7	<i>Case Study</i>
8	<i>Field Survey/Field Report</i>

20b. Subjects with only Theory Component:

Internal Assessment (50% of Max Marks 100 i.e. 50 Marks):

<i>Distribution of 50 marks</i>		
1	<i>Attendance</i>	<i>05 marks</i> <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5 marks)</i>
2	<i>Continuous Assessment (Theory)</i>	<i>45 marks</i>
	Total Internal Marks	15

In case of ex-students, those appearing for re-appear/improvement examination in any semester, their previous internal assessment marks will be counted.

The concerned teacher shall preserve records on the basis of which the internal assessment marks have been awarded and shall make the same available to the Controller of Examinations whenever required.

The Head of the Department/Dean of the Faculty shall ensure:

That the internal assessment marks are displayed on the Notice Board for information of the students at least seven (07) days before the commencement of the examinations of each semester.

That the internal assessment marks are submitted to the controller of examinations at least seven (07) days before the commencement of the examinations of each semester.

The ratio between the maximum marks of theory and practical parts of a course in the External Examination will be:

Practical - 40%

Theory - 60%

Each student must pass Internal & External evaluation as well as theory and practical components separately. The pass percentage for each of these will be 40% of the maximum marks.

21. Criteria for Promotion to Higher Semester:The student shall be promoted to 2nd, 4th and 6th semester automatically without any condition of passing minimum number of papers. For promotion from 2nd to 3rd Semester, the student shall have to clear at least 50% papers of 1st and 2nd Semesters taken together. For promotion from 4th to 5th Semester, the student shall have to clear at least 50% papers of 3rd and 4th semesters taken together. In case the total number of papers needed to be passed is an ODD number **(e.g. 5 in semester 1 & 4 in semester 2 which totals up to 9 and 50% of this will be 4.5)* then the higher number of 50% division will be chosen. In the example above* this will be 5. Hence a candidate will need to clear total 5 papers in semester 1 and 2 to be promoted to semester 3.

22. Pass Percentage:The minimum percentage of marks to pass the examination in each semester will be:

A candidate needs to obtain 40% each in Theory/Practical/Viva/Projects separately. Internal assessment will be added only if the candidate has obtained the minimum pass marks in Theory/Practical/Viva/Projects.

40% in the aggregate in each semester examination.

23. Improvement Examination: The student may be permitted to improve his/her result subject to the following conditions:

- i. The student will be permitted to appear in improvement examination as an ex-student with regular batched for the purpose of improvement.
- ii. The student will be permitted to improve his/her CGPA only in those papers in which he/she has obtained CGPA less than 'First Division' in aggregate.
- iii. Only one chance for each semester will be given. The chance must be availed of within a period of two years after passing of the final examination.
- iv. If the status/nature of the student's result does not improve, his/her improvement result will be declared "PRS" (Previous Result Stands).
- v. The candidate shall be allowed to appear in the improvement examination (s) along with regular candidates as and when the course is offered. No separate examination will be held for improvement of result. In case of change of syllabi, the student shall have to appear for improvement in accordance with the changed syllabi of the concerned course applicable to the regular students of that exam.

24. Credit Based Grading System:

Key Definitions:

Programme: An educational programme leading to award of a Degree, Diploma or Certificate.

Course: Usually referred to as 'paper', it is a component of a programme. All courses need not carry the same weight.

Credit: A unit by which the course work is measured. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours for practical work/field work per week.

Credit Point: It is the product of grade point and number of credits for a course i.e. Credit Point = No. of credits in a course X "grade value" of the grade obtained in the course.

Grade Point: There are two types of GPAs as given hereunder:

Average (GPA):

a). Semester Grade Point Average (SGPA)

b). Cumulative Grade Point Average (CGPA)

Every student earns a distinct SGPA and a distinct CGPA at the end of each specified semester.

Semester Grade SGPA is a measure for performance of student in a Semester. It is the Point Average ratio for sum of the product of number or credits with the grade points

(SGPA): scored by the student in all the courses taken by him/her and the sum of the number of credits of all the courses undergone by the student i.e. $SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$

Cumulative Grade Point Average CGPA is a measure of performance up to any specified semester beginning from the first Semester. It is also calculated in the same (CGPA) manner as SGPA taking into account all the courses undergone by a student over all the semesters of programme i.e. $CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.

Letter Grades: It is an index of the performance of a student in a said course. The Grades are denoted by letters O, A+, A, B+, B, C, P, F and Ab.

25. Grading Method

The grading method for evaluating student's performance involves award of grade according to the range of total marks in the course. The range of marks between any two grades is framed in such a manner that the effect of individual marking/checking techniques on the overall grading is minimal. The grades will be awarded based on marks out of 100 as under:

Range of Percentage of Marks	Letter Grade	Grade Point	Range of Grade Points	Classification
90 & above	O (Outstanding)	10	9-10	Outstanding
80 & above but less than 90	A+ (Excellent)	9	8 < 9	Excellent
70 & above but less than 80	A (Very Good)	8	7 < 8	1 st Div. with Distinction
60 & above but less than 70	B+ (Good)	7	6 < 7	1 st Division
50 & above but less than 60	B (Above Average)	6	5 < 6	2 nd Division
Above 40 but less than 50	C (Pass-Average)	5	Above 4 < 5	3 rd Division
40	P (Pass)	4	4	Pass

Formula for Computation SGPA & CGPA

- i. This SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA (Si)} = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course. Further, G is calculated as given below:

$$G = (\text{Marks obtained in paper} / \text{Total Marks of paper}) \times 10$$

- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

- iii. The SGPA and CGPA shall be rounded up to 2 decimal points and reported in the transcripts. Result-cum-Detailed Marks Card/Transcript: Based on the above recommendations on Letter grades, grade points and SGPA and CGPA, the DMC/Transcript for each semester and a consolidated transcript indication the performance in all semesters may be issued.

1. Illustration of Computation of SGPA and CGPA and Format for Transcripts

Course	Credit	Grade Letter	Grade Point	Credit points (Credit x Grade)
Course 1	3	A	8	3 x 8 = 24
Course 2	4	B+	7	4 x 7 = 28
Course 3	3	B	6	3 x 6 = 18
Course 4	3	O	10	3 x 10 = 30
Course 5	3	C	5	3 x 5 = 15
Course 6	4	B	6	4 x 6 = 24
	20			139

Thus, $\text{SGPA} = 139/20 = 6.95$

Similarly, suppose the SGPA for 2nd, 3rd and 4th semester are 7.85, 5.6 and 6.0 with credits 22, 24 and 22, respectively, then for a two-year PG programme, the CGPA will be computed as followed:

$$\text{CGPA} = (20 \times 6.95 + 22 \times 7.85 + 24 \times 5.6 + 22 \times 6.0) / 88 = 6.57$$

2.

Course	Credit	Grade Letter	Grade Point Block	Range of Grade Points (Actual Grade Value as per marks obtd.)	Earned Credit Points (Credit x Actual Grade Value)
Course 1	3	O	10	9.2	3 x 9.2=27.6
Course 2	3	A+	9	8.2	3 x 8.2 = 24.6
Course 3	4	A	8	7	4 x 7 =28
Course 4	3	B+	7	6.7	3 x 6.7 = 20.1
Course 5	3	B	6	5.6	3 x 5.6=16.8
Course 6	4	C	5	4.7	4 x 4.7=18.8
	20				135.9

Thus, SGPA = $135.9/20 = 6.79$

Similarly, suppose SGPA for 2nd, 3rd and 4th Semester are 7.85, 5.6 and 6.0 with credits 22, 24 and 22 respectively than for a two year programme, the CGPA will be computed as follows

$$CGPA = 20 \times 6.79 + 22 \times 7.85 + 24 \times 5.6 + 22 \times 6.0/88 = 6.53$$

Formula for calculation percentage of marks

$$CGPA \times 10 \text{ e.g. } 6.53 \times 10 = 65.3$$

26. Declaration of Results: After the semester examinations are over, the Controller of Examinations shall publish the results of those students who had appeared in the examinations as early as possible. Each successful student/ the student placed in reappear shall receive a copy of the Detailed Marks Card of each semester examination.

