

Faculty of Mass Communication and Media Technology

B.A. (Journalism and Mass Communication)

Syllabus and Curriculum



PREAMBLE:-

The B.A.in Journalism and Mass Communication course is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts. While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

As we are committed to bring together concepts and ideas with work ‘on the ground’, there is significant input from the industry professionals. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analysed in various contexts. The social values and ethics are in the core of the program.

GOALS:

The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.

OBJECTIVES:

Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digitalmedia as well as in to academics.

DURATION OF STUDY:

The duration of B.A. (Journalism and Mass Communication) course shall be three academic year. Each year shall be divided into two semesters. Thus this course shall comprise six semesters spread over three years. On the completion of all the six semesters, the student will be awarded B.A. (Journalism and Mass Communication) degree. The student shall complete all the six semesters within a maximum period of 5 years from the date of admission to the first semester.

Eligibility:

A candidate for admission to B.A. (Journalism and Mass Communication)course must have a 10+2 certificate in any subject from any recognized Education Board of the country.

Career opportunities:

- To become a creative and technically competent media professional.
- To create professional capability to work in print media, as well in electronic media as Radio Jockey, TV anchor, Reporter, Editor, Panel Producer, TV Producer, Film Producer, Floor Manager, Film critics, Screen play writer, content writer, Media Researcher etc.
- To improve writing and communication skills for different media.

- To give strong base for higher education.

Core Department:

Faculty of Mass Communication and Media Technology, SGT University, Gurugram, Haryana, India.

Teaching strategies:-

The teaching strategy includes both theory classes as well as practical exercises, but more emphasis is on learning of skills and enhancing knowledge. Workshops, guest lectures, group discussion, seminar and industrial visits and internships are integral part of the teaching methods.

It is assumed that there will be approximately **450 teaching hours** in each semester (*one year will have two semester*) of the three years of BJMC Program. Out of these, Theory and Practical teaching (Modules) will be equally balanced amounting to roughly fifty percent each. The teaching will be carried out on various modules for academic and professional training.

The theory training will be primarily from cognitive domain while practical training will be from cognitive, creative and effective module.

Course distribution: The BJMC Degree program will be of three years duration. It will be divided into six equal terms of six months each. Classes will be held 6 days in a week. The sixth day will be dedicated to Continuous Assessment Process in which students will be evaluated in different subjects on the basis of Theory and Practical undertaken during the week. However, if needed the sixth day of the week too can be utilized for teaching/training activities.

The distribution of contact hours and credits earned in a semester is displayed below that is based on the course scheme of semester-I.

TOPICS	CONTACT HOURS/WEEK	CREDITS
English/ Hindi Communication	04	03
Basics of Radio	06	05
Introduction to Mass Communication	04	04
Introduction to Journalism	06	05
Contemporary Issues and Current Affairs	03	03
Introduction to Photography	05	04
CBCS on Wednesday	02	02
Total for the WEEK	25	19
<i>Break-up of the contact Hours utilized / available in Semester-1</i>		
<i>Theoretical Teaching</i>	<i>300 Hours</i>	<i>20</i>
<i>Practical, Projects & Assignments</i>	<i>120 Hours</i>	<i>08</i>
<i>Knowledge enhancement self-learning including library, sports and co-curricular activities</i>	<i>30 Hours</i>	<i>0</i>
TOTAL HOURS	450 hours	28

Professional Training

Students will have to complete 30-45 days internship during their course which is a part of the syllabus and carries credits. Internship can be in any media organization for the above specified period. The institution will try to find INTERNSHIP for students however students are encouraged to find their own Internship opportunities in a place and domain of their choice. However, no guarantees of internship especially in a place and domain of choice of a student can be given to anyone.

Summer and Winter Placement

Summer and winter placement/training will be arranged as an optional placement through students teacher participation. Students opting for English language and skill will be imparted for 30 days for personality developments of students.

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For course syllabus and curriculum of BJMC please move to next page.

Semester – I

SEMESTER - I

SUBJECT - ENGLISH COMMUNICATION

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	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.	Must to know	12 Hours
2	ENGLISH LANGUAGE Parts of speech – Articles – Modals – Sentence types – Subject-verb, concord – Tenses – Voice – Reported speech – Clauses – Tag, questions – Punctuation – Common errors - Jumbled sentences	Must know	8 Hours
3	VOCABULARY Word formation – Synonyms, Antonyms – Homonyms, Homophones – Words often confused – One word substitution – Phrasal verbs – Idiomatic expressions - Eponyms	Must know	15 Hours
4	COMMUNICATION SKILLS Communication, an overview – Definition & Process – Features – Importance – Forms – Barriers – Remedies – Nonverbal communication – Kinesics– Paralinguistic features – Proxemics/Space distance – Haptics	Must know	13 Hours

5	PRESENTATION SKILLS Presentation – Types - Nuances of delivery – JAM, Impromptu, Extempore, Manuscript, Memorisation, Public Speaking, and Body Language, Group Discussion - Panel Discussion, Telephonic Skills, Interview Skills	Must know	10 Hours
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B- Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	PHONETICS BASICS	To understand Basics of Phonetics	To learn Common mistakes: Spelling, Grammar, and Punctuation	Lecture, Interactive sessions, Assignments, Organizing small events of the department.	As per syllabus
2	ENGLISH LANGUAGE	To Know and practice about good writing skills,	To enhance Writing Skills and prepare for Writing on given photographs or any topic.	Lecture, PPT, Interactive sessions, Assignments	As per syllabus
3	VOCABULARY	To enhance the knowledge of English grammar, translation for media	To cover Techniques, strategies, and Procedures in Translation	Lecture, PPT, Interactive sessions, Assignments,	As per syllabus
4	COMMUNICATION SKILLS	To understand writing for communication media and conversational skills	To cover Writing copies, Proof reading. Translation	Lecture, PPT, Interactive sessions, Assignments, Group activities, Organizing an event	As per syllabus

5	PRESENTATION SKILLS	To enhance skill of presentation, interview	To enhance presentation skills	Lecture, Interactive sessions, Mock Interviews	As per syllabus
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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

विषय -हिन्दीसंचार

ए- पाठ्यक्रम

क्र. सं.	शीर्षक	डोमेन	घंटे
1	व्याकरणकीमुख्यबातें वर्ण- स्वरतथाव्यंजन लिपिऔरव्याकरण शब्द, वाक्य- भेदतथाविन्यास वर्तनी, विरामचिह्न संज्ञा, सर्वनाम, विशेषण, कर्म, क्रिया, लिंग, वचन	जाननाजरूरी	15घंटे
2	लेखनकला लेखनकेलिएसटीकशब्दोंकाचयन, अनुच्छेदलेखन, आवेदनपत्रलेखन, फीचरलेखन, आर्टिकललेखन, सोशलमीडियाकेलिएलेखन, प्रूफरीडिंगतथाउसकेचिह्न	जाननाजरूरी	10घंटे
3	मीडियाअनुवाद अनुवादकाअर्थ, संचारकेरूपमेंअनुवाद, अनुवादकेप्रकार, अनुवादकीसमस्याएँ, अनुवादकेलिएजरूरीबातेंतथासहायकसामग्री, मीडियाअनुवादकैसेकरें	जाननाजरूरी	15घंटे
4	मीडियाकीभाषा टीवीकीभाषा, रेडियोकीभाषा, अखबारीभाषा अखबारीभाषाकीगलतियाँ अखबारीभाषाकीगलतियाँ	जाननाजरूरी	10घंटे

5	अभ्यासकार्य <ol style="list-style-type: none"> 1. अनुवादहिन्दीसेअंग्रेजी- 5 2. अनुवादअंग्रेजीसेहिन्दी- 5 3. फीचरलेखन- 2 4. आर्टिकललेखन-2 5. प्रूफरीडिंग- 5 6. बोलनेकीकला- सामूहिकवाद- विवाद (रिकॉडिंग)- 2तथासाक्षात्कार- 2 	अतिआवश्यक	10 घंटे
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बी- पाठ्यक्रम

क्र. सं.	शीर्षक	सीखनेकाउद्देश्य	शिक्षणदिशानिर्देश	तरीका	समय
1	व्याकरणकीमुख्यबातें	हिन्दीव्याकरणकीमूलभूतबातोंकोजानना	छात्रोंकोइसतरहतैयारकरनाताकिउनकीभाषाव्याकरणकेअनुसारहो,	व्याख्यान, पीपीटीप्रस्तुतिकरण,प्रतिक्रियात्मकसत्र	15घंटे
2	लेखनकला	लेखनकलाकाविकासकरना	छात्रोंकोलेखनकार्यमेंनिपुणबनानेकाप्रयासकरना	व्याख्यान, पीपीटीप्रस्तुतिकरण,प्रतिक्रियात्मकसत्र	10घंटे
3	मीडियाअनुवाद	मीडियाकेलिएअनुवादमेंदक्षताहासिलकरना	अनुवादकीबारिकियोंसेछात्रोंकोअवगतकराना	व्याख्यान, कक्षामेंअभ्यासकार्य	15घंटे
4	मीडियाकीभाषा	मीडियाकीभाषाकोगहराईसेसमझना	मीडियाकीभाषाकेहरपहलूकोछात्रोंकोबताना	व्याख्यान, वाद-विवाद, पीपीटीप्रस्तुतिकरण,प्रतिक्रियात्मकसत्र	10घंटे
5	अभ्यासकार्य	अनुवाद, फीचरलेखन,	अभ्यासकार्यपरछात्रोंकाध्यानकें	अभ्यास	10 घंटे

		आलेखलेखन, प्रूफ, बोलने की कलाकार्य आदि करना	द्वितीकरण		
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संदर्भ पुस्तकें

- भारत में हिन्दी पत्रकारिता ,रमेश जैन ,तक्षशिला प्रकाशन
- हिन्दी पत्रकारिता का वृहद् इतिहास ,अर्जुन तिवारी ,वाणी प्रकाशन
- हिन्दी पत्रकारिता का विकास ,एनसी पंत ,राधा पब्लिकेशन
- सामान्य हिन्दी और संक्षिप्त व्याकरण ,ब्रिज किशोर प्रसाद सिंह
- आधुनिक हिन्दी व्याकरण और रचना ,वासुदेव नारायण प्रसाद

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SEMESTER - I

SUBJECT -BASICS OF RADIO

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	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	Must know	20 hours

