

SYLLABUS

**BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

FROM 2016-17

UTKAL UNIVERSITY, VANI VIHAR, ODISHA

(APPROVED BY THE BOARD OF STUDIES)

**JOURNALISM & MASS COMMUNICATION,
UTKAL UNIVERSITY
ON 8TH MAY, 2017**

**JOURNALISM & MASS COMMUNICATION
SYLLABUS FOR THE
+3 JOURNALISM & MASS COMMUNICATION
FROM 2016-2017 ACADEMIC SESSION
UTKAL UNIVERSITY, ODISHA**

TOTAL MARKS:- 3000

CREDIT POINTS:- 140

CHOICE BASED CREDIT SYSTEM

SEMESTER	CORE COURSES	ABILITY ENHANCED COMPULSORY	SKILL ENHANCEMENT COURSE	GENERIC ELECTIVE COURSE	DISCIPLINE SPECIFIC ELECTIVE
6	14	2	2	4	4
1	1-Fundamentals of Reporting 2-Fundamentals of Editing	English / MIL Communication/ Environmental		GEC-1	
2	3- Introduction to Communication 4- History of Journalism	Environmental Science/ English / MIL Communication		GEC-2	
3	5- Electronic Media (Radio & TV) 6- Media Laws & Ethics		SEC- 1	GEC-3	
4	8- Introduction to Advertising 9- Layout Design & Graphics		SEC-2	GEC-4	

5	10- Global Media Scenario 11- PR & Corporate Communication 100 B/C/D 4 12- Communication Research				DSEC- 1 DSEC-2
6	13- New and Contemporary Media 14- Development Communication				DSEC- 3 DSEC- 4 (project)

As per the UGC Guidelines the course have 140 credit courses in 3 years. 4 credits courses have impart 30 hours of teaching & 10 hours of tutorial. 6 credits courses have impart 50 hours of teaching & 10 hours of tutorial. One of the Discipline Specific Courses is Project which is compulsory.

FIRST SEMESTER EXAMINATION

Name of the Paper	Marks	Category	Credits
Fundamentals of Reporting	100	Core- 1	6
Fundamentals of Editing	100	Core- 2	6
Ability Enhancement Compulsory course	100	AECC- 1	4
Generic Elective Courses	100	GEC -1	4
Professional writing (Practical)	100	Core (1 & 2)	4
	500	Total Credits:	24

SECOND SEMESTER EXAMINATION

Name of the Paper	Marks	Category	Credits
Introduction to communication	100	Core- 3	6
History of Journalism	100	Core- 4	6
Ability Enhancement Compulsory course	100	AECC- 2	4
Generic Elective Courses	100	GEC -2	4
Computer Applications in media (Practical)	100	(GEC- 2)	4
	500	Total Credits:	24

THIRD SEMESTER EXAMINATION

Name of the Paper	Marks	Category	Credits
Electronic Media	100	Core- 5	4
Media Laws & Ethics	100	Core- 6	4
Media Management	100	Core- 7	4
Skill Enhancement Course	100	SEC - 1	4
Generic Elective Courses	100	GEC - 3	4
Radio & TV (Practical)	100	(Core- 5)	4
	600	Total Credits:	24

FOURTH SEMESTER EXAMINATION

Name of the Paper	Marks	Category	Credits
Introduction to Advertising	100	Core- 8	6
Layout Design & Graphics	100	Core- 9	6
Global Media Scenario	100	Core- 10	6
Skill Enhancement Course	100	SEC - 2	4
Advertising Practical	100	(Core- 8)	4
	500	Total Credits:	26

FIFTH SEMESTER EXAMINATION

Name of the Paper	Marks	Category	Credits
PR & Corporate Communication	100	Core- 11	4
Communication Research	100	Core- 12	4
Discipline Specific Elective Courses	100	DSEC- 1	4
Discipline Specific Elective Courses	100	DSEC- 2	4
One month Internship (compulsory)	100	Core- 13	6
	500	Total Credit:	22

SIXTH SEMESTER EXAMINATION

Paper Code	Paper	Marks	Category	Credits
	Development Communication	100	Core- 14	6

Discipline Specific Elective Courses	100	DSEC- 3	4
Generic Elective Courses	100	GEC - 4	4
Discipline Specific Elective Courses (Dissertation Report)	100	DSEC- 4	6

	400	Total Credit:	20
--	-----	----------------------	-----------

CORE COURSES

- **1-Fundamentals of Reporting**
- **3- Introduction to Communication**
- **8- Introduction to Advertising**
- **13- One month internship (compulsory)**
- **2-Fundamentals of Editing**
- **4- History of Journalism**
- **7- Media Management**
- **9- Layout Design & Graphics**
- **12- Communication Research**
- **14- Development Communication**

DISCIPLINE SPECIFIC ELECTIVE

- DSEC-1: Photo Journalism & Basics of Camera**
- DSEC-2: Origin & Growth of Cinema**
- DSEC-3: Media & Society**
- DSEC-4: Project Report (compulsory)**