The student whose result is declared late without any fault on his/her part may attend classes for the next higher semester provisionally at his/her own risk and responsibility, subject to his/her passing the concerned semester examination. In case, the student fails to pass the concerned semester examination, his/her attendance/internal assessment in the next higher semester in which he/she was allowed to attend classes provisionally will stand cancelled.

Other Provisions:

- i. Provisions of Chapter 5 (Conduct of Examinations) of 1st Ordinance of the University will be applicable in case of matters which are not covered by this Subject Ordinance.

- ii. Each student shall study “Environmental Studies” it will be a qualifying compulsory paper. Its marks will not be taken into consideration while determining the Division/Grade.
- iii. Paper for this course will be set and evaluated by the internal examiner to be appointed by the Controller of Examination with the approval of the Vice-Chancellor. It will be taken up for study by the student in the semester as prescribed in the Scheme of Examinations.
- iv. Nothing in the Ordinance shall debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.
- v. Any other provision not contained in the Ordinance shall be governed by the rules and regulations framed by the University from time to time.

In case of any dispute, the Vice-Chancellor will be competent authority to interpret the rules and his interpretation shall be final.

27. Program qualifying criteria: For qualifying the Program every student is required to earn minimum 142 credits (must pass Core Courses (CC) and Ability Enhanced Compulsory Courses). A student can earn more credits by choosing programs from the pooled quota of all other faculties. If any student fails to earn minimum credits for the program then he/she will get a chance to complete his/her Program in two more years than the actual duration of degree. In addition, each student of the existing BFTP, BJMC and MJMC programs or any programs that may come into existence at a later date must complete his/her internship to be eligible for the award of a degree. The student who joins an internship program will be required to produce and submit to the university a certificate of successful INTERNSHIP COMPLETION from the organization where he/she has undertaken the internship which will be of minimum 30 days.

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Semester wise - Examination Scheme

SGT University, Gurugram

Faculty of Mass Communication & Media Technology

B.A. Journalism & Mass Communication 2018-2021

Semester wise - Examination Scheme

SEMESTER - 1

S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		English/ Hindi Communication	24	16	36	24	100	3
2		Basics Of Radio	24	16	36	24	100	5
3		Introduction To Mass Communication	40	0	60	0	100	4
4		Introduction To Journalism	24	16	36	24	100	5
5		Contemporary Issues And Current Affairs	40	0	60	0	100	3
6		Introduction To Photography	24	16	36	24	100	4
7	Code Not to be allotted	CBCS on Wednesday	40	0	0	10	50	2
		Total Credits						26

SEMESTER - 2

S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Enviornmental Studies	40	0	60	0	100	3
2		Reporting & Editing for Print	24	16	36	24	100	5
3		Television Journalism	24	16	36	24	100	5
4		Contemporary Issues And Current Affairs-II	40	0	60	0	100	3
5		Introduction To Advertising & Public Relations	24	16	36	24	100	4
6		Advance Photography	24	16	36	24	100	4
7	Code Not to be allotted	CBCS on Wednesday	40	0	0	10	50	2
		Total Credits						26

SEMESTER - 3

S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Digital Media	24	16	36	24	100	6
2		Advance Reporting/Anchoring	24	16	36	24	100	6
3		Contemporary Issues And Current Affairs-III	40	0	60	0	100	3
4		Film Studies	24	16	36	24	100	5
5	Code Not to be allotted	CBCS on Wednesday	40	0	0	10	50	2
		Total Credits						22

SEMESTER - 4

S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Basics of TV Production	24	16	36	24	100	6
2		Media Laws And Ethics	40	0	60	0	100	6
3		Media Management	40	0	60	0	100	6
4		Corporate Communication, Brand Management And Event	24	16	36	24	100	5

		Management						
5	Code Not to be allotted	CBCS on Wednesday	40	0	0	10	50	2
		Total Credits						25

SEMESTER - 5								
S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Advance TV Production	24	16	36	24	100	6
2		Basics Of Media Research And Data Journalism	24	16	36	24	100	6
3		Development Journalism And Social Issues	24	16	36	24	100	5
4		Visual Communication And Graphics	24	16	36	24	100	4
		Total Credits						21

SEMESTER - 6								
S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Project - Media Research And Presentation	0	50	0	50	100	8
2		Projects - Print Media. Ad/Pr, TV Production/Documentary	0	50	0	50	100	10
3		Internship 30 to 45 days	0	0	0	100	100	12
		Total Credits						30
		Total Credits in the Course						150
<i>Minimum 142 credits required to get the degree</i>								

Semester wise - CREDIT Distribution

SGT University, Gurugram

Faculty of Mass Communication & Media Technology

B.A. Journalism & Mass Communication 2018-2021

Semester wise - CREDIT Distribution

SEMESTER - 1

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hrs	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		English/ Hindi Communication	2	0	1	3	4	24	16	36	24	100
2		Basics Of Radio	4	0	1	5	6	24	16	36	24	100
3		Introduction To Mass Communication	4	0	0	4	4	40	0	60	0	100
4		Introduction To Journalism	4	0	1	5	6	24	16	36	24	100
5		Contemporary Issues And Current Affairs	3	0	0	3	3	40	0	60	0	100
6		Introduction To Photography	3	0	1	4	5	24	16	36	24	100
7	Code Not to be allotted	CBCS on Wednesday	2	0	0	2	2	40	0	0	10	50
Total Credits / Hrs						26	30					600

SEMESTER - 2

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		Enviornmental Studies	3	0	0	3	3	40	0	60	0	100
2		Reporting & Editing for Print	4	0	1	5	6	24	16	36	24	100
3		Television Journalism	4	0	1	5	6	24	16	36	24	100
4		Contemporary Issues And Current Affairs-II	3	0	0	3	3	40	0	60	0	100
5		Introduction To Advertising & Public Relations	3	0	1	4	5	24	16	36	24	100
6		Advance Photography	3	0	1	4	5	24	16	36	24	100
7	Code Not to be allotted	CBCS on Wednesday	2	0	0	2	2	40	0	0	10	50
Total Credits / Hrs						24	28					600

SEMESTER - 3

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		Digital Media	4	0	2	6	8	24	16	36	24	100
2		Advance Reporting/Anchoring	4	0	2	6	8	24	16	36	24	100
3		Contemporary Issues And	3	0	0	24	3	40	0	60	0	100

		Current Affairs-III										
4		Film Studies	4	0	1	5	6	24	16	36	24	100
	Code Not to be allotted	CBCS on Wednesday	2	0	0	2	2	40	0	0	10	50
		Total Credits / Hrs				22	27					400

SEMESTER - 4

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		Basics of TV Production	4	0	2	6	8	24	16	36	24	100
2		Media Laws And Ethics	4	2	0	6	6	40	0	60	0	100
3		Media Management	4	2	0	6	6	40	0	60	0	100
4		Corporate Communication, Brand Management And Event Management				5	6					100
			4	0	1			24	16	36	24	
	Code Not to be allotted	CBCS on Wednesday	2	0	0	2	2	40	0	0	10	50
		Total Credits / Hrs				23	26					400

SEMESTER - 5

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		Advance TV Production	4	0	2	6	8	24	16	36	24	100
2		Basics Of Media Research And Data Journalism	4	0	2	6	8	24	16	36	24	100
3		Development Journalism And Social Issues	4	0	1	5	6	24	16	36	24	100
4		Visual Communication And Graphics	2	0	2	4	6	24	16	36	24	100
		Total Credits / Hrs				21	28					400

SEMESTER - 6

S.No.	Course Code	Course Name	Credit Distribution			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	Total Marks
1		Project - Media Research And Presentation	1	0	0	8	1	0	50	0	50	100
2		Projects - Print Media. Ad/Pr, TV Production/Documentary	1	0	0	10	1	0	50	0	50	100
3		Internship 30 to 45 days*	0	0	0	12	0	0	0	0	100	100
		Total Credits / Hrs				30	2					300

		Total Credits in the Course				150						

Minimum 142 credits required to get the degree

***This is a 12 Credits Course with 06 Contact Hours/each week provided to the students to seek guidance and for teacher/supervisor to evaluate the progress of their respective projects.**

SYLLABUS

Semester - 1

SEMESTER-I
ENGLISH COMMUNICATION

UNIT I - PHONETICS BASICS

Received Pronunciation – Sounds: Vowels/Diphthongs, Consonants –
Syllables – Word stress – Transcription of words- Weak forms – Intonation

To understand Basics of Phonetics To learn Common mistakes: Spelling, Grammar,
and Punctuation.