	<p>stations</p> <p>Web broadcasting, Internet radio</p> <p>Prospects of Radio in India</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. History of Radio PPT Presentation 2. Student seminar on different type of radio stations 		
2	<p>RADIO PROGRAMME FORMATS</p> <p>Writing for the ear: spoken words and music</p> <p>Radio news, Interview and Panel discussion</p> <p>Feature and documentary</p> <p>Drama and serial</p> <p>Vox Pop and Jingles</p> <p>Phone-in programmes</p> <p>Innovation in Radio programmes formats</p> <p>Music</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. Recording of vox pop on any specific issue 2. Recording of PSA's and radio commercials 3. Recording of RJ Links 	Must know	15 Hours
3	<p>RADIO NEWS BROADCAST</p> <p>AIR and its divisions, different News services</p> <p>News reporting setup at various levels</p> <p>Newsroom functions, News pool</p> <p>News bulletins - compilation and production</p> <p>News writing, New format (NF)</p> <p>News and Current Affairs based programmes</p> <p>Practical: -</p> <ol style="list-style-type: none"> 1. Writing exercises regarding news bulletins and voice cast 2. Voice modulation practices 	Must Know	15 Hours

4	<p>BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION</p> <p>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</p> <p>Practical: -</p> <p>1. Editing of their recorded programs</p>	Must know	10 Hours
5	<p>PROJECT</p> <p>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</p>	Must know	15 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	GROWTH OF RADIO AND CONTEMPORARY TRENDS	To achieve an overall idea of Growth of Radio	To make aware of History of Radio	Lecture, PPT, Interactive sessions, Assignments	20 hours

2	RADIO PROGRAMME FORMATS	To achieve knowledge about various Radio programme formats	To make aware about types of Radio programmes formats	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	RADIO NEWS BROADCAST	To know about Radio News Broadcast and its structure	Emphasis should be on Radio News Broadcast and its overall process	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION	Imparting knowledge of Radio programme Production and Broadcast technology	Focus should be Broadcast technology and Programme Production	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
5	PROJECT	Practical /Assignment	Focus on practical activities	To prepare Radio programmes, bulletins etc.	15 Hours

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)

SEMESTER - I

SUBJECT -INTRODUCTION TO MASS COMMUNICATION

A - Syllabus

S. No.	TOPIC	DOMAIN	HOURS
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1	<p>FUNDAMENTALS OF COMMUNICATION</p> <p>Definitions, Characteristics, Nature & Features of Communication</p> <p>Elements and Process of Communication</p> <p>Seven C's of Communication</p> <p>Barriers of Communication</p> <p>Models of Communication</p> <p>Types of Communication</p> <p>Practical: Group discussion and students' seminar</p>	Must know	10 Hours
2	<p>INTRODUCTION TO MASS COMMUNICATION</p> <p>Mass Communication-Meaning, Definitions, Characteristics, Functions</p> <p>Tools of Mass Communication: Print, Electronic, New Media, Film, Advertising, Public Relations</p> <p>Traditional Media: Introduction, Importance, Reach and effects</p> <p>Practical: Group discussion and students' seminar</p>	Must know	10 Hours
3	<p>MODELS OF COMMUNICATION</p> <p>Models of Communication: Nature, Scope, Definition</p> <p>Aristotle Model</p> <p>SMCR Model</p> <p>Lasswell Model</p> <p>Shanon& Weaver Model</p> <p>Osgood Model</p> <p>Gerbner Model</p> <p>Gatekeeping Model</p> <p>Newcomb Model</p> <p>Practical: Group discussion and students'</p>	Must Know	15 Hours

	seminar		
4	<p>THEORIES OF COMMUNICATION</p> <p>Normative Theories of Press-Authoritarian, Libertarian, Soviet Communist and Social Responsibility Theory</p> <p>Other Theories-Development Media theory & Democratic Participant Media Theory,</p> <p>Social Influence or Identification Theory</p> <p>Hypodermic Needle Theory/ Bullet Theory, Uses- Gratification Theory, Agenda setting theory, Two-step, Multi-step theory,</p> <p>Cultivation Theory</p> <p>Practical: Group discussion and students' seminar</p> <p>A report on any five models and three theories of communication with suitable examples and diagrams.</p>	Must know	15 Hours

B- Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	FUNDAMENTALS OF COMMUNICATION	To understand the need, scope and Fundamentals of communication	To portray the various types of communication and its vitality and	Lecture, Interactive sessions, Assignments	10 Hours

			reach		
2	INTRODUCTION TO MASS COMMUNICATION	To understand the nature of communication, functions and barriers, media used for mass communication and the process	To portray the relevance, functions, 7cs, and process of mass communication	Lecture, PPT, Interactive sessions, Assignments	10 Hours
3	MODELS OF COMMUNICATION	To understand the models of communication and their pictorial representation	Knowing the importance of communication models	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	THEORIES OF COMMUNICATION	To understand the theories of communication and their societal connection	Knowing the importance of communication theories	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 Hours

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
- SamreshanVidhaDayaramVishwakarmaShreeramPrakashan Varanasi (Hindi)
- SampreshanPratirooptathaSidhanth, Dr. Shrikant Singh (Hindi)

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SEMESTER - I

SUBJECT: INTRODUCTION TO JOURNALISM

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS

1.	<p>JOURNALISM, SOCIETY AND DEMOCRACY</p> <p>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</p>	Must know	25 hours
2.	<p>NATURE OF NEWS</p> <p>What is News? News sense, News Values Types of News News Story Structure Practical: PPT on different types of News</p>	Must know	15Hours
3.	<p>SOURCES OF INFORMATION</p> <p>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</p>	Must Know	15Hours
4.	<p>MEDIA INTERVIEW</p> <p>Interview and Its Types Preparation for the interview Practical: An interview with any easily available personality</p>	Must know	15 Hours
5	<p>JOURNALISTIC TRENDS</p> <p>New Trends in Journalism Challenges before Journalism Citizen journalism Practical: Group discussions and students' seminar</p>	Must know	15Hours

6	<p>PROJECT</p> <p>Writing 5 news based on campus activities</p> <p>Preparing a brief description about major national and international agencies</p> <p>A critical report on any two stories covered by citizen journalists</p>	Must Know	15 Hours
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B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	JOURNALISM, SOCIETY AND DEMOCRACY	To learn Journalism and Society	To cover History of Journalism, knowing Role and Responsibility and Freedom of the Press & its limitations	Didactic lecture with the help of media coverage, Power Point Presentation and group discussion	25 hours
2.	NATURE OF NEWS	To know the NEWS	To cover News Values, News Story Structure and Types of News	Didactic lecture on review and discussion on problem faced while writing reviews	15 Hours
3.	SOURCES OF INFORMATION	To learn about Information and source of the NEWS	To cover Different Types of Information	Didactic lecture, Power Point Presentation. Practical work on the basis of newspaper	15 Hours
4.	MEDIA INTERVIEW	To learn about Interviews and their types	To cover types and preparation of Interview	Didactic lecture on the topic, discussion and Power Point Presentation.	15 Hours
5.	JOURNALISTIC TRENDS	To know about new Trend in Journalism	To cover New Trends in Journalism Challenges before Journalism Citizen journalism	Didactic lecture on the topic, discussion and Power Point Presentation.	15 Hours
6	PROJECT	Practical/Assignment	Focus on practical activities	Prepare news, analysis report,etc	15 Hours

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
- Krishna swamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Prakarati: Sidhantha Se Prayogtak, ArunkumarBhagat, JanmatNirmanSahityaSanshthan New Delhi (Hindi)
- VishwaPatrakaratiItihaas Ki ekJhalak: Ishwar Devmishra Centre For media research, Varanasi (Hindi)

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SEMESTER - I

SUBJECT – CONTEMPORARY ISSUES AND CURRENT AFFAIRS

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	HISTORY OF MODERN INDIA Partition and After Nehru Era, Emergence of Non-Congress Parties India after Globalization and Privatization	Must to know	9 hours

2	CONSTITUTION OF INDIA Main Features of Constitution Rights and Duties of Citizens Directive Principles Federal Structure	Must know	8 Hours
3	POLITICAL SYSTEM OF INDIA Democracy, Parliament and Political Parties Governance, Executive and Judiciary Local Governance, Autonomous Corporations, Corruption, Defection and Political Reforms	Must Know	9 Hours
4	ANALYSIS OF NEWS AND CURRENT ISSUES News and Current Affairs	Must know	9 Hours
5	PROJECT Students will have to make presentation and organize group discussions.	Compulsory	10 Hours

B - Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	HISTORY OF MODERN INDIA	To learn about History of Modern India	To cover History of Modern India 'Globalization and Privatization'	Lecture, PPT, Interactive sessions, Assignments	9 hours

2	CONSTITUTION OF INDIA	Educating students so that they know about Constitution of India	Encourage students to know about Main Features of Constitution Rights and Duties of Citizens	Lecture, PPT, Interactive sessions, Assignments,	8 Hours
3	POLITICAL SYSTEM OF INDIA	To know about Political system of India	Encourage students to know about Political system of India	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
4	ANALYSIS OF NEWS AND CURRENT ISSUES	To know about News and Current Affairs	Analysis of News and Current Issues	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
5	PROJECT	Students will have to make presentation and organize group discussions	Students will have to focus on practical activities	Practical	10 Hours

TEXT & REFERENCES:

- Tapan Biswal: 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 Kasamvidhan Subhash Kashyap (Hindi)
- Bhartiya Shashanevam Rajniti Pukhraaj Jain Agra (Hindi)