ABILITY ENHANCED COMPULSORY COURSE

AECC-1: English Communication
AECC-2: Environmental Science

GENERIC ELECTIVE COURSE

GEC-1: Political Science
GEC-2: Fundamentals of Computer
GEC-3: Fundamentals of Economics
GEC-4: Human Rights & Media

SKILL ENHANCEMENT COURSE

SEC- 1: General Knowledge
SEC- 2: Value Education

NAXATRA INSTITUTE OF MEDIA STUDIES
SYLLABUS- BJMC -2016-17

Eligibility Criteria:

- | | |
|------------------------------------|--------------------------|
| 1. Eligibility for Admission | : 10+2 |
| 2. Duration | : 3 Years (6 Semesters) |
| 3. Medium | : English |
| 4. Minimum Attendance Requirements | : 75% |
| 5. Total Credits | : 140 |
| 6. Evaluation System | : 10 Point CGPA system |

Objectives of the Programme:

- To prepare skilled & confident Professionals for the Media Industry.
- To meet the great demand for the Media Professional in the country.

- To make students aware of the latest trends & technology adopted by the Industry; Special weightage is given to Industrial exposure to the students.
- Equal weightage is given to the holistic development of the student
- Every subject carry 100 marks. Internal assessment for 20 marks will be organized by the concerned college.

Evaluation: End Term: 80 Marks

Mid Term: 20 Marks

Dessartation Report: Thesis: 100 marks

Minimum Total Marks = 3000

Grades and Grade Points

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

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

UTKAL University

Syllabus of BJMC for 2016-17 onwards

FIRST SEMESTER

CORE-1

Fundamentals of Reporting

Unit-I

Understanding news: Definitions, purpose and importance of news, Qualities of news accuracy, Clarity, objectivity, balance, directness, etc.; media-specific nature of news: cross platform discussion.

Unit- II

News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities. News sense and news values, 5 Ws and H, importance of 'what next?';

News beats: introduction, beat mapping.

Unit III

News gathering and Sources: Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives. Right to information: Concept, provisions, how to use it; Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls

Unit IV

Writing News Reports: Conventional style: the inverted pyramid: What is most important?, Choice of W or H for focus; lead of a news story, types of leads

Unit V

Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, Style- individual and organizational, stylebook; changing trends in news writing: new styles, diminishing importance of inverted pyramid.

Suggested reading:

- *Lewis James. The Active Reporter. Vikas Publication*
- *Warren Carl. Modern News Reporting. Harper and Row.*
- *Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.*
- *Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.*
- *Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.*
- *Kamath, M.V. Behind The By-Line. Vision Books.*
- *Kamath, M.V. Reporter at Large.*

CORE-2

Fundamentals of Editing

Unit-I

Editing: News values: basic norms, criteria for testing a copy and selecting news stories. Sub editor: skills, duties, responsibilities of a sub-editor. Editing process: editing tools, copy editing and re-writing copy, space and typographical aspects, etc

Unit-II

Writing: Writing styles needed for journalism, concept, type, elements & structures. Article writing, Film/Book review writing. Interview, Art of writing features, reviews, profiles, obituaries; letter to the editor, etc.

Unit-III

Editorials/and column writing Magazine writing, Editorial Page,
Re-writing copy, Relation between Field and Desk, News Flow, Graphics, Cartoons, Captions

Unit-IV

Copy Editing, Headline and Layout: Style Sheet – editorial instructions for editors, Headlining characteristics/features, types/ patterns, Rules/principles of headline

Unit-V

Trends in sectional news: Basic news structures, The Pyramid Style, Components of a news story
Supplements, Backgrounders, Special articles

Suggested reading:

- *M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.*
- *George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.*
- *Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.*
- *Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.*

AECC-1

English Communication

Unit – I

Functional Grammar: Tenses : Simple, Present, Progressive, Future (All Types)
Clauses : Noun Clauses, Adjective Clauses, Adverbial Clauses

Unit – II

Models and use of Shall, Should, Will.
Reported Speech – Would, May, Might, Can, Could etc.
Voice – Active and Passive Voice.

Unit – III

Synonyms, Antonyms, One many, Sentence formation, Articles
Translation from Hindi to English

Unit - IV

Compositional and Comprehension Skills: Essay Writing, Report writing.

Focus on Reading, Writing, Listening and Speaking Skills (RWLS)
Note- making and note taking skills.

Unit V

Introduction to various forms of English Literature
Definition and types of Prose, Poetry, Drama and Fiction

Suggested reading:

- *A Practical English Grammar (Oxford India 2002).*
- *Usage and Abusage: A guide to Good English, Eric Partridge, Hamish Hamilton London.*
- *Background to the Study of English Literature – Revised edition- Brijadish Prasad.*
- *ABC of Common Grammatical errors – Nigel D Turlon.*
- *Style book of the Economist.*
- *Style Book of Associate Press.*

GEC- 1

Political Science

Unit-I

Political Science: Meaning, origin, nature and scope of the discipline
Relationship of Political Science with allied disciplines
Law: Meaning, origin, sources and classification
Relevance of Political Science to the study of Law

Unit-II

State: Meaning, essential elements and distinction between state, society, government and other associations.
Theories of the origin, nature and functions of the state.
Concepts of Totalitarian and Welfare State.