Credit Distribution		
L	T	P
2	0	1

UNIT II - ENGLISH LANGUAGE

Parts of speech – Articles – Modals – Sentence types – Subject-verb, concord – Tenses – Voice –
Reported speech – Clauses – Tag, questions – Punctuation – Common errors - Jumbled sentences

UNIT III - VOCABULARY

Word formation – Synonyms, Antonyms – Homonyms, Homophones – Words often confused –
One word substitution – Phrasal verbs – Idiomatic expressions - Eponyms

UNIT IV (a) - COMMUNICATION SKILLS

Communication, an overview – Definition & Process – Features – Importance – Forms –
Barriers – Remedies – Non-verbal communication –Kinesics– Paralinguistic features –
Proxemics/Space distance – Haptics

UNIT IV (b) - PRESENTATION SKILLS

Presentation – Types - Nuances of delivery – JAM, Impromptu, Extempore, Manuscript,
Memorization, Public Speaking, and Body Language, Group Discussion - Panel Discussion ,
Telephonic Skills, Interview Skills

TEXT & REFERENCES:

- Ferdinand, Nicole; Kitchin, Paul J.; Event Management; Sage Publication
- Kirk, R. Land; Catherwood, D. W.; The Complete Guide to Special Event Mgmt.; J
Wiley & Sons
- Singh,G.S.; Devesh, Kishore; Event Management; Haranand Publications

- Bowdin, Glenn; Allen, Johnny; Harris, Rob; Events Management ; Taylor & Francis
- Style book of the Economist.
- Raymond Murphy 'Essential English Grammar', Cambridge University Press: N Delhi. 1998. Print
- English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
- Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
- Meenakshi Raman and Sangeeta Sharma. 'Technical Communication Principles and Practice'. Oxford University Press: New Delhi. 2012. Print.

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SEMESTER-I
हिन्दीसंचार

खंड-1 व्याकरणकीमुख्यबातें

वर्ण -स्वरतथाव्यंजन

लिपिऔरव्याकरण

शब्द ,वाक्य -भेदतथाविन्यास

वर्तनी ,विरामचिह्न

संज्ञा ,सर्वनाम ,विशेषण ,कर्म ,

क्रिया ,लिंग ,वचन

Credit Distribution		
L	T	P
2	0	1

खंड-2 लेखनकला

लेखनकेलिएसटीकशब्दोंकाचयन ,अनुच्छेदलेखन ,आवेदनपत्रलेखन ,

फीचरलेखन ,आर्टिकललेखन ,सोशलमीडियाकेलिएलेखन ,प्रूफरीडिंगतथाउसकेचिह्न

खंड-3 मीडियाअनुवाद

अनुवादकाअर्थ ,संचारकेरूपमेंअनुवाद ,अनुवादकेप्रकार ,अनुवादकीसमस्याएँ ,

अनुवादकेलिएजरूरीबातेंतथासहायकसामग्री ,मीडियाअनुवादकैसेकरें

खंड-4 मीडियाकीभाषा

टीवीकीभाषा ,रेडियोकीभाषा ,अखबारीभाषा

अखबारीभाषाकीगलतियाँ

खंड5 - अभ्यासकार्य

1. अनुवादहिन्दीसेअंग्रेजी5 -

2. अनुवादअंग्रेजीसेहिन्दी5 -

3. फीचरलेखन2 -
4. आर्टिकललेखन2-
5. प्रूफरीडिंग5 -
6. बोलनेकीकला -सामूहिकवाद-विवाद) रिकॉडिंग2 -(तथासाक्षात्कार2 -

संदर्भ पुस्तकें

- सामान्य हिन्दी और संक्षिप्त व्याकरणसिंह प्रसाद किशोर ब्रिज ,
- आधुनिक हिन्दी व्याकरण और रचनाप्रसाद नारायण वासुदेव ,
- परिष्कृत हिन्दी व्याकरण ,कपूर बदरीनाथ ,प्रभात प्रकाशन
- अद्यतन हिन्दी व्याकरणपांडेय वीएन .डॉ ,
- भारत में हिन्दी पत्रकारिताप्रकाशन तक्षशिला ,जैन रमेश ,
- हिन्दी पत्रकारिता का वृहद् इतिहासप्रकाशन वाणी ,तिवारी अर्जुन ,

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SEMESTER-I
BASICS OF RADIO

Credit Distribution		
L	T	P
4	0	1

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

TEXT & REFERENCES:

- AmbrishSaxena, 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

- Paul Chantler, peter, basic radio journalism, focal press 2003
- DrashyaShravyaevamjansancharMadhaym, Dr. Krishan kumarRattu, Rajasthan Hindi Granth Academy (Hindi)

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SEMESTER-I
INTRODUCTION TO MASS COMMUNICATION

Credit Distribution		
L	T	P
4	0	0

UNIT I - FUNDAMENTALS OF COMMUNICATION

Definitions, Characteristics, Nature & Features of Communication
Elements and Process of Communication
Seven C's of Communication
Barriers of Communication
Models of Communication
Types of Communication

Practical: Group discussion and students' seminar

UNIT II- INTRODUCTION TO MASS COMMUNICATION

Mass Communication-Meaning, Definitions, Characteristics, Functions
Tools of Mass Communication: Print, Electronic, New Media, Film,
Advertising, Public Relations
Traditional Media: Introduction, Importance, Reach and effects

Practical: Group discussion and students' seminar

UNIT III -MODELS OF COMMUNICATION

Models of Communication: Nature, Scope, Definition
Aristotle Model
SMCR Model
Lasswell Model
Shanon& Weaver Model
Osgood Model
Gerbner Model
Gatekeeping Model
Newcomb Model

Practical: Group discussion and students' seminar

UNIT IV- THEORIES OF COMMUNICATION

Normative Theories of Press-Authoritarian, Libertarian,
Soviet Communist and Social Responsibility Theory
Other Theories-Development Media theory & Democratic Participant Media Theory,
Social Influence or Identification Theory
Hypodermic Needle Theory/ Bullet Theory, Uses- Gratification Theory,
Agenda setting theory, Two-step, Multi-step theory,
Cultivation Theory

Practical: Group discussion and students' seminar

A report on any five models and three theories of communication with suitable examples and diagrams

TEXT & REFERENCES:

- Baran, J. Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; McGraw-Hill
- Vilanilam, V. John. *Mass Communication in India - A Sociological Perspective*; Sage Publications
- McQuail, Dennis; *Mass Communication Theory*; Sage Publications
- [Singhal](#), A.; [Rogers](#), E M.; *India's Communication Revolution - From Bullock Carts to Cyber Marts*; Sage Publications
- DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
- Vivian, John; *the Media of Mass Communication*; Pearson
- Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
- Dominick, Joseph R.; *the Dynamics of Mass Communication*; McGraw-Hill
- Facets of Indian Culture by Vidya (Author), R. (Author), Rajaram (Author), Kalpana (Author), Spectrum-facets-of-Indian-culture
- Samreshan Vidha Dayaram Vishwakarma Shreeram Prakashan Varanasi (Hindi)
- Sampreshan Pratiropatha Sidhanth, Dr. Shrikant Singh (Hindi)