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SEMESTER - I

SUBJECT – INTRODUCTION TO PHOTOGRAPHY

A-Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>INTRODUCTION TO PHOTOGRAPHY</p> <p>Concept of Photograph and Photography (SLR)</p> <p>How still camera works?</p> <p>Different parts of camera and their function</p> <p>Formats of a digital image</p> <p>Practical - Camera Handling exercises</p>	Must Know	10 hours
2	<p>CAMERA ANATOMY & FUNCTIONS</p> <p>Concept of analogue camera & digital camera</p> <p>Image sensors & sizes (CCD and CMOS)</p> <p>Aperture and its function</p> <p>Shutter & shutter speed</p> <p>Concept of depth-of-field</p> <p>Co-relation between aperture, shutter speed & ISO speed</p> <p>What is white balance? (color temperature)</p> <p>Lenses and types of lenses - (super wide, wide angle, normal, telephoto, long-telephoto, zoom lenses)</p> <p>Practical - Photographs with different Lenses</p>	Must know	10 Hours
3	<p>COMPOSITION</p> <p>Visual grammar in photography, photographic composition: elements of composition, rule of thirds, framing, principles of composition, types of shots and camera angles</p> <p>Practical - Photographs depicting different Camera Angles</p>	Must Know	10 Hours
4	<p>LIGHTING</p> <p>Understanding lighting: artificial & natural</p> <p>Photographic lighting equipments & sources</p> <p>One, two and three-point lighting: key, fill and back light</p> <p>Practical - Portraiture Lighting</p>	Must know	10Hours
5.	<p>PROJECT</p> <p>Photo Feature (10-15 photographs)</p>	Compulsory	20Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION TO PHOTOGRAPHY	To achieve an overall idea of Photography	To make aware of basic things of photography	Lecture, PPT, Interactive sessions, Assignments	10 hours
2	CAMERA ANATOMY & FUNCTIONS	To achieve technical knowledge about photography	To make aware about types of format in photography	Lecture, PPT, Interactive sessions, Assignments	10 Hours
3	COMPOSITION	To know the visual composition	Emphasis should be on creativity through technical knowledge	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
4	LIGHTING	To know the visual Lighting	Focus should be given on importance of Light	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
5	PROJECT	Practical /Assignment	Students will have to focus on practical activities	Clicking photos according to assignments	20 Hours

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
- Digital Photography Vishnu P. Singh (Hindi)

Semester – II

SEMESTER - II

SUBJECT- ENVIRONMENTAL STUDIES

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>ENVIRONMENTAL AND NATURAL RESOURCES</p> <p>Definition, Scope, Importance</p> <p>Natural Resources – Forest Resources – Use, Exploitation, Deforestation, Construction of Multipurpose dams, effect of forests</p> <p>Water Resources – Use of surface and subsurface Water, Effect of floods, Drought, Water conflicts, Food Resources</p> <p>Food Problem, Advantages and Disadvantages of fertilizers and Pesticides, Effect on Environment</p> <p>Energy Resources – Need to Develop Renewable Energy</p> <p>Land Resources – Land Degradation, Landslides, Soil erosion, Desertification and case studies</p>	<p>Must know</p> <p>Must know</p>	<p>10 hours</p>
2	<p>ECOLOGY AND BIO-DIVERSITY</p> <p>Concept of Ecosystem</p> <p>Structure and function of an Ecosystem</p> <p>Producers, Consumers and Decomposers</p> <p>Energy flow, Ecological Succession</p> <p>Food chain, Food web and Ecological Pyramids</p> <p>Bio Diversity: Definition, Genetic, Species and Ecosystem Diversity</p> <p>Bio-Geographical classification of India, hotspots, threats related to habitat loss</p> <p>Poaching of wildlife, man-wildlife conflicts</p> <p>Conservation of Bio-Diversity</p>	<p>Must know</p> <p>Must know</p>	<p>10 hours</p>
3	<p>ENVIRONMENTAL POLLUTION</p> <p>Definition – Causes, Pollution Effects and Control</p> <p>Measures of Air, Water, Soil, Marine, Noise, Thermal, Nuclear hazards</p> <p>Solid waste management: Causes, Effects and Control</p> <p>Measures of Urban and Industrial Waste</p>	<p>Must Know</p>	<p>8 hours</p>

	Pollution Measures, Case Studies Disaster Management: Floods, Earthquake, Cyclone and Landslides.		
4	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	Must know	8 hours
5.	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.	Must know	9 hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
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1	ENVIRONMENTAL AND NATURAL RESOURCES	To achieve an overall idea Of Environment Communication	To make aware of basic things of Environmental studies	Lecture, PPT, Interactive sessions, Assignments	10 hours
2	ECOLOGY AND BIO-DIVERSITY	To achieve in depth knowledge about energy flow, ecosystem and other elements of environment	To make aware about concept of Ecosystem and Biodiversity	Lecture, PPT, Interactive sessions, Assignments	10 hours
3	ENVIRONMENTAL POLLUTION	To know about the Natural Hazards and disaster Management	Emphasis should be on interactive sessions to understand the environmental issues	Lecture, PPT, Interactive sessions, Assignments,	8 hours
4	SOCIAL ISSUES AND THE ENVIRONMENT	Imparting knowledge about Public awareness on environment communication	Focus should be on Case studies associated to each segment	Lecture, PPT, Interactive sessions, Assignments,	8 hours
5	HUMAN POPULATION AND THE ENVIRONMENT	To make students aware Human Population	Creating understanding about Environment	Lecture, PPT, Interactive sessions, Assignments,	9 hours

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

SUBJECT – REPORTING AND EDITING FOR PRINT

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>NEWS EDITING</p> <p>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.</p> <p>Practical: Editing practice using symbols</p>	Must know	20 hours
2	<p>NEWS SOURCE</p> <p>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</p> <p>Cultivating the sources: Why and how? Reliability, checking information from various sources, follow up, press conference, Press release, Interview</p> <p>Practical: Press Release writing- 2, Interview- 1</p>	<p>Must know</p> <p>Must know</p>	15 Hours
3.	<p>NEWS REPORTING</p> <p>News Reporter: Qualities of a news Reporter</p> <p>Categories: Stringer, Staff Reporter, Correspondent, Chief reporter, Principal correspondent, Bureau Chief, Foreign Correspondent</p> <p>Types of Reporting- Local Reporting, Political, Crime, Business, Court, Sports, Science, Cultural, Health, Education, Entertainment etc.</p> <p>Investigative Reporting, Sting Operation</p> <p>Practical: PPT presentation and students' seminar.</p>	<p>Must know</p> <p>Must know</p>	15 Hours
4.	<p>PRINTING & LAYOUT</p> <p>QuarkXPress, Page Making, Layout designing, Dummy, Publishing of newspaper and magazine, Printing technology and process</p> <p>Practical: Page making practice</p>	Must know	10 Hours

5.	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)	Must know	15 Hours
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B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	NEWS EDITING	To achieve an overall idea about the editing technique	To make students familiar with proof reading symbols and re-writing process	Lecture, PPT, Interactive sessions, Assignments	20 hours
2	NEWS SOURCE	To know about News Source and their importance in news gathering process	Encourage students to learn how to develop news source	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
3	NEWS REPORTING	To know about roles & responsibilities of Reporters	Encourage students to learn process of reporting and covering different types of beats	Lecture, PPT, Interactive sessions, Assignments,	15 Hours
4	PRINTING & LAYOUT	To know about basics of printing & layout designing	To make students aware different layout designing software's	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
5	PROJECT	To give students Practical exposure towards different types of print media	To cover, News-gathering and report writing Reporting for In-house newspaper Making a print project on given topic	Lecture, PPT, Interactive sessions, Assignments,	15 Hours

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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 KrishnaSwamy K.V. (Author), Orient Blackswan Private Limited - New Delhi.

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SEMESTER - II

SUBJECT: TELEVISION JOURNALISM

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1.	<p>INTRODUCTION TO TV JOURNALISM</p> <p>Visual Communication – Communicating with still pictures and video</p> <p>History and development of TV Journalism</p> <p>TV News Industry</p> <p>Private and Public broadcasting</p> <p>Economics of TV broadcasting</p> <p>Skills required for a TV Journalist</p> <p>Practical: Student seminar and group discussions</p>	<p>Must know</p> <p>Must know</p>	15 hours
2.	<p>STRUCTURE AND FUNCTIONING OF NEWS CHANNELS</p> <p>Newsroom: Technological set up, Editorial structure</p> <p>Roles and responsibility of editorial staff</p> <p>Structure and functioning of News Agencies</p> <p>Practical: Student seminar and group discussions</p>	Must know	10 Hours
3.	<p>PRODUCTION OF NEWS</p> <p>News Packaging: various formats of News</p> <p>Language skills: Scripting for different types of News</p> <p>Voice-over</p> <p>Structure of bulletins. Run down. Ticker</p> <p>Practical: Scripting, voice over and packaging of news</p>	Must Know	15 Hours
4.	<p>REPORTING AND TV ANCHORING</p> <p>Basics of Television reporting: visualizing news – research, investigation – interview techniques</p> <p>Types of reporting, Piece to camera</p> <p>Live Reporting-Phone in, Beats, Mobile Journalism</p> <p>Television Anchoring: Pronunciation, flow, Modulation, body language</p> <p>Facing a camera – eye contact - use of teleprompter</p> <p>Live studio and field interviews: moderating TV studio discussions; anchoring chat shows</p>	<p>Must know</p> <p>Must know</p>	10 Hours

	Practical: PTC and reporting exercise		
5.	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	Must know	10 Hours
6.	PROJECTS Three news report Five PTC on different issues and locations Production of a 10 minutes program	Must know	15 hours

B - Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	INTRODUCTION TO TV JOURNALISM	To learn about introduction of television journalism	To cover Visual communication, Economics of TV broadcasting and Skills required for a TV Journalist	Didactic lecture on the topics, Power Point Presentation and practical by students	15 hours
2.	STRUCTURE AND FUNCTIONING OF NEWS CHANNELS	To learn about structure of news channels and functioning of channels	To cover newsroom: Technological set up, Editorial structure Roles and responsibility of editorial staff	Didactic lecture, practical exercise by students	10 Hours

3.	PRODUCTION OF NEWS	To learn about production of news	To cover News Packaging: various formats of News Language skills: Scripting for different types of News Structure of News Voice-overs, Structure of bulletins. Run down. Ticker	Didactic lecture on the topics, Power Point Presentation and practical by students	15 Hours
4.	REPORTING AND TV ANCHORING	To understand the nuances of anchoring and reporting	To cover Live Reporting, Television Anchoring and Facing a camera – eye contact - use of teleprompter Live studio and field interviews: moderating TV studio discussions; anchoring chat shows	Didactic lecture, study of Television programmes, practical exercise	10 Hours
5.	NEWS PROGRAMS	To understand the conceptual framework of designing any news or news based programmes	To cover Process of Production and Types of programmes	Didactic lecture, practical exercises	10 Hours
6.	PROJECT	To learn practical aspect of television Journalism	To cover Script Writing, News Packaging, Reporting, News Anchoring and studio Discussion Programmes Production	Practical exercise regarding television news	15 hours

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)
- Chanelokechehre- Dr. Mukesh Kumar and Dr. ShyamKashyap: RajkamalPrakashan (Hindi)
- TRP, TV News Aur Bazar, Dr. Mukesh Kumar, VaniPrakashan (Hindi)