Unit-III

Political Ideologies: Liberalism, Neo-liberalism, Marxism, Socialism, Fascism, Utilitarianism
Gandhism and Sarvodaya, Sovereignty: Meaning, Features, Kinds and Theories of sovereignty-
Austin and Pluralist

Unit-IV

Rights and Duties: Meaning, classification and theories of Rights; Relationship between Rights
and Duties. Liberty: Meaning, kinds, safeguards and relationship between liberty and law
Equality: Meaning, kinds and relationship with liberty, Freedom & Autonomy in Media

Unit-V

Major issues of World Politics: Cuban Missile Crisis, Vietnam War, Oil Crisis, Afgan Civil War, West Asian Conflict

Suggested reading:

- *Joad, C.E.M.: Political Theory*
- *Appadorai, A : Substance of Politics*
- *Asirvatham, A : Political Theory*
- *Ray & Bhattacharya, M. : Political Theories Ideas and Institutions*
- *Verma, S.P. : Modern Political Theory*
- *Singh, G.N. : Fundamental of Political Science and Organisation*
- *Ghosal : A History of Indian Political Ideas*
- *Sabine, G.H. : A History of Indian Political Ideas*

CORE 1& 2 (PRACTICAL)

PROFESSIONAL WRITING (PRACTICAL)

Write News Report on Sports, Health, Agriculture, Business, Environment, Crime, Entertainment and Social Journalism.

Write at least one interview of any personality on Politics, Health, Crime, Sports and Business Journalism.

Writing features and articles on Tourism, Spiritual, Lifestyle, Fashion, Cinema & Television and related topics

Basic knowledge of Editing , Layout & Designing of a News Page. Basic tools of copy editing and the Style Sheet. Basics of Photo Editing , Cropping, Caption etc.

SECOND SEMESTER

CORE PAPER- 3

Introduction to Communication

Unit-I

Communication-The Concept: Understanding human communication, Communication: Concept, Definition and Nature, Types of Communication, Five senses of communication, Need & Significance of Communication.

Unit-II

Introduction to Mass Communication: Mass Communication and Origin of Media, Meaning of Mass Communication, Functions of Mass Communication, Elements of Mass Communication, Brief introduction to Mass Media, Journalism. Barrier of Mass Communication.

Unit-III

Models of communication: Aristotle Model, Laswell Model, Osgood Model, Shanon and Weaver, Willbur Shramm , Westoly and Maclean Model. George Garbner Model

Unit-IV

Theories of communication: Bullet Theory, Individual difference theory, Selective Theory Agenda setting theory, Uses and Gratification theory, Social responsibility theory.

Unit-V

Communication skill: Traditional and Modern Media of Mass Communication. Communication Grammar and communication skill. New concepts and trends of mass media.

Suggested reading:

- *Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai*
- *Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi*
- *Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal*
- *Communication theories & models, Andal N, Himalaya Publication*

CORE PAPER- 4

History of Journalism

Unit-I

Development of Print: Invention of Printing Press, News books – evolution of modern newspapers - Early efforts to publish newspapers in different parts of India, Hickey's Gazette, Early journalism in Bengal, Bombay and Madras presidencies

Unit-II

Birth of the Indian Language Press, Contribution of Raja Ram Mohan Roy, Bal Gangadhar Tilak, Indian Press & Freedom Movement, Gandhi's contribution to Indian journalism, Post Independence era, Indian Press and Emergency, Recent trends in journalism

Unit-III

Development of Radio: Radio: Brief History of Radio in India, Chanda Committee and Autonomy for Radio, Akashvani, AIR Code

Unit-IV

Development of Television: Television: Brief History of Television in India. Committees on Broadcasting, Prasar Bharti, Doordarshan, Evolution of Cable Television. Prasar Bharti

Unit-V

Growth of Web Media: Internet: Brief History of Computer. Origin and development of Internet, DARPA, ARPA NET

Suggested reading:

- *Social History of the Media: From Gutenberg to the Internet – Asa Briggs and Peter Burke, Polity Press, 2010*
- *A History of Media - W. Lambert Gardiner, Trafford Publishing, 2002*
- *Journalism in India- Rangaswamy Parthaswamy, Sterling publishers, Pvt. Ltd, New Delhi*
- *History Of Indian Journalism By J. Natarajan, Publication Division, Government of India (Sold by Manohar Books)*
- *India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-97 – Robin Jeffrey, Oxford University Press*
- *Johri Indian Political System, Radha Krishna Prakashan, New Delhi*

AECC-2

Environmental Studies

Unit –I

Multidisciplinary Nature of Environment & Ecosystem: Environmental Education- Definition,

Scope & Importance, Need for Public Awareness, Ecology & Environment, Type and component of Environment

Unit –II

Basics of Environmental Impact Assessment, Sustainable Development. Eco system- Component of ecosystem, Type of ecosystem, food chain, food web, energy flow Ecological pyramids, Aquatic ecosystem (pond), , Rain water Harvesting