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SEMESTER-I

INTRODUCTION TO JOURNALISM

UNIT I - JOURNALISM, SOCIETY AND DEMOCRACY

History of Journalism
Role and Responsibility of Journalism
Journalism as a Profession
Freedom of the Press & its limitations
Journalism, Society and Democracy

Practical: Group discussions and students' seminar

Credit Distribution		
L	T	P
4	0	1

UNIT II - NATURE OF NEWS

What is News?
News sense, News Values
Types of News
News Story Structure

Practical: PPT on different types of News

UNIT III - SOURCES OF INFORMATION

Source, Facts, Bogus and Misleading Information
Digging for Information: Background Material, Developing And Building Sources
News Agencies
National and State Level Press Information Organizations (RTI)

Practical: Group discussions and students' seminar

UNIT IV - MEDIA INTERVIEW

Interview and Its Types
Preparation for the interview

Practical: An interview with any easily available personality

UNIT V - JOURNALISTIC TRENDS

New Trends in Journalism

Challenges before Journalism

Citizen journalism

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Writing 5 news based on campus activities

Preparing a brief description about major national and international agencies

A critical report on any two stories covered by citizen journalists

TEXT & REFERENCES:

- Balasubramaniam, T.; English Phonetics for Indian Students: A Work Book; Macmillan Publishers
- Bansal; Harrison, R. K. J. B; Spoken English: A Manual of Speech and Phonetics; Sangam Publishers
- Krishnaswamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Prakarati: Sidhantha Se Prayogtak, ArunkumarBhagat, JanmatNirmanSahityaSanskathan New Delhi (Hindi)
- VishwaPrakaratiItihaas Ki ekJhalak: IshwarDev Mishra Centre For media research, Varanasi (Hindi)

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SEMESTER-I
CONTEMPORARY ISSUES AND CURRENT AFFAIRS

UNIT I - HISTORY OF MODERN INDIA

Partition and After

Nehru Era, Emergence of Non-Congress Parties

India after Globalization and Privatization

Credit Distribution		
L	T	P
3	0	0

UNIT II - CONSTITUTION OF INDIA

Main Features of Constitution

Rights and Duties of Citizens

Directive Principles

Federal Structure

UNIT III - POLITICAL SYSTEM OF INDIA

Democracy, Parliament and Political Parties

Governance, Executive and Judiciary

Local Governance, Autonomous Corporations,

Corruption, Defection and Political Reforms

UNIT IV - ANALYSIS OF NEWS AND CURRENT ISSUES

News and Current Affairs

UNIT V - PROJECT

Students will have to make presentation and organize group discussions.

TEXT & REFERENCES:

- TapanBiswal: Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni: Indian and Nepal, Konark Publisher
- Madan Gopal: India through the Ages, Publication Division
- R.S. Yadav (ed.): India's Foreign Policy: Contemporary Trends
- S.R. Sharma: Indian Foreign Policy (Om Sons)
- Rajni Kothari: Caste in Indian politics
- Shukla V.N.: Constitution of India, Eastern Book Company, Lucknow
- Bakshi P.M.: The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- D. D. Basu: An introduction to the Constitution of India
- Bharat Kasamvidhan D. D. Basu (Hindi)
- Bharat KasamvidhanSubhashkashyap (Hindi)
- BhartiyaShashanevamRajnitiPukhraaj Jain Agra (Hindi)

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SEMESTER-I
INTRODUCTION TO PHOTOGRAPHY

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

Credit Distribution		
L	T	P
3	0	1

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 equipments & sources

One, two and three-point lighting: key, fill and back light

Practical - Portraiture Lighting

UNIT V - PROJECT

Photo Feature (10-15 photographs)

TEXT & REFERENCES:

- Basic Photography, Focal Press, 2003 Private Limited, 1999 ; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide To 35mm Photography; Corbett, Bill
- Point And Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books ; Sharma, O P

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SEMESTER-I
CBCS – POOLED COURSE

Credit Distribution		
L	T	P
2	0	0

**The syllabus of pooled courses will be provided
by the faculty offering the course. The 2 credits of this
course are the extra credits that a student can earn above 142 credits.**

SYLLABUS

Semester - 2

SEMESTER-II
ENVIRONMENTAL STUDIES

UNIT I - ENVIRONMENTAL AND NATURAL RESOURCES

Definition, Scope, Importance

Natural Resources – Forest Resources – Use, Exploitation,
Deforestation, Construction of Multipurpose dams, effect of forests

Water Resources – Use of surface and subsurface Water, Effect of floods, Drought,
Water conflicts, Food Resources

Food Problem, Advantages and Disadvantages of fertilizers and Pesticides, Effect on
Environment

Energy Resources – Need to Develop Renewable Energy

Land Resources – Land Degradation, Landslides, Soil erosion, Desertification and case
studies

Credit Distribution		
L	T	P
3	0	0

UNIT II - ECOLOGY AND BIO-DIVERSITY

Concept of Ecosystem

Structure and function of an Ecosystem

Producers, Consumers and Decomposers

Energy flow, Ecological Succession

Food chain, Food web and Ecological Pyramids

Bio Diversity: Definition, Genetic, Species and Ecosystem Diversity

Bio-Geographical classification of India, hotspots, threats related to habitat loss

Poaching of wildlife, man-wildlife conflicts

Conservation of Bio-Diversity

UNIT III - ENVIRONMENTAL POLLUTION

Definition – Causes, Pollution Effects and Control

Measures of Air, Water, Soil, Marine, Noise, Thermal, Nuclear hazards

Solid waste management: Causes, Effects and Control Measures of Urban and Industrial
Waste

Pollution Measures, Case Studies

Disaster Management: Floods, Earthquake, Cyclone and Landslides.

UNIT IV- SOCIAL ISSUES AND THE ENVIRONMENT

Urban Problems Related to Energy and Sustainable Development

Water Conservation, Rain water Harvesting, Watershed Management

Problems Related to Rehabilitation – Case Studies, Wasteland Reclamation

Consumerism and Waste Products – Environment Protection Act, Air Water, Wildlife,
Forest Conservation Act

Environmental Legislation and Public Awareness

UNIT V- HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations

Population Explosion – Family Welfare Programme

Environmental and Human Health

Human Rights, Value Education, HIV / AIDS, Women and Child Welfare

Role of Information Technology – Visit to local Polluted site / Case studies

Customer Orientation – QFD – CSM – TQM Models – Case studies.

TEXT & REFERENCES:

- Keerthinarayana And Daniel Yesudian, 'Environmental Science And Engineering', Hi-Tech Publications
- Erachbharucha, "A Text Book for Environmental Studies", Text Book of University Grants Commission,
- Peavy. H.S.D.R. Rowe and George T, "Environmental Engineering", New York: Mcgraw Hill,
- Metcalf and Eddy, "Wastewater Engineering: Treatment and Reuse", Tata Mcgraw Hill,

SEMESTER-II
REPORTING AND EDITING FOR PRINT

Credit Distribution		
L	T	P
4	0	1

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

UNITY- 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)

TEXT AND REFERENCES-

- So, You Want to Be Journalist? Bruce Grundy, Cambridge University Press, Cambridge, 2007
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett Practical
- Newspaper Reporting by David Spark and Geoffrey Harris
- Writing and Reporting News: A Coaching Method by Carole Rich
- News Writing by George Hough (Kanishka Publishers)
- Writing and Editing News Hardcover – 2015 by Krishna Swamy K.V. (Author), Orient Blackswan Private Limited - New Delhi.