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SEMESTER - II

SUBJECT- CONTEMPORARY ISSUES AND CURRENT AFFAIRS-II

A- Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>UNDERSTANDING SOCIAL ISSUES</p> <p>Traditional societies: Strengths and Weaknesses</p> <p>Social change and Policy Changes</p> <p>Development, Displacement and Rehabilitation</p> <p>Women's Empowerment</p> <p>New Social Movements</p> <p>Practical: Student seminar and group discussions</p>	Must know	9 hours
2	<p>ELECTORAL SYSTEM OF INDIA</p> <p>Election Commission-Functions and Powers</p> <p>General elections, Assembly Elections</p> <p>Election of President and Vice President</p> <p>Election Reforms, Public Funding</p> <p>Practical: Student seminar and group discussions</p>	<p>Must know</p> <p>Must know</p>	9 hours
3	<p>ECONOMIC SYSTEM OF INDIA</p> <p>Main features and trends of Indian Economy</p> <p>Finance Ministry, Budget, Reserve Bank</p> <p>Globalization, Privatization and Liberalization</p> <p>Problems of Poverty, Hunger Mal-nutrition, Unemployment, Economic Disparity</p> <p>Agricultural crisis and problems of Rural Development</p> <p>Practical: Student seminar and group discussions</p>	<p>Must Know</p> <p>Must know</p>	9 hours
4	<p>ANALYSIS OF NEWS AND CURRENT ISSUES</p> <p>News and current affairs</p>	Must know	8 hours

	Practical: Student seminar and group discussions		
5	PROJECT Students will make presentations and organize group discussions.	Must know	10hours

B- Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	UNDERSTANDING SOCIAL ISSUES	To achieve an overall idea of Society, Social change and Policies	To understand the need of knowing social strata and its role in other aspects of Journalism	Lecture, PPT, Interactive sessions, Assignments	9 hours
2	ELECTORAL SYSTEM OF INDIA	To understand the functioning of election commission	To know the process of election system	Lecture, PPT, Interactive sessions, Assignments,	9 hours
3	ECONOMIC SYSTEM OF INDIA	To know the economic factors that has impact on the system	To understand the economic system of India	Lecture, PPT, Interactive sessions, Assignments,	9 hours
4	ANALYSIS OF NEWS AND CURRENT ISSUES	To analyze news and current issues	To make students capable of analyzing news and current issues	Interactive sessions, Assignments, Group activities	8 hours
5	PROJECT	To understand importance of group discussions	Students will have to make presentation and organize group discussions	PPT, Interactive sessions, Assignments,	10hours

TEXT & REFERENCES:

- Rajni Kothari: Caste in Indian politics
- TapanBiswal: Human Rights Gender and Environment
- RajanHarshe& 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 KasamvidhanSubhashkashyap (Hindi)
- BhartiyaShashanevamRajnitiPukhraaj Jain Agra (Hindi)

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SEMESTER - II

SUBJECT- INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1.	<p>FUNDAMENTALS OF ADVERTISING</p> <p>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.</p> <p>Practical</p> <ol style="list-style-type: none"> 1. PPT on different types of Publicity Materials and their utility 2. Presentation on IMC 	<p>Must know</p> <p>Must know</p>	<p>10 hours</p>
2.	<p>CREATIVITY AND ADVERTISING</p> <p>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</p> <p>Practical</p> <ul style="list-style-type: none"> • 5 taglines for their products • Copy writing for different media • Use of advertising appeal in their ads 	<p>Must know</p> <p>Must know</p>	<p>10 Hours</p>

3.	<p>UNDERSTANDING PUBLIC RELATIONS</p> <p>PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends</p> <p>Theories and Models in PR - JM Grunig’s Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory</p> <p>Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other</p> <p>publicity, propaganda; Crisis Management</p> <p>Practical –</p> <ul style="list-style-type: none"> • Student seminar on PR marketing and advertising • PPT on models of PR and their practical use publicity, propaganda; Crisis Management 	<p>Must Know</p> <p>Must know</p>	<p>15 Hours</p>
4.	<p>PR PRACTICE AND PROCESS</p> <p>In house PR- Structure, Scope, Role & Function</p> <p>PR Consultancy- Structure, Role, Scope & Function</p> <p>PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship</p> <p>The PR process: Research, Strategy, Measurement, Evaluation and Impact</p> <p>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</p> <p>Practical</p> <ul style="list-style-type: none"> • Conduct a mock press conference • Conduct a PR Campaign 	<p>Must know</p> <p>Must know</p>	<p>10 Hours</p>

5.	PROJECTS Writing Ad Copy for various mediums Organizing PR campaign Organizing Press Conference Organizing Ad Campaign	Must know	15 Hours
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B - Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	FUNDAMENTALS OF ADVERTISING	To learn Fundamentals of Advertising	To cover Significance and importance of advertising along with its elements and models	Didactic lecture on the topics, Power Point Presentation	10 hours
2.	CREATIVITY AND ADVERTISING	To know basics about Advertising and ad appeals	To cover the concepts of targeted audience, media planning, brand positioning and advertising Planning	Didactic lecture, Power Point Presentation and discussion	10 Hours
3.	UNDERSTANDING PUBLIC RELATIONS	To know basics about public relations	To Cover different types of theories and models of PR	Didactic lecture on the topics, Power Point Presentation and discussion	15 Hours
4.	PR PRACTICE AND PROCESS	To know the mechanism of PR Campaign	To understand media relations and PR tools	Didactic lecture, and cases studies	10 Hours
5.	PROJECT	To know how to make different types of ads & PR practices	Making ad layout for media and preparing for PR tools	Didactic lecture, Power Point Presentation and practical exercise	15Hours

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. PremchandPatanjali, VaniPrakashn (Hindi)
- VigyanTaknikEvamSidhanth, Narendra SinghYadav, Rajasthan Hindi Granth Academy (Hindi)

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SEMESTER - II

SUBJECT – ADVANCE PHOTOGRAPHY

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>DIGITAL PHOTOGRAPHY</p> <p>High Dynamic Range (HDR) Photography</p> <p>Uses of Various Filter (Ultra Violet, Polarizing, Close –Up,&Neutral Density Filters)</p> <p>Playing with white balance and color temperature</p> <p>Types of Photography (Based on Usage & Area)</p> <p>Practical: Use and Practice of white Balance and color temperature</p>	<p>Must know</p> <p>Must know</p> <p>Must know</p>	<p>10 hours</p>
2	<p>LIGHTING</p> <p>Measurement of light- exposure metering system</p> <p>Using lights, synchronized & others</p> <p>Lighting & its control (source, contrast, bounce & direction of light)</p> <p>Electronic flash & its synchronization</p> <p>Practical:Practice on various light conditions (Indoor and Outdoor)</p>	<p>Must know</p> <p>Must know</p>	<p>10Hours</p>
3	<p>SUBJECT & COMPOSITION VARIATION FOR VARIOUS BEATS</p> <p>Candid</p> <p>Portrait</p> <p>Wildlife,</p> <p>Nature & Landscapes,</p> <p>Night Photography,</p> <p>Journalism (Photography for Newspapers & Magazines)</p> <p>Practical:Clicking photographs based on various beats</p>	<p>Must know</p>	<p>10Hours</p>
4-	<p>MODES OF CAMERA</p> <p>Shooting Modes</p> <p>Focusing Mode</p> <p>Metering Mode</p> <p>Practical: Use and Practice on various camera modes</p>	<p>Must know</p>	<p>10 Hours</p>

5.	<p>PHOTO JOURNALISM</p> <p>News Values for Pictures</p> <p>Photo Essays & Photo Features</p> <p>Picture Magazine, Cutline and Caption</p> <p>Computerized Photography and Image Manipulation</p> <p>Practical:Exercise on framing of Photo Captions for various photographs and developing a Photo Feature</p>	Must know	10 Hours
6.	<p>MANIPULATING THE IMAGE</p> <p>Photoshop & Other Software to Enhance the Picture</p> <p>Practical on Photoshop</p> <p>Digital Image Manipulation Using Various Computer Software</p> <p>Practical:Overview of Adobe Photoshop and practice on editing the photographs</p>	Must know	10 Hours
7.	<p>PROJECT</p> <p>Project File - Photo Feature (10 - 15)</p> <p>Practice Shooting Portraits and Try Different Lighting Techniques.</p> <p>Individual Focus on Three Different Candles Aligned In A Row</p> <p>Focusing a Moving Subject Using Electronic Focus and of Points.</p> <p>Understanding the Working of The Shutter, Capturing Motion</p> <p>Long Exposures</p> <p>Practice Shooting with Bounce and Reflected Light</p> <p>Making A Photo Feature on A Specific Topic by Using Own Photographs</p>	<p>Must know</p> <p>Must to know</p>	15hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	DIGITAL PHOTOGRAPHY	To achieve an overall idea of Digital photography	To make aware of basic things of digital photography	Lecture, PPT, Interactive sessions, Assignments	10 hours

2	LIGHTING	To know the mechanism and process of Lighting	Emphasis should be on understanding lighting techniques in photography	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
3	SUBJECT & COMPOSITION VARIATION FOR VARIOUS BEATS	Imparting knowledge of subject and composition	Focus should be on salient features of composition and types of shots	Lecture, PPT, Interactive sessions, Assignments,	10 Hours
4	MODES OF CAMERA	To make them aware about the modes of camera	Focus on to make the students aware of Different types of camera modes and their utilities	Lecture, PPT, Interactive sessions	10 Hours
5.	PHOTO JOURNALISM	To make them aware about importance of Photo Journalism	Focus on to make the students aware of photo journalism and its relevance to journalism	Lecture, PPT, Interactive sessions, assignments	10 Hours
6.	MANIPULATING THE IMAGE	To make them aware about importance of manipulation of image	Focus on to make the students aware about different computer based software which can be used for the manipulation of image	Lecture, PPT, Interactive sessions, assignments	10 Hours
7.	PROJECT	To make them aware about importance of practical aspect of photography	Focus on to make the students aware Project File Practice Shooting Portraits and Try Different Lighting Techniques.	PPT, Interactive sessions, assignments and practical exercises	15 hours