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SEMESTER-II
TELEVISION JOURNALISM

Credit Distribution		
L	T	P
4	0	1

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

UNIT II - 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

UNIT III - 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

UNIT IV -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

UNIT V - 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

UNIT VI- PROJECTS

Three news report

Five PTC on different issues and locations

Production of a 10 minutes program

TEXT & 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
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap: RajkamalPrakashan (Hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. ShyamKashyap: RajkamalPrakashan (Hindi)
- TRP, TV News Aur Bazar, Dr. Mukesh Kumar, VaniPrakashan (Hindi)

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SEMESTER-II
CONTEMPORARY ISSUES AND CURRENT AFFAIRS -II

UNIT I - UNDERSTANDING SOCIAL ISSUES

Traditional societies: Strengths and Weaknesses

Social change and Policy Changes

Development, Displacement and Rehabilitation

Women's Empowerment

New Social Movements

Practical: Student seminar and group discussions

Credit Distribution		
L	T	P
3	0	0

UNIT II - ELECTORAL SYSTEM OF INDIA

Election Commission-Functions and Powers

General elections, Assembly Elections

Election of President and Vice President

Election Reforms, Public Funding

Practical: Student seminar and group discussions

UNIT III - ECONOMIC SYSTEM OF INDIA

Main features and trends of Indian Economy

Finance Ministry, Budget, Reserve Bank

Globalization, Privatization and Liberalization

Problems of Poverty, Hunger Mal-nutrition, Unemployment, Economic Disparity

Agricultural crisis and problems of Rural Development

Practical: Student seminar and group discussions

UNIT IV - ANALYSIS OF NEWS AND CURRENT ISSUES

News and current affairs

Practical: Student seminar and group discussions

UNIT V - PROJECT

Students will make presentations and organize group discussions.

TEXT & REFERENCES:

- Rajni Kothari: Caste in Indian politics
- Tapan Biswal: Human Rights Gender and Environment
- Rajan Harshe & K.N. Sethi: Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma: Indian Foreign Policy (Om Sons)
- Shukla V.N.: Constitution of India, Eastern Book Company, Lucknow
- The Constitution of India, Universal Law Publishing Co. Pvt. Ltd.
- D. D. Basu: An introduction to the Constitution of India
- J.C. Johri: Indian Political System
- Bharat Kasamvidhan D. D. Basu (Hindi)
- Bharat Kasamvidhan Subhash Kashyap (Hindi)
- Bhartiya Shashanevam Rajniti Pukhraaj Jain Agra (Hindi)

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SEMESTER-II
INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

Credit Distribution		
L	T	P
3	0	1

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

TEXT & REFERENCES:

- L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DOROTHY, COHEN: Advertising, (USA: Scott. Forsmon and Co. 1988)
- JETHWANEY JAISHRI & JAIN SHRUTI: Advertising Management, second edition, 2011 (Oxford University Press)
- MANUKONDA R.: Advertising Promotions and News Media (DPS Publishing House India, 2013)
- MARIEKE DE MOOIJ: Consumer Behavior and Culture: Consequences for Global Marketing & Advertising (Sage Publication New Delhi, 2011)
- Adhunikvigyan, Dr. Premchand Patanjali, VaniPrakashn (Hindi)
- VigyanTaknikEvamSidhanth, Narendra SinghYadav, Rajasthan HindiGranth Academy (Hindi)

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SEMESTER-II
ADVANCE PHOTOGRAPHY

Credit Distribution		
L	T	P
3	0	1

UNIT I - DIGITAL PHOTOGRAPHY

High Dynamic Range (HDR) Photography

Uses of Various Filter (Ultra Violet, Polarizing, Close –Up,&Neutral Density Filters)

Playing with white balance and color temperature

Types of Photography (Based on Usage & Area)

Practical:Use and Practice of white Balance and color temperature

UNIT II - LIGHTING

Measurement of light- exposure metering system

Using lights, synchronized & others

Lighting & its control (source, contrast, bounce & direction of light)

Electronic flash & its synchronization

Practical:Practice on various light conditions (Indoor and Outdoor)

UNIT III - SUBJECT & COMPOSITION VARIATION FOR VARIOUS BEATS

Candid

Portrait

Wildlife,

Nature & Landscapes,

Night Photography,

Journalism (Photography for Newspapers & Magazines)

Practical:Clicking photographs based on various beats

UNIT IV - MODES OF CAMERA

Shooting Modes

Focusing Mode

Metering Mode

Practical: Use and Practice on various camera modes

UNIT V - PHOTO JOURNALISM

News Values for Pictures

Photo Essays & Photo Features

Picture Magazine, Cutline and Caption

Computerized Photography and Image Manipulation

Practical: Exercise on framing of Photo Captions for various photographs and developing a Photo Feature

UNIT VI - MANIPULATING THE IMAGE

Photoshop & Other Software to Enhance the Picture

Practical on Photoshop

Digital Image Manipulation Using Various Computer Software

Practical: Overview of Adobe Photoshop and practice on editing the photographs

UNIT VII - PROJECT

Project File - Photo Feature (10 - 15)

Practice Shooting Portraits and Try Different Lighting Techniques.

Individual Focus on Three Different Candles Aligned In A Row

Focusing a Moving Subject Using Electronic Focus and of Points.

Understanding the Working of The Shutter, Capturing Motion

Long Exposures

Practice Shooting with Bounce and Reflected Light

Making A Photo Feature on A Specific Topic by Using Own Photographs

TEXT & REFERENCES:

- Advanced Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical Photography; Freeman, John

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SEMESTER-II
CBCS – POOLED COURSE

Credit Distribution		
L	T	P
2	0	0

**The syllabus of pooled courses will be provided
by the faculty offering the course. The 2 credits of this
course are the extra credits that a student can earn above 142 credits.**

SYLLABUS

Semester - 3

SEMESTER-III
DIGITAL MEDIA

UNIT I - INTRODUCTION TO DIGITAL JOURNALISM

History and development of Digital Journalism

Basics of Digital Journalism

Differences with the other media

Practical: PPT presentation and students' seminar

Credit Distribution		
L	T	P
4	0	2

UNIT II-NEWS ON THE WEB

E-newspapers, E-magazines, Radio and TV newscasts on the web

Changing Paradigms of news

Digital tools for journalist

Basics of digital news publishing

Blogging and micro blogging

Web writing, Editing of digital content

Practical: PPT presentation and students' seminar

UNIT III- SOCIAL MEDIA

Characteristics of social media

Types of Social media-Facebook, Twitter, Linked-in, WhatsApp etc.

Social media and PR, Advertising and Branding

Characteristics of social networking sites

Characteristics of social bookmarking sites

Practical: Group Discussions and students 'seminar

UNIT IV - LAWS & ETHICS

Major Cyber Laws

Ethics of Digital Media

Cyber Security

Practical: Group Discussions and students 'seminar

UNIT V - NEW TRENDS

Metrics, Audience Development

Citizen Journalism

New Trends in Digital Media

UNIT VI- PROJECT

To cover 5 stories for websites

To edit 5 stories for digital media

To re-write 5 stories for digital media

TEXT & REFERENCES:

- Marshall, P. D. (2004). *New Media Cultures*, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
- Felix, L. Stolarx, D. (2006). *Video blogging & Podcasting*, Focal Press.
- Schmidt, E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
- Ward, M. (2002). *Journalism Online*, Focal Press.
- Thornburg, R. M. (2011). *Producing Online News: Stronger Stories*, CQ Press, Washington.
- Hall, J. (2001). *Online Journalism, A Critical Primer*, Pluto Press, London
- Rajadhyaksha, Ashish. *Indian cinema in the time of celluloid: from Bollywood to the Emergency*. Indiana University Press, 2010.

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SEMESTER-III
ADVANCE REPORTING AND ANCHORING

Credit Distribution		
L	T	P
4	0	2

UNIT I- SPECIALIZED REPORTING

Specialized reporting for Print, Radio, T.V and Internet

Salient features of specialized reporting

Types of specialized reporting: City reporting, Political, Business, crime, sports, science & technology, health and medical, culture and life, environment, human right, education and carrier reporting, agriculture and rural development, Entertainment

UNIT II- INVESTIGATIVE REPORTING

Investigative reporting – Purposes, Sources, Styles, Techniques.

Sting operation- tools and techniques, use of spy cams

UNIT III - TV ANCHORING

TV Anchoring- broadcast skills – pronunciation, flow, modulation, body language, make-up & attire

Facing a camera – eye contact, use of teleprompter

Types of anchoring

Live studio and field interviews

Moderating TV studio discussions

UNIT IV - DIFFERENT TYPES OF ANCHORING

Anchoring of Shows

Anchoring during the election and Budget presentation

Anchoring of special events

UNIT V - NEW TRENDS IN REPORTING

New trends and areas in Reporting

Ethical issues in TV Reporting and Anchoring

New challenges and opportunities

UNIT V- PROJECT

1. News-gathering and report writing on various beats
2. Searching of information on the Net
3. Conducting interviews
4. Preparing video capsules and documentary on various subjects
5. Writing news analysis, comment and articles

TEXT & REFERENCES:

- Herbert Zettl: Television Production Handbook
- Boyd, Andrew: Broadcast Journalism, Oxford
- Broughton, Iry: Art of Interviewing For Television, Radio & Film, Tab Books Inc. 1981
- 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)

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SEMESTER-III

CONTEMPORARY ISSUES AND CURRENT AFFAIRS-III

UNIT I- LEGAL SYSTEM

Structure of judiciary: Supreme Court, High Courts, Lower Courts
Appointment process of judges, Pending cases and Delay in justice
IPC and CRPC
Public interest litigation (PILs), RTI
Judicial reforms

Credit Distribution		
L	T	P
3	0	0

UNIT II - INTERNAL SECURITY

Organizational structure of the Police and Paramilitary forces
Police Reform, Special Forces
Intelligence Agencies-RAW, IB, Investigation Agencies-CBI, NSA, SIT's
Acts to tackle organized Crimes and Terrorist Activities

UNIT III - MOVEMENTS AND ACCORDS

Punjab Accord, Assam Accord, Mizoram Accord, Gorkhaland Accord, Bodoland Accord,
Jharkhand Accord
Movements for Separate States
Movements for Reservation, Naxal Movement
Movements related to environment and Jal, Jungle and Zameen

UNIT IV - ANALYSIS OF NEWS AND CURRENT ISSUES

News and Current affairs

UNIT V - PROJECT

Students will have to make presentation and organize group discussions.

TEXT & REFERENCES:

- TapanBiswal Human Rights Gender and Environment, Vina Books
- Rajni Kothari Caste in Indian politics
- MadanGopal India through the Ages, Publication Division
- RajanHarshe& K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- Bharat Kasamvidhan D. D. Basu (Hindi)
- Bharat KasamvidhanSubhashkashyap (Hindi)
- BhartiyaShashanevamRajnitiPukhraaj Jain Agra (Hindi)

-X-

SEMESTER-III
FILM STUDIES

UNIT I - WORLD CINEMA

Brief History of world and Indian Cinema

Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French New Wave

Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)

Hollywood studio system.

Credit Distribution		
L	T	P
4	0	1

UNIT II - INDIAN CINEMA

Brief History of Indian Cinema

Star system

Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)

Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani

Indian-global cinema (screening of Mira Nair's Salaam Bombay)

Gender & Sexuality (Indian Cinema)

UNIT III - GENRES, STYLES & CONTENT

Different Genres of films

Narrative & Documentary styles

Ingredients - Script, Sound, Visuals, Performers, Assembly, Selling and Exposition

UNIT IV - FILM PRODUCTION, EXHIBITION & BEYOND

Key Film Making Departments

Personnel and Roles

Marketing

Distribution

Exhibition

Censorship

Major Film Awards and events

UNIT V - CASE STUDY

(Amongst other films, the following could be screened)

The King's Speech

The Godfather-I and the Godfather-II

Cast Away

Memento

Seven

Gladiator

The Artist

Hugo

12's Year in Slave

Saving Private Ryan

Hurt Locker

Avatar

Battleship Potemkin-Silent Cinema-Montage

The Godfather-I-Hollywood Classic

The Bicycle Thief – Neo Realism

Rashomon-Asian Classic

PatherPachali- Indian Classic

Meghe Dhaka Tara- Indian Classic

Cast Away-Hollywood Classic

(Other films could be included)

PROJECT

- **Reviewing Films and Presentations by students**

TEXT & REFERENCES:

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language,

- History, and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.
- Ed. Bill Nichols; Movies and Method' 2 - Volumes; University of California.

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SEMESTER-III
CBCS – POOLED COURSE

Credit Distribution		
L	T	P
2	0	0

**The syllabus of pooled courses will be provided
by the faculty offering the course. The 2 credits of this
course are the extra credits that a student can earn above 142 credits.**

SYLLABUS

Semester - 4

SEMESTER-IV
BASIC OF TV PRODUCTION

UNIT I - VISUAL GRAMMAR

Parts of video Camera and their functions

Camera mounting

White/black Balancing

Color Temperature

Camera support system

Basic Camera Shots, Angles and Movements

Lenses and their application

Various Filters (Day, Night, Color Correction Filter, Diffusion Filter)

Analysis of video shooting with professional TV cameras

Practical-Static & Camera Movement (Pan/Tilt) Shots Exercise

Credit Distribution		
L	T	P
4	0	2

UNIT II - TELEVISION PRODUCTION

Stages of TV Production: Pre-Production, Production and Post-Production

TV Broadcasting

NTSC, PAL etc.

Television Crew

Analysis Single Camera Shooting and Multi-Camera Shooting (Studio/outdoor) Cues and commands

Electronic News Gathering (ENG,) Electronic Field Production (EFP)

Practical:Single Camera Shooting (Practical Exercise)

Multi-Camera Shooting (Studio/outdoor) (Practical Exercise)

UNIT III - TELEVISION NEWS PRODUCTION

Planning, production and compilation of News Bulletin and programs

Prepare Run Down/Bulletin

Headline Importance

Online and off line editing

Basic Editing (FCP/Adobe Premier)

Practical- Writing, Shooting and Editing News Package

Interview Exercise

10 Min. 'Live' Bulletin on Current Issues (Group)

UNIT IV - WRITING FOR TV PROGRAMS

Developing Concept & Treatment

Script for Non-News Television Programs

Genres of Television Programme

(Crime / Cuisine / Talk show/ Lifestyle / Entertainment)

Practical - write a script for a crime / Cuisine show/Talk show/Lifestyle show / Entertainment

UNIT V - PROJECT

(Group = Director + Camera + Editor)

Develop 1 min fiction PSA film

12 min. TV Programme (News bulletin / Interview based / Panel discussion Crime / Cuisine / Talk show/ Lifestyle / Entertainment)

TEXT AND REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(hindi)
- Chanelokechhre- Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(Hindi)

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SEMESTER-IV
MEDIA LAWS & ETHICS

Credit Distribution		
L	T	P
4	2	0

UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA

Constitution of India: Brief Introduction

Fundamental Rights, Duties and Directive Principles

Freedom of expression

Election Commission

Law Relating to the Election Coverage

Practical

Presentation on Freedom of Speech and Expression

News analysis of news stories relate to Freedom of Speech and Expression

UNIT II - ACTS AND JUDICIARY

Contempt of Courts Act 1971,

Civil and Criminal Laws of Defamation

Rule of Court Reporting, sub-judice matter

Right to information Act

Practical

Case study on cases related to Defamation

Case study on cases related to Contempt of Court

UNIT III - MEDIA ACTS AND LAWS

Press & Registration of Books Act 1867

Prasar Bharti Act

Cinematograph Act **1952**

Official Secrets Act

Copyright Act

IT Act

Cable Network Act

Practical

Group Discussion on role of Prasar Bharti
Case study on cases related to Copyright Act.

UNIT IV - MEDIA ETHICS

Introduction to media ethics
History of media ethics, role of conventions
Personal and group ethics
Global media ethics
Press Council of India

Practical

Group Discussion on role of Press Council of India in present media scenario.