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 – III

SEMESTER - III

SUBJECT – DIGITAL MEDIA

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>INTRODUCTION TO DIGITAL JOURNALISM</p> <p>History and development of Digital Journalism</p> <p>Basics of Digital Journalism</p> <p>Differences with the other media</p> <p>Practical: PPT presentation and students' seminar</p>	Must know	20 hours
2	<p>NEWS ON THE WEB</p> <p>E-newspapers, E-magazines, Radio and TV newscasts on the web</p> <p>Changing Paradigms of news</p> <p>Digital tools for journalist</p> <p>Basics of digital news publishing</p> <p>Blogging and micro blogging</p> <p>Web writing, Editing of digital content</p> <p>Practical: PPT presentation and students' seminar</p>	Must know	20 hours
3.	<p>SOCIAL MEDIA</p> <p>Characteristics of social media</p> <p>Types of Social media-Facebook, Twitter, Linked-in, WhatsApp etc.</p> <p>Social media and PR, Advertising and Branding</p> <p>Characteristics of social networking sites</p> <p>Characteristics of social bookmarking sites</p> <p>Practical: Group Discussions and students 'seminar</p>	Must know	20 hours
4.	<p>LAWS & ETHICS</p> <p>Major Cyber Laws</p> <p>Ethics of Digital Media</p> <p>Cyber Security</p> <p>Practical: Group Discussions and students 'seminar</p>	Must know	20 hours
5.	<p>NEW TRENDS</p> <p>Metrics, Audience Development</p> <p>Citizen Journalism</p> <p>New Trends in Digital Media</p>	Must know	10 hours
6	<p>PROJECT</p> <p>To cover 5 stories for websites</p> <p>To edit 5 stories for digital media</p>	Must know	10 hours

	To re-write 5 stories for digital media		
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B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION TO DIGITAL JOURNALISM	To achieve an knowledge History and Growth of Digital Media	To make students well acquainted History and Growth of Digital Media.	Lecture, PPT, Interactive sessions, Assignments	20 hours
2	NEWS ON THE WEB:	To achieve knowledge E-newspaper, E-magazine etc.	To impart knowledge with students about E-newspaper, E-magazine etc.	Lecture, PPT, Interactive sessions, Assignments	20 hours
3	SOCIAL MEDIA	Gain knowledge about Characteristics and types of social media.	Emphasis should be on Social Media.	Lecture, PPT, Interactive sessions, Assignments,	20 hours
4	LAWS & ETHICS	Impart knowledge of Media ethics, Cyber laws etc.	Make students aware about Media ethics, cyber laws etc.	Lecture, PPT, Interactive sessions, Assignments,	20 hours
5	NEW TRENDS	To make students aware News trends and future of digital journalism.	Teach students News trends and future of Digital Journalism.	Lecture, PPT, Interactive sessions, Assignments,	10 hours

6	PROJECT	To make students know practical use of Digital media	Teach students News trends and future of Digital Journalism.	Practical	10 Hours
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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

SUBJECT – ADVANCE REPORTING AND ANCHORING

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>SPECIALIZED REPORTING</p> <p>Specialized reporting for Print, Radio, T.V and Internet</p> <p>Salient features of specialized reporting</p> <p>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</p>	<p>Must know</p> <p>Must know</p>	15 hours
2	<p>INVESTIGATIVE REPORTING</p> <p>Investigative reporting – Purposes, Sources, Styles, Techniques.</p> <p>Sting operation- tools and techniques, use of spy cams</p>	<p>Must know</p>	10 hours
3	<p>TV ANCHORING</p> <p>TV Anchoring- broadcast skills – pronunciation, flow, modulation, body language, make-up & attire</p> <p>Facing a camera – eye contact, use of teleprompter</p> <p>Types of anchoring</p> <p>Live studio and field interviews</p> <p>Moderating TV studio discussions</p>	<p>Must know</p>	15 hours
4	<p>DIFFERENT TYPES OF ANCHORING</p> <p>Anchoring of Shows</p> <p>Anchoring during the election and Budget presentation</p> <p>Anchoring of special events</p>	<p>Must know</p>	15 hours

5	NEW TRENDS IN REPORTING New trends and areas in Reporting Ethical issues in TV Reporting and Anchoring New challenges and opportunities	Must know	10 hours
6	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	Must know	25 Hours

B – Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOL OGY	TIME
1	SPECIALIZED REPORTING	To achieve an overall idea of Reporting	To understand types of Reporting	Lecture, PPT, Interactive sessions, Assignments	15 hours
2	INVESTIGATIVE REPORTING	To understand the Investigative Reporting	To cover tools and Investigative Reporting	Lecture, PPT, Interactive sessions, Assignments,	10 hours
3	TV ANCHORING	To know the TV Anchoring	To Cover basics of TV Anchoring	Lecture, PPT, Interactive sessions, Assignments,	15 hours

4	DIFFERENT TYPES OF ANCHORING	To know about Different Types of Anchoring	To cover Different Types of Anchoring	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 hours
5	NEW TRENDS IN REPORTING	To understand the New Trends in Reporting	To cover the New Trends in Reporting	Lecture, PPT, Interactive sessions, Assignments,	10 hours
6	PROJECT	Practical	-	Practical Learning	25 Hours

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
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)
- Chanelo Ke Chehre- Dr. Mukesh Kumar And Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)

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SEMESTER - III

SUBJECT – CONTEMPORARY ISSUES AND CURRENT AFFAIRS-III

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	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	Must know	9 Hours
2	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	Must know	9 Hours
3.	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	Must know	9 Hours
4.	ANALYSIS OF NEWS AND CURRENT ISSUES News and Current affairs	Must know	9 Hours
5	UNIT V - PROJECT Students will have to make presentation and organize group discussions.	Must know	9 Hours

B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should	TEACHING GUIDELINES	METHODOLOGY	TIME
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		be able to)			
1	LEGAL SYSTEM	Gain knowledge about Indian legal system and functioning	Make students well acquainted with Indian legal system.	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
2	INTERNAL SECURITY	To achieve knowledge of Indian force and major government agencies	To impart knowledge with students about Indian force and major government agencies looking after Indian economy	Lecture, PPT, Interactive sessions, Assignments	9 Hours
3	MOVEMENTS AND ACCORDS	Gain knowledge about Movements and accords	Make students well acquainted with Movements and accords	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
4	ANALYSIS OF NEWS AND CURRENT ISSUES	To know about News and Current Affairs	Analysis of News and Current Issues	Lecture, PPT, Interactive sessions, Assignments,	9 Hours
5	PROJECT	Students will have to make presentation and organize <i>group discussions</i> .	Students will have to make presentation and organize <i>group discussions</i>	Practical	9 Hours

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)

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SEMESTER - III
SUBJECT – FILM STUDIES

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1.	<p>WORLD CINEMA</p> <p>Brief History of world and Indian Cinema</p> <p>Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)</p> <p>German Expressionism</p> <p>Soviet Montage</p> <p>Italian Neo-realist Cinema</p> <p>French New Wave</p> <p>Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)</p> <p>Hollywood studio system.</p>	Must know	15 hours
2.	<p>INDIAN CINEMA</p> <p>Brief History of Indian Cinema</p> <p>Star system</p> <p>Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)</p> <p>Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani</p> <p>Indian-global cinema (screening of Mira Nair's Salaam Bombay)</p> <p>Gender & Sexuality (Indian Cinema)and styles</p>	Must know	10 hours
3.	<p>GENRES, STYLES & CONTENT</p> <p>Different Genres of films</p> <p>Narrative & Documentary styles</p> <p>Ingredients - Script, Sound, Visuals, Performers, Assembly, Selling and Exposition</p>	Must Know	10 hours
4	<p>FILM PRODUCTION, EXHIBITION & BEYOND</p> <p>Key Film Making Departments</p> <p>Personnel and Roles</p> <p>Marketing</p> <p>Distribution</p> <p>Exhibition</p> <p>Censorship</p> <p>Major Film Awards and events</p>	Must Know	10 Hours

5.	<p>CASE STUDY <i>(Amongst other films, the following could be screened)</i> 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 <i>(Other films could be included)</i></p> <p><u>PROJECT</u></p> <ul style="list-style-type: none"> • Reviewing Films and Presentations by students 	Must know	15 hours
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B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
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1.	WORLD CINEMA	To learn about world cinema	To cover history, various film movements around the world	Didactic lecture with the help of media coverage, Power Point Presentation and group discussion	15 hours
2.	INDIAN CINEMA	To learn about Indian cinema	To cover history, development of Indian Cinema	Didactic lecture with the help of media coverage, Power Point Presentation and group discussion	10 hours
3.	GENRES, STYLES & CONTENT	To learn about various genres, style of films	Make students know about various genres of films, their style	Didactic lecture, Power Point Presentation. Practical work on film appreciation	10 hours
4.	FILM PRODUCTION, EXHIBITION & BEYOND	To learn about production, distribution, marketing of films	Make students know about marketing, distribution and exhibition	Didactic lecture with the help of media coverage, Power Point Presentation and group discussion	10 Hours
5.	CASE STUDY	To learn the trends of Gender and sexuality in films	To cover sexuality and Gender portrait in films	Didactic lecture on the topic, discussion and Power Point Presentation.	15 hours

TEXT AND 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, NasreenMunni. 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.

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Semester – IV

SEMESTER - IV

SUBJECT: BASIC OF TV PRODUCTION

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>VISUAL GRAMMAR</p> <p>Parts of video Camera and their functions</p> <p>Camera mounting</p> <p>White/black Balancing</p> <p>Color Temperature</p> <p>Camera support system</p> <p>Basic Camera Shots, Angles and Movements</p> <p>Lenses and their application</p> <p>Various Filters (Day, Night, Color Correction Filter, Diffusion Filter)</p> <p>Analysis of video shooting with professional TV cameras</p> <p>Practical-Static & Camera Movement (Pan/Tilt) Shots Exercise</p>	Must know	20 hours
2	<p>TELEVISION PRODUCTION</p> <p>Stages of TV Production: Pre-Production, Production and Post-Production</p> <p>TV Broadcasting</p> <p>NTSC, PAL etc.</p> <p>Television Crew</p> <p>Analysis Single Camera Shooting and Multi-Camera Shooting (Studio/outdoor) Cues and commands</p> <p>Electronic News Gathering (ENG,) Electronic Field Production (EFP)</p> <p>Practical:Single Camera Shooting (Practical Exercise)</p> <p>Multi-Camera Shooting (Studio/outdoor) (Practical Exercise)</p>	Must Know Must Know	20 Hours
3	<p>TELEVISION NEWS PRODUCTION</p> <p>Planning, production and compilation of News Bulletin and programs</p> <p>Prepare Run Down/Bulletin</p>		20 Hours