UNIT V - NEW EMERGING TRENDS

New technologies and Ethics
Investigative Journalism and Sting Operation (Legality and ethics)
Cheque book journalism/paid news/embedded Journalism
Future of media Ethics

Practical:

Group Discussion and presentation on Citizen Journalism and future perspectives of Media.

UNIT VI - PROJECT

Presentation on Freedom of Speech and Expression
News analysis of news stories relate to Freedom of Speech and Expression
Case study on cases related to Defamation
Case study on cases related to Contempt of Court
Group Discussion on role of Prasar Bharti
Case study on cases related to Copyright Act.
Group Discussion on role of Press Council of India in present media scenario.
Group Discussion and presentation on Citizen Journalism and future perspectives of Media.

TEXT AND REFERENCES:

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics.PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- PatrakaritaEvam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)
- SamacharPatraVyavsaayEvam Press Kanoon, Dr. SanjeevBhanavatShipramathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. nandkishoreTrikhavishvavidyalayaPrakashan Varanasi (Hindi)

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SEMESTER-IV
MEDIA MANAGEMENT

Credit Distribution		
L	T	P
4	2	0

UNIT I - OVERVIEW

Media as an Industry
Ownership patterns
Emergence of language media licensing
Media Management: concept need and scope
Operations and structure of news media companies
Media business and new technology
New trends in media business
Legal issues in media business
Practical: Group discussions and students' seminar

UNIT II - THE BUSINESS OF MEDIA

Revenue sources
Media Metrics
Trends and opportunities
Major Media Houses in the world
Major Media houses in India
Practical: PPT presentation and students' seminar

UNIT III - CONVERGENCE AND ITS IMPACT

Effect of technology on media distribution and consumption
Challenges from emerging media platforms
The future of Indian media
Practical: Group discussions and students' seminar

UNIT IV - MEDIA MARKETING: CONCEPT NEED AND SCOPE

Penetration, reach, access and exposure to media

Revenue-expenditure in media

Selling and buying space and time on media

TRP and audience profiles

Practical: Group discussions and students' seminar

UNIT V - MARKETING

Marketing: concept need and scope

Principles of marketing

Theories of marketing

Marketing and new technology

New trends in marketing

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Case Study (related to recent issue) of any two media houses

PPT presentation in front of students and faculty member --print media 1, TV media 1, Cyber media 1

TEXT & REFERENCE:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Rajni Kothari Caste in Indian politics
- Madan Gopal India through the Ages, Publication Division
- Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- Bharat Kasamvidhan D. D. Basu (Hindi)
- Bharat Kasamvidhan Subhash Kashyap (Hindi)
- Bhartiya Shashanevam Rajniti Pukhraaj Jain Agra (Hindi)

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SEMESTER-IV
CORPORATE COMMUNICATION, BRAND MANAGEMENT
AND
EVENT MANAGEMENT

UNIT I - INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY

Credit Distribution		
L	T	P
4	0	1

Concept

Definition and Evolution of corporate communication in India,

Corporate communication functions

Need for corporate communication and trinity in corporate communication,

Corporate social responsibility

Strategic public relations

Corporate communication and management

Defining strategy and its relevance in corporate communication

Campaign planning and management

Practical: Group discussion and students' seminar

UNIT II - STAKEHOLDERS AND MEDIA RELATIONS

Defining stakeholder and media selection,

Media characteristics,

Changing media scene in India

Practical: Group discussion and students' seminar

UNIT III - CRIESES MANAGEMENT

Concept and Definition

Types of crisis

Managing crisis situation in different levels

Practical: Group discussion and students' seminar

UNIT IV - CONCEPT OF A BRAND

Concept of a Brand

Evolution of Brands

Company, Brands & Products

Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives ,

Building a distinct corporate identity: concepts, variables and process,

Making of house style: logo, lettering and process,

Products Branding ,Line Branding , Range Branding , Umbrella Branding , Source/Double

Branding,Endorsement Branding,

Brand Positioning – Attribute Benefit, Application, User, Competitor, Price / Quality & Product Category positioning,

Brand Differentiation, Brand Equity, Brand Image, Brand Extension, Brand Loyalty, Consumers and Brands

Practical: Group discussion and students' seminar

UNIT V- MANAGING AN EVENT

Process and concept

Identifying sponsors and their types

Media retail partners

Post-event sponsorship maintenance

Core marketing, societal marketing

Event promotion, Elements in promotion: image, advertising, publicity, public relations and role of media in event promotion: Communication Mix/Media Mix

Staging and execution of events

Monitoring control and evaluation

Safety and security in events, legal and risk management

Staff pattern, Recruitment and training

Digital Media and events

Evaluation and feedback of the event

Practical: Group discussion and students' seminar

UNIT VI - PROJECT

A report of an event covered by the student

A report on visit to any corporate office

TEXT & REFERENCES:

- Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publication
- Kirk, R. Land; Catherwood, D. W.; *The Complete Guide to Special Event Management*; John Wiley and Sons
- Singh, G.S.; Devesh, Kishore; *Event Management*; Haranand Publications
- Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Events Management*; Taylor & Francis
- Jethwani; Jaishree J.; *Corporate Communication*; Oxford University Press
- Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; *Effective Public Relations*; Pearson Education
- Wilcox, Dennis L.; *Studyguide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
- Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
- **Marketing Management, Philip Kotler, Pearson Education**
- **Brand Management, Harsh V Verma, Excel Books**
- JansamparkPrashasan, Dr. Lal Chandra, rachnaPrakashan Jaipur (Hindi)
- Jansamparkevamvigyan, Dr. SanjeevBhanavat, Jansanchar Kendra Rajasthan Vishvavidyalaya (Hindi)

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SEMESTER-IV
CBCS – POOLED COURSE

Credit Distribution		
L	T	P
2	0	0

The syllabus of pooled courses will be provided by the faculty offering the course. The 2 credits of this course are the extra credits that a student can earn above 142 credits.

SYLLABUS

Semester - 5

SEMESTER-V
ADVANCE TV PRODUCTION

UNIT I - LIGHTING TECHNIQUES

Importance of lighting in television production

Basics of lighting techniques: three-point lighting (Studio and Outdoor)

Lighting equipment and their usage

Use of filters and reflectors

Practical- Shot practice by using three-point lighting

Credit Distribution		
L	T	P
4	0	2

UNIT II - SOUND RECORDING TECHNIQUES

Importance of Sound

Types of Sound and recording technique

Microphones and Software Uses in Programme

Narration, dialogue and voice over in Programme

Final Sound Mixing

Practical- Recording Outdoor Sound on given theme /

Dubbing exercises / Foley exercises

UNIT III - EDITING

Video editing Aesthetics

Continuity and non-continuity editing

Editing – Premier Pro & FCP

Conceptualization through post-production

Video editing techniques: cut, mix, wipe, fade in/out and dissolve

Uses of cut-away and cut-ins

Teasers, Promo, Ads and Montage Sequencing (Practical Exercise)

Digital effects

Practical- Writing, shooting and editing 30-60 Teaser & Promo

UNIT IV - DOCUMENTARY

Types of Documentary

Analysis of National and International Documentaries

Writing for Proposals for Documentary

Practical- Writing proposal for a Documentary- 12-15 minute

UNIT V - PROJECT

Production of 12-15 minutes Documentary in given time period

Production of 12-15 minutes Live Talk Show/ News Bulletin

TEXT AND REFERENCES:

- Kenny, Robert F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Lezzi, Frank; Understanding TV Production; Prentice Hall of India
- Bettinger, Hoyland; Television Techniques; Harper and Brothers Publisher
- Tyrell, Robert; The Work of a TV Journalist; Focal Press
- Scannell, Paddy; Radio, TV & Modern Life; Blackwell Publication
- Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; Electronic Media; Wordsworth Thomson Learning
- Belavadi, Vasuki; *Video Production*; Oxford University Press
- Schultz, Brad; *Broadcast News Producing*; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(Hindi)