	<p>Headline Importance</p> <p>Online and off line editing</p> <p>Basic Editing (FCP/Adobe Premier)</p> <p>Practical- Writing, Shooting and Editing News Package</p> <p>Interview Exercise</p> <p>10 Min. 'Live' Bulletin on Current Issues (Group)</p>	Must Know	
4	<p>WRITING FOR TV PROGRAMS</p> <p>Developing Concept & Treatment</p> <p>Script for Non-News Television Programs</p> <p>Genres of Television Programme (Crime / Cuisine / Talk show/ Lifestyle / Entertainment)</p> <p>Practical - write a script for a crime / Cuisine show/Talk show/Lifestyle show / Entertainment</p>	Must know	15 Hours
5	<p>PROJECT</p> <p>(Group = Director + Camera + Editor)</p> <p>Develop 1 min fiction PSA film</p> <p>12 min. TV Programme (News bulletin / Interview based / Panel discussion Crime / Cuisine / Talk show/ Lifestyle / Entertainment)</p>	Must know	15 Hours

B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	VISUAL GRAMMAR	To learn about the concept of visual grammar in television	To cover the Parts of video Camera and their functions, Camera mounting and White/black Balancing	Didactic lecture through Power Point Presentation	20 hours
2.	TELEVISION PRODUCTION	To learn about the basics of television production	To cover the TV Broadcasting NTSC, PAL etc. camera Shooting analysis Multi-Camera Shooting (Studio/outdoor) Electronic News Gathering (ENG,) Electronic Field Production (EFP)	Didactic lecture through Power Point Presentation and practical.	20 Hours
3.	TELEVISION NEWS PRODUCTION	To learn about nuances of television news production	To cover the Planning, production and compilation of News Bulletin and programs	Didactic lecture through Power Point Presentation and practical.	20 Hours
4.	WRITING FOR TV PROGRAMS	To learn about different styles of writing for television	To cover the Analysis of Fiction and Non-fiction Programs Concept & treatment (Non-fiction)	Didactic lecture through Power Point Presentation and analysis of programs, discussion.	15 Hours
5.	PROJECT	To learn about the practical procedure for the production of any television	To cover the any programme as a group activity	Practical	15 Hours

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
- KhabreVistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(hindi)
- Chanelokechhre- Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(Hindi)

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SEMESTER - IV

SUBJECT – MEDIA LAWS AND ETHICS

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>FREEDOM OF PRESS AND CONSTITUTION OF INDIA</p> <p>Constitution of India: Brief Introduction</p> <p>Fundamental Rights, Duties and Directive Principles</p> <p>Freedom of expression</p> <p>Election Commission</p> <p>Law Relating to the Election Coverage</p> <p>Practical</p> <p>Presentation on Freedom of Speech and Expression</p> <p>News analysis of news stories relate to Freedom of Speech and Expression</p>	Must know	20 hours
2	<p>ACTS AND JUDICIARY</p> <p>Contempt of Courts Act 1971,</p> <p>Civil and Criminal Laws of Defamation</p> <p>Rule of Court Reporting, sub-judice matter</p> <p>Right to information Act</p> <p>Practical</p> <p>Case study on cases related to Defamation</p> <p>Case study on cases related to Contempt of Court</p>	Must know	20 Hours
3	<p>MEDIA ACTS AND LAWS</p> <p>Press & Registration of Books Act 1867</p> <p>Prasar Bharti Act</p> <p>Cinematograph Act 1952</p> <p>Official Secrets Act</p> <p>Copyright Act</p> <p>IT Act</p> <p>Cable Network Act</p> <p>Practical</p> <p>Group Discussion on role of Prasar Bharti</p> <p>Case study on cases related to Copyright Act.</p>	Must know	20 Hours

4	<p>MEDIA ETHICS</p> <p>Introduction to media ethics History of media ethics, role of conventions Personal and group ethics Global media ethics Press Council of India</p> <p>Practical</p> <p>Group Discussion on role of Press Council of India in present media scenario.</p>	Must Know	15 Hours
5	<p>NEW EMERGING TRENDS</p> <p>New technologies and Ethics Investigative Journalism and Sting Operation (Legality and ethics) Cheque book journalism/paid news/embedded Journalism Future of media Ethics</p> <p>Practical:</p> <p>Group Discussion and presentation on Citizen Journalism and future perspectives of Media.</p>	Must know	15 Hours
6	<p>PROJECT</p> <p>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.</p>	Must know	15 Hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
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1	FREEDOM OF PRESS AND CONSTITUTION OF INDIA	To learn about freedom of press and restrictions imposed on it	To understand the need of freedom of speech and constitution of India	Lecture, PPT, Interactive sessions, Assignments	20 hours
2	ACTS AND JUDICIARY	To learn about different acts and laws	Emphasis should be on major judicial act and their implementation	Lecture, PPT, Interactive sessions, Assignments,	20 Hours
3	MEDIA ACTS AND LAWS	To know about different acts associated to media	To cover different acts like RTI and cable television act	Lecture, PPT, Interactive sessions, Assignments,	20 Hours
4	MEDIA ETHICS	To learn about the concept of media ethics	To cover the conceptual aspect of media ethics and also role of autonomous bodies in achieving this	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 Hours
5	NEW EMERGING TRENDS	To learn about new trends in media	To cover concept of investigation journalism and sting operation	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 Hours
6	PROJECT	To learn various perspectives of media laws.	Explaining laws practically through case studies	Group Discussion, seminar, Interactive session	10 Hours

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. SanjeevBhanavat ,Shipramathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. nandkishoreTriksaVishvavidyalayaPrakashan Varanasi (Hindi)

SEMESTER - IV

SUBJECT – MEDIA MANAGEMENT

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>OVERVIEW</p> <p>Media as an Industry</p> <p>Ownership patterns</p> <p>Emergence of language media licensing</p> <p>Media Management: concept need and scope</p> <p>Operations and structure of news media companies</p> <p>Media business and new technology</p> <p>New trends in media business</p> <p>Legal issues in media business</p> <p>Practical: Group discussions and students' seminar</p>	Must know	20 hours
2	<p>THE BUSINESS OF MEDIA</p> <p>Revenue sources</p> <p>Media Metrics</p> <p>Trends and opportunities</p> <p>Major Media Houses in the world</p> <p>Major Media houses in India</p> <p>Practical: PPT presentation and students' seminar</p>	Must know	20 Hours
3	<p>CONVERGENCE AND ITS IMPACT</p> <p>Effect of technology on media distribution and consumption</p> <p>Challenges from emerging media platforms</p> <p>The future of Indian media</p> <p>Practical: Group discussions and students' seminar</p>	Must know	20 Hours
4	<p>MEDIA MARKETING: CONCEPT NEED AND SCOPE</p> <p>Penetration, reach, access and exposure to media</p> <p>Revenue-expenditure in media</p> <p>Selling and buying space and time on media</p> <p>TRP and audience profiles</p> <p>Practical: Group discussions and students' seminar</p>	Must Know	15 Hours

5	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	Must know	15 Hours
6	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	Must know	10 Hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOL OGY	TIME
1	OVERVIEW	To learn about basics of media management	To understand about the ownership patterns and media as an industry	Lecture, PPT, Interactive sessions, Assignments	20 hours
2	THE BUSINESS OF MEDIA	To learn about business of media briefly	Emphasis should be on media metrics and process of business	Lecture, PPT, Interactive sessions, Assignments,	20 Hours
3	CONVERGENCE AND ITS IMPACT	To know about definition of convergence	To cover future of Indian media and impact of technological blend	Lecture, PPT, Interactive sessions, Assignments,	20 Hours
4	MEDIA MARKETING: CONCEPT NEED AND SCOPE	To learn about the concept of media marketing	To cover the conceptual aspect of media marketing and their need and future scope	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 Hours

5	MARKETING	To learn about Marketing as a tool of revenue	To cover Principles of marketing Theories of Marketing New trends in marketing	Lecture, PPT, Interactive sessions, Assignments, Group activities	15 Hours
6	PROJECT	To understand the management of media house	Supervision in selection of case studies.	PPT presentation, seminar	10 Hours

TEXT AND REFERENCES:

- Vanita Kohli-Khandekar, The Indian Media Business, Sage Publications
- Hargie O, Dickson D, Tourish Denis Communication Skills for Effective Management, Palgrave Macmillan, India
- Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi
- Samachar Patra Prabandhan, Anil Kishore Purohit, Aditya publishers (Hindi)

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SEMESTER - IV

**SUBJECT: CORPORATE COMMUNICATION, BRAND MANAGEMENT
AND
EVENT MANAGEMENT**

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>- INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY 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</p>	Must know	20hours
2	<p>STAKEHOLDERS AND MEDIA RELATIONS Defining stakeholder and media selection, Media characteristics, Changing media scene in India Practical: Group discussion and students’ seminar</p>	Must know	10 Hours
3	<p>CRISESMANAGEMENT Concept and Definition Types of crisis Managing crisis situation in different levels Practical: Group discussion and students’ seminar</p>	Must Know	10Hours
4	<p>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</p>	Nice to know Must know	15 Hours

	<p>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</p> <p>Practical: Group discussion and students' seminar</p>		
5	<p>MANAGING AN EVENT</p> <p>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</p> <p>Practical: Group discussion and students' seminar</p>	Must know	20 Hours
6	<p>PROJECT</p> <p>A report of an event covered by the student A report on visit to any corporate office</p>	Must Know	15 Hours

B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
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1.	INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY	To learn about corporate communication	To cover the Concept Definition and Evolution of corporate communication in India, Need for Corporate social responsibility	Didactic lecture through Power Point Presentation.	20 hours
2.	STAKEHOLDERS AND MEDIA RELATIONS	To learn about the stakeholders and media selection	To cover the how to select any media and characteristics of media	Didactic lecture through Power Point Presentation.	10 Hours
3.	CRISIS MANAGEMENT	To learn the concept of crisis management	To cover that how to manage crisis in any event	Didactic lecture through Power Point Presentation.	10 Hours
4.	CONCEPT OF A BRAND	To learn the concept of brand positioning	To cover the Evolution of Brands Company, Brands & Products Brand Perspectives Visual/Verbal, Positioning, Value, Brand Image	Didactic lecture through Power Point Presentation.	15 Hours
5.	MANAGING AN EVENT	To learn about the art of managing any event	To cover the Process and concept Identifying sponsors and their types	Didactic lecture through Power Point Presentation.	20 Hours
6	PROJECT	To learn event management and corporate culture	Supervision in student visit and event	Presentation, Assignments.	15 Hours

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 – V

SEMESTER - V

SUBJECT: ADVANCE TV PRODUCTION

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	LIGHTING TECHNIQUES Importance of lighting in television production Basics of lighting techniques: three-point lighting (Studio and Outdoor) Lighting equipment and their usage	Must know	20 Hours

	<p>Use of filters and reflectors</p> <p>Practical- Shot practice by using three-point lighting</p>		
2	<p>SOUND RECORDING TECHNIQUES</p> <p>Importance of Sound</p> <p>Types of Sound and recording technique</p> <p>Microphones and Software Uses in Programme</p> <p>Narration, dialogue and voice over in Programme</p> <p>Final Sound Mixing</p> <p>Practical- Recording Outdoor Sound on given theme /Dubbing exercises / Foley exercises</p>	Must know	15 Hours
3	<p>EDITING</p> <p>Video editing Aesthetics</p> <p>Continuity and non-continuity editing</p> <p>Editing – Premier Pro & FCP</p> <p>Conceptualization through post-production</p> <p>Video editing techniques: cut, mix, wipe, fade in/out and dissolve</p> <p>Uses of cut-away and cut-ins</p> <p>Teasers, Promo, Ads and Montage Sequencing (Practical Exercise)</p> <p>Digital effects</p> <p>Practical- Writing, shooting and editing 30-60 Teaser & Promo</p>	Must Know	20 Hours
4	<p>DOCUMENTARY</p> <p>Types of Documentary</p> <p>Analysis of National and International Documentaries</p> <p>Writing for Proposals for Documentary</p> <p>Practical- Writing proposal for a Documentary- 12-15 minute</p>	Must know	15 Hours

5	PROJECT Production of 12-15 minutes Documentary in given time period Production of 12-15 minutes Live Talk Show/ News Bulletin	Must know	20 Hours
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B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	LIGHTING TECHNIQUES	To learn the lighting techniques	To cover the Basics of lighting techniques: three point lighting (Studio and Outdoor) Lighting equipment and their usage	Didactic lecture through Power Point Presentation.	20 Hours
2.	SOUND RECORDING TECHNIQUES	To learn about Sound recording techniques for production	To cover the Basic principles sounds technique, Narration and software used in sound recording	Didactic lecture through PowerPoint Presentation, analysis of programmes and Discussion.	15 Hours
3.	EDITING	To learn about the aesthetics of video editing	To cover the Video editing techniques: cut, mix, wipe, fade in/out and dissolve Uses of cut-away and cut-ins	Didactic lecture through fiction & non-fiction programme analysis, Power Point Presentation and Discussion.	20 Hours

			Teasers,		
4.	DOCUMENTARY	To learn the stages of Documentary Making	To cover the types of documentaries and writing proposal for documentary	Didactic lecture through Power Point Presentation, practical and Discussion.	15 Hours
5.	PROJECT	To learn the practical aspect of television production	In a group prepare any type of programme as per the syllabus	Practical and Discussion.	20 Hours

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
- KhabreVistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(Hindi)

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SEMESTER - V

SUBJECT – BASICS OF MEDIA RESEARCH AND DATA JOURNALISM

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	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	Must to know	15 Hours
2	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	Must know Must know Must know	15 Hours

	<p>Practical:</p> <ol style="list-style-type: none"> 1. Conduct a Survey 2. Content analysis of two Newspapers 		
3	<p>UNDERSTANDING DATA & DATA JOURNALISM</p> <p>Why Data Journalism is important for a reporter</p> <p>Skills required by a data journalist</p> <p>Become Data Literate, Tips for Working with Data</p> <p>Using Microsoft Excel to analyze data</p> <p>Practical:</p> <ol style="list-style-type: none"> 1. Student seminar on skills required for data journalist 2. PPT on use of Data Journalism for reporter 	<p>Must Know</p> <p>Must to know</p>	15 Hours
4.	<p>DATA COLLECTION</p> <p>Data: definition, concept and meaning,</p> <p>Sources of Data: primary and secondary source,</p> <p>Tools of data collection: questionnaire, schedule, interview, etc.</p> <p>Practical:</p> <ol style="list-style-type: none"> 1. PPT on Different Types of Data 2. Use of schedule in data collection 	<p>Must to know</p>	15 Hours
5.	<p>DATA INTERPRETATION AND REPORT WRITING</p> <p>Writing an abstract, proposal and synopsis</p> <p>Processing Of data: Editing, Coding, Classification and Tabulation</p> <p>Measures of Central tendency: Mean,</p>	<p>Must to know</p>	15 Hours

	<p>Median and Mode</p> <p>Report writing: steps involved into the process</p> <p>Citation, References, Bibliography, Research Ethics</p> <p>Practical: student seminar on report writing</p> <p>Project:</p> <ol style="list-style-type: none"> 1. Report writing: elements and importance of report writing, 2. Use of research for television, radio films and other media 		
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B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	INTRODUCTION TO MEDIA RESEARCH	To understand the need, scope of media research	To portray the various types of research and their importance in journalism	Lecture, Interactive sessions, Assignments, Group activities	15 Hours
2	RESEARCH METHODOLOGY	To understand the research methodologies	To portray the importance of research methodology and research process	Lecture, PPT, Interactive sessions, Assignments	15 Hours
3	UNDERSTANDING DATA & DATA JOURNALISM	To understand data journalism and importance of data	To know how to use different tools of collecting data	Lecture, PPT, Interactive sessions, Assignments	15 Hours
4	DATA COLLECTION	To understand the process of data collection in research	Knowing concept of data and its types	Lecture, PPT, Interactive sessions, Assignments, group activities.	15 Hours

5.	DATA INTERPRETATION AND REPORT WRITING	To understand the process of data interpretation and report writing	Knowing about statistical tools of research and process of writing proposal abstract and synopsis	Lecture, PPT, Interactive sessions, Assignments, group activities.	15 Hours
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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)
- AnusandhankepravidhiaurprakriyaeinRajendra Mishra Takshila Publications (Hindi)

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SEMESTER - V

SUBJECT – DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	<p>CONCEPT OF DEVELOPMENT JOURNALISM</p> <p>Development Journalism: Concept and Relevance</p> <p>Development communication: meaning, strategies in development communication</p> <p>Role and Responsibility of Development Journalism</p> <p>Practical</p> <ol style="list-style-type: none">1. PPT on Development communication and its importance2. Student seminar on role of development journalism	Must know	15 hours
2	<p>UNDERSTANDING DEVELOPMENT</p> <p>Development Models:</p> <p>Linear Models: Rostow's Demographic transition, transmission</p> <p>Non-Linear models: World System Theory, Marxist Theory</p> <p>Development yardsticks</p> <p>Economic development and Justice, Growth, Poverty and employment</p> <p>Issues of Cast, Creed, Class, Gender etc.</p> <p>Practical</p> <ol style="list-style-type: none">1. PPT on issues and challenges of Development communication2. Student Seminar on Linear and Nonlinear Models of Development Communication	Must know	20 hours

3.	<p>REPORTING</p> <p>Sources for Development Stories: Governmental and Non-Governmental</p> <p>Tools and Techniques of Diverse Development Reporting and Writing</p> <p>Field work; Research, Documentation, Interviews, Group Discussion and other Conventional and Non-conventional sources</p> <p>Practical</p> <ol style="list-style-type: none"> 1. Reporting on developmental issues 2. Conducting interviews based on developmental issues 3. Analysis of development programmes 	Must know	15 hours
4.	<p>DEVELOPMENT STORIES</p> <p>Different types of Development stories</p> <p>News, Features and Reports</p> <p>Governance and Development Journalism</p> <p>Production of development Programs for different mediums.</p> <p>New challenges</p> <p>Practical</p> <ol style="list-style-type: none"> 1. Prepare a PSA on Developmental policies/issues 	Must know	10 hours
5	<p>DEVELOPMENT JOURNALISM AND LAWS</p> <p>Fundamental Rights</p> <p>Right to Information</p> <p>Right to Education Human Rights etc</p> <p>Practical</p> <ol style="list-style-type: none"> 1. Write news articles for different media on different type of rights and policies and their implementation 	Must know	15 hours
6	<p>PROJECT</p> <ol style="list-style-type: none"> 1. Reporting on developmental issues 2. Analysis of development programmes 3. Evaluate strategies used by development agencies 	Must know	15 hours

	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		
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B - Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	CONCEPT OF DEVELOPMENT JOURNALISM	To know about the Development Journalism	To make students familiar with the Development Journalism	Lecture, PPT, Interactive sessions, Assignments	15 hours
2	UNDERSTANDING DEVELOPMENT	To know about the Tools and Techniques of Diverse Development Reporting and Writing	To cover Sources for Development Stories	Lecture, PPT, Interactive sessions, Assignments,	20 hours
3	REPORTING	To know about basics of reporting	Encourage students to learn about Field work; Research, Documentation	Lecture, PPT, Interactive sessions, Assignments,	15 hours
4	DEVELOPMENT STORIES	To know about Different types of Development stories	To cover News, Features and Reports	Lecture, PPT, Interactive sessions, Assignments	10 hours
5	DEVELOPMENT JOURNALISM AND LAWS	To know about laws and ethics of media	To cover Fundamental Rights Right to Information Right to Education Human Rights etc.	Lecture, PPT, Interactive sessions, Assignments,	15 hours

6	PROJECT	To know the practical aspect of development reporting and writing	To make them analyse development programmes and reports	Practical	15 Hours
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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

SUBJECT: VISUAL COMMUNICATION AND GRAPHICS

A - Syllabus

S No.	TOPIC	DOMAIN	HOURS
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1	<p>VISUAL COMMUNICATION</p> <p>Introduction to Visual Communication</p> <p>Need and importance of Human and Visual Communication</p> <p>Communication as a process</p> <p>Principles of Visual and other sensory perceptions/colour Psychology and theory</p> <p>Visual Impact on Masses</p> <p>Different medium of Visual Communication:</p> <ol style="list-style-type: none">1. Newspapers and Magazine2. Advertising3. Photography4. Radio5. Motion picture	Must know	15 hours
2	<p>GRAPHIC</p> <p>Introduction of Graphic Design</p> <p>The Process of Developing Ideas – Verbal, Visual, Combination and Thematic, Visual Thinking, Design Execution and Presentation.</p> <p>Elements and Principles of Design:</p> <p>Line, Shape, Space, Texture, Value, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity</p>	Must know Must know	15 Hours
3	<p>BASIC OF DRAWING</p> <p>Texture on Pattern</p> <p>Composition with Light and Shadow</p> <p>Perspective Drawing</p> <p>Anatomy Study</p> <p>Landscapes and Composition</p>	Must Know	10 Hours