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SEMESTER-V
BASICS OF MEDIA RESEARCH AND DATA JOURNALISM

Credit Distribution		
L	T	P
4	0	2

UNIT I - INTRODUCTION TO MEDIA RESEARCH

Definition and Elements of Research, Process of Research

Importance and need of Media Research

Types of Research: Basic and Applied

Selection and formulation of Research Problems

Review of Literature

Hypothesis (Null and Alternative)

Practical: Prepare Hypothesis on different Research Problems

UNIT II - RESEARCH METHODOLOGY

Research designs and its importance in Research process

Approaches to Research Inductive and Deductive

Sampling: meaning, types and importance

Survey Method: concept, utility, planning, organizing and conducting surveys, Public opinion surveys (Exit and opinion poll), and Readership and audience surveys

Content Analysis

Case Study

Practical:

1. Conduct a Survey
2. Content analysis of two Newspapers

UNIT III - UNDERSTANDING DATA & DATA JOURNALISM

Why Data Journalism is important for a reporter

Skills required by a data journalist

Become Data Literate, Tips for Working with Data

Using Microsoft Excel to analyze data

Practical:

1. Student seminar on skills required for data journalist
2. PPT on use of Data Journalism for reporter

UNIT IV - DATA COLLECTION

Data: definition, concept and meaning,

Sources of Data: primary and secondary source,

Tools of data collection: questionnaire, schedule, interview, etc.

Practical:

1. PPT on Different Types of Data
2. Use of schedule in data collection

UNIT V - DATA INTERPRETATION AND REPORT WRITING

Writing an abstract, proposal and synopsis

Processing Of data: Editing, Coding, Classification and Tabulation

Measures of Central tendency: Mean, Median and Mode

Report writing: steps involved into the process

Citation, References,

Bibliography, Research Ethics

Practical: student seminar on report writing

Project:

1. Report writing: elements and importance of report writing,
2. Use of research for television, radio films and other media

TEXT & REFERENCES:

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication
- SamajikAnusandhan, Dr. D. S. Beghel (Hindi)
- Media ShodhRituGoshthilakshya Publication (Hindi)
- Anusandhankepravidhi au rprakriyaein Rajendra Mishra Takshila Publications (Hindi)

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SEMESTER-V

DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

Credit Distribution		
L	T	P
4	0	1

UNIT I - CONCEPT OF DEVELOPMENT JOURNALISM

Development Journalism: Concept and Relevance

Development communication: meaning, strategies in development communication

Role and Responsibility of Development Journalism

Practical

- 3. PPT on Development communication and its importance**
- 4. Student seminar on role of development journalism**

UNIT II - UNDERSTANDING DEVELOPMENT

Development Models:

Linear Models: Rostow's Demographic transition, transmission

Non-Linear models: World System Theory, Marxist Theory Development yardsticks

Economic development and Justice, Growth, Poverty and employment

Issues of Cast, Creed, Class, Gender etc.

Practical

- 1. PPT on issues and challenges of Development communication**
- 2. Student Seminar on Linear and Nonlinear Models of Development Communication**

UNIT III - REPORTING

Sources for Development Stories: Governmental and Non-Governmental

Tools and Techniques of Diverse Development Reporting and Writing

Development and Social Intervention

Field work; Research, Documentation, Interviews, Group Discussion and other Conventional and Non-conventional sources

Practical

- 1. Reporting on developmental issues**
- 2. Conducting interviews based on developmental issues**
- 3. Analysis of development programmes**

UNIT IV - DEVELOPMENT STORIES

Different types of Development stories

News, Features and Reports

Governance and Development Journalism

Production of development Programs for different mediums.

New challenges

Practical

- 1. Prepare a PSA on Developmental policies/issues**

UNIT V - DEVELOPMENT JOURNALISM AND LAWS

Fundamental Rights

Right to Information

Right to Education Human Rights etc

Practical

- 1. Write news articles for different media on different type of rights and policies and their implementation**

UNIT VI - PROJECT

1. Reporting on developmental issues
2. Analysis of development programmes
3. Evaluate strategies used by development agencies for implementation of development programmes
4. PSA
5. Writing development messages for rural audience; specific requirements of media writing with special reference to media and television

TEXT AND REFERENCES:

- Dreze, J. & Sen, A: India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Jayal, N.G. & Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA.
- Dreze, J. & Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
- Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.

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SEMESTER-V
VISUAL COMMUNICATION AND GRAPHICS

UNIT I - VISUAL COMMUNICATION

Introduction to Visual Communication

Need and importance of Human and Visual Communication

Communication as a process

Principles of Visual and other sensory perceptions/colour Psychology and theory

Visual Impact on Masses

Different medium of Visual Communication:

1. Newspapers and Magazine
2. Advertising
3. Photography
4. Radio
5. Motion picture

Credit Distribution		
L	T	P
2	0	2

UNIT II - GRAPHIC

Introduction of Graphic Design

The Process of Developing Ideas – Verbal, Visual, Combination and Thematic, Visual Thinking, Design Execution and Presentation.

Elements and Principles of Design:

Line, Shape, Space, Texture, Value, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity

UNIT III - BASIC OF DRAWING

Texture on Pattern

Composition with Light and Shadow

Perspective Drawing

Anatomy Study

Landscapes and Composition

UNIT IV - COMPUTER GRAPHICS AND DISPLAY TECHNIQUES

DTP for Publication Design

Magazine Cover Page Design

Banner Design

Web Page Design

Editing and Manipulation of Image

News letter, Front cover, Logo design, Poster design, Parallel projection, Perspective projection, Shading, Morphing, Animation, Virtual reality, Video conferencing concepts

UNIT V - PROJECT

Designing a Movie poster

Designing a Banner

TEXT AND REFERENCES:

- Designing the 21st Century by Charlotte J. Fiell, Peter M. Fiell Publisher: Taschen, 2001
- A History of Graphic Design by Philip Meggs Publisher: John Wiley & Sons; 3 edition, 1998
- Art and Illusion: A Study in the Psychology of Pictorial Representation by Ernst Hans Josef Gombrich Publisher: Bollingen; Millennium edition, 2000
- Push Pin Graphic: A Quarter Century of Innovative Design and Illustration by Seymour Chwast, Martin Venezky (introduction) Publisher: Chronicle Books, 2004

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SYLLABUS

Semester - 6

SEMESTER-VI
PROJECT: MEDIA RESEARCH AND PRESENTATION

Total credits - 08

Credit Distribution		
L	T	P
1	0	0

Media Research Project and Presentation

Selection of topic

Writing the Report

Presentation

TEXT & REFERENCES:

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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SEMESTER-VI
PROJECTS - PRINT MEDIA, AD/PR,
AND
TV PRODUCTION/DOCUMENTARY

Total credits - 10

Credit Distribution		
L	T	P
1	0	0

1. TELEVISION PRODUCTION/DOCUMENTARY

Selection of Topic

Production

Final Project

Making a TV programme or a documentary

2. NEWSPAPER READING AND ANALYSIS

Writing critical assessment of newspapers/ magazines and submission of report for evaluations

DTP learning

Working on the computer and learning the use of DTP software by the students

Making a newspaper on QuarkXPress (8 Pages)

Making a magazine on QuarkXPress (32 Pages)

3. AD/ PR PRACTICAL

Ad for Newspapers: 2, Magazine: 2, Radio :2, TV: 2

Writing Press Release in English: 5, Hindi: 5

TEXT & REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell,Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Hawkins,Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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SEMESTER-VI
INTERNSHIP

Total credits - 12

Credit Distribution		
L	T	P
0	0	12*

It is a 4-6 weeks faculty supervised internship program which a BA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

Students need to submit the Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the internship. Without a proof of **SUCCESSFUL COMPLETION** of **INTERNSHIP** a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of internship of a student will be a norm and practice. Any student not undergoing internship or misleading the university will not be awarded the degree.

***This is a 12 Credits Course with 06 Contact Hours/each week provided to the students to seek guidance and for teacher/supervisor to evaluate the progress of their respective projects.**

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