4	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	Must know Must know	10 Hours
5.	PROJECT Designing a Movie poster Designing a Banner	Compulsory	10 Hours

B-Curriculum

S. No.	Topics	Learning Objectives (At the end of the session the student should be able to)	Teaching Guidelines	Methodology	Time
1.	VISUAL COMMUNICATION	To learn about the basics of visual communication	To cover the different media of visual communication like: newspapers and magazine advertising photography radio and Motion picture	Didactic lecture and Power Point Presentation.	15 hours
2.	GRAPHIC	To learn about the conceptual framework of graphics	To cover the Introduction of Graphic Design and the Process of Developing Ideas	Didactic lecture through PowerPoint Presentation.	15 Hours

3.	BASIC OF DRAWING	To learn about the execution of graphics	To cover the anatomy study of designs, and also texture on patterns	Didactic lecture Power Point Presentation and Discussion.	10 Hours
4.	COMPUTER GRAPHICS AND DISPLAY TECHNIQUES	To learn the role of key concepts of computerized graphics	To cover the Key process of preparing computerized graphics	Didactic lecture and Power Point Presentation.	10 Hours
5.	PROJECT	To learn about the practical exposure of visual communication	To Designing a Movie poster Designing a Banner	Didactic lecture through Power Point Presentation	10 Hours

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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Semester – VI

SEMESTER - VI

SUBJECT –PROJECT: MEDIA RESEARCH AND PRESENTATION

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	Media Research Project and Presentation Selection of topic Writing the Report Presentation	Must know	120 Hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOL OGY	TIME
1	MEDIA RESEARCH PROJECT AND PRESENTATION	To make students research oriented and enhance their skills regarding the same	To cover the practical process of conducting research on any given topic	Practical exercises and simultaneously supervision by faculty for students assignments	120 Hours

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, TV PRODUCTION/DOCUMENTARY

A – Syllabus

S No.	TOPIC	DOMAIN	HOURS
1	TELEVISION PRODUCTION/DOCUMENTARY Selection of Topic Production Final Project Making a TV programme or a documentary	Must know	50 hours
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)	Must know	50 hours
3	AD/ PR PRACTICAL Ad for Newspapers: 2, Magazine: 2, Radio :2, TV: 2 Writing Press Release in English: 5, Hindi: 5	Must Know	50 Hours

B-Curriculum

S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
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1	TELEVISION PRODUCTION/DOCUMENTARY	To motivating the students to take up production work of high quality. This will enable the students to make use of production techniques.	To cover the practical process for the production of any fiction or Nonfiction based Programme on any given topic	Practical exercises and simultaneously supervision by faculty for students assignments	50 Hours
2	NEWSPAPER READING AND ANALYSIS DTP LEARNING	To aware students to the newspaper reading sessions To make students aware to the computerized software associated to print publishing	To cover the reading sessions along with news analysis To cover the Desktop Publishing and making newspapers	Newspaper Reading Practical	26Hours s
3	AD/PR PRACTICAL	To make students aware about Advertisements for different media and PR Campaigning	To cover the practical process of designing and PR practice.	Practical	50hours

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

SUBJECT – INTERNSHIP AND TRAINING REPORT

(12 Credits)

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.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

Evaluation needs these things also:

1. Internship certificate issued by the Media House
2. Internal Report of the Media house
3. Learning Report prepared by students on the basis of intern

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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

7. अनुवादहिन्दीसेअंग्रेजी5 -

8. अनुवादअंग्रेजीसेहिन्दी5 -

9. फीचरलेखन2 -

10. आर्टिकललेखन2-

11. प्रूफरीडिंग5 -

12. बोलनेकीकला - सामूहिकवाद- विवाद) रिक्तोंडिंग2 - (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: -

- 3. History of Radio PPT Presentation**
- 4. 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: -

- 4. Recording of vox pop on any specific issue**
- 5. Recording of PSA's and radio commercials**
- 6. 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: -

3. **Writing exercises regarding news bulletins and voice cast**
4. **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: -

3. **Editing of their recorded programs**

UNIT V - PROJECT

9. Panel discussion
10. Radio ads and jingle
11. Phone-in programmes
12. Outside broadcast (OB)
13. Commentary: national events, sport
14. Vox pop
15. Musical entertainment programme
16. 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 Pratiroptatha 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,

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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

UNITV- PROJECT

To prepare a 4-page newspaper based on in-house Reporting (Group Project)

To prepare a 32-page magazine based on students' write up (Group Project)

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)
- Chanelokechhre- 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

- 4. PPT on different types of Publicity Materials and their utility**
- 5. 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)

- Adhunik vigyapan, Dr. Premchand Patanjali, Vani Prakashn (Hindi)
- Vigyapan Taknik Evam Sidhanth, Narendra Singh Yadav, Rajasthan Hindi Granth 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

6. News-gathering and report writing on various beats
7. Searching of information on the Net
8. Conducting interviews
9. Preparing video capsules and documentary on various subjects
10. 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
- Khabre Vistar 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

Credit Distribution		
L	T	P
3	0	0

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

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:

- Tapan Biswal 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**

Credit Distribution		
L	T	P
4	0	1

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.

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
- KhabreVistar 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. Basantlal 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:

- 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)
- BhartiyaS hashanevamRajnitiPukhraaj Jain Agra (Hindi)

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SEMESTER-IV

CORPORATE COMMUNICATION, BRAND MANAGEMENT
AND
EVENT MANAGEMENT

Credit Distribution		
L	T	P
4	0	1

UNIT I - INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY

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
- KhabreVistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(hindi)
- Chanelokechhre- 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:

3. Conduct a Survey
4. 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:

3. Student seminar on skills required for data journalist
4. 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:

3. PPT on Different Types of Data
4. 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:

3. Report writing: elements and importance of report writing,
4. 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)

DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

UNIT I - CONCEPT OF DEVELOPMENT JOURNALISM

Development Journalism: Concept and Relevance

Development communication: meaning, strategies in development communication

Role and Responsibility of Development Journalism

Credit Distribution		
L	T	P
4	0	1

Practical

- 5. PPT on Development communication and its importance**
- 6. 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

- 3. PPT on issues and challenges of Development communication**
- 4. 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

- 4. Reporting on developmental issues**
- 5. Conducting interviews based on developmental issues**
- 6. 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

- 2. 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

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

UNIT VI - PROJECT

6. Reporting on developmental issues

7. Analysis of development programmes

8. Evaluate strategies used by development agencies for implementation of development programmes

9. PSA

10. 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:

6. Newspapers and Magazine
7. Advertising
8. Photography
9. Radio
10. 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 मीडिया लेखन

UNIT I – प्रिंट के लिए लेखन

समाचार) न्यूज (लेखन - हार्ड न्यूज ,सॉफ्ट न्यूज
फीचर लेखन
सम्पादकीय लेखन
कॉलम लेखन
पत्रिका के लिए लेखन
पीआर और कॉर्पोरेट लेखन

प्रैक्टिकल: हार्ड न्यूज -1- न्यूज सॉफ्ट ,1- लेखन फीचर ,1 ,
सम्पादकीय लेखन-1- लेखन कॉलम ,1- आर्टिकल लिए के पत्रिका ,1,
प्रेस रिलीज- 1

Credit Distribution		
L	T	P
4	0	2

UNIT II- रेडियो के लिए लेखन

रेडियो के लिए समाचार लिखना
सामयिकी प्रोग्राम के लिए लेखन
रेडियो फाचर लेखन

प्रैक्टिकल: रेडियो न्यूज बुलेटिन- 1- फीचर रेडियो ,1- वार्ता रेडियो ,1

UNIT III – टीवी के लिए लेखन

टीवी न्यूज बुलेटिन की स्क्रिप्ट
समाचार आधारित प्रोग्राम की स्क्रिप्ट तैयार करना
क्राइम प्रोग्राम की स्क्रिप्ट तैयार करना
मनोरंजन प्रोग्राम और रियल्टी शो की रूपरेखा तैयार करना

प्रैक्टिकल: टीवी न्यूज बुलेटिन की स्क्रिप्ट - 1 - स्क्रिप्ट की प्रोग्राम आधारित समाचार ,1 - स्क्रिप्ट की प्रोग्राम क्राइम ,1 ,
की शो रियल्टीरूपरेखा - 1 ,विभिन्न समाचारों के लिए एंकर लिंक -5 -पीटीसी पर घटनाओं विभिन्न ,5

UNIT IV – फिल्म के लिए लेखन

विज्ञापन और कॉर्पोरेट फिल्मों के लिए लेखन
डॉक्यूमेंटरी फिल्म के लिए लेखन
पीएसए के लिए लेखन
फिक्शन फिल्म के लिए लेखन

प्रैक्टिकल: स्क्रिप्ट लेखन - एड फिल्म -1 - पीएसए ,1 - डॉक्यूमेंटरी ,1

UNIT V – डिजिटल मीडिया के लिए लेखन

कंटेंट लेखन की संकल्पना और कंटेंट डवलपमेंट की तकनीक

ब्लॉग लेखन

वेबसाइट के लिए समाचार और फीचर लेखन

प्रैक्टिकल: ब्लॉग लेखन -1 ,वेबसाइट के लिए समाचार और फीचर लेखन -2

UNIT VI - प्रोजेक्ट

इनके लिए स्क्रिप्ट लेखन-

न्यूज बुलेटिन-2

रिपोर्टिंग -2

न्यूज एंकरिंग और स्टूडियो वाद-विवाद प्रोग्राम -1

प्रोग्राम प्रोडक्शन -1

SUGGESTED READINGS:

- 1) हिन्दी में पटकथा लेखन, जाकिर अली रजनीश, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ
- 2) पटकथा लेखन, मनोहर श्याम जोशी, राजकमल प्रकाशन, दिल्ली
- 3) समाचार लेखन, पीके आय
- 4) ऑनलाइन मीडिया, सुरेश कुमार
- 5) टीवी समाचार की दुनिया, कुमार कौस्तुभ
- 6) फीचर लेखन : स्वरूप और शिल्प, डॉ .मनोहर प्रभाकर, राजकमल प्रकाशन, दिल्ली
- 7) रेडियो वार्ता शिल्प, सिद्धनाथ कुमार, राधाकृष्ण प्रकाशन, दिल्ली

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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

-X-

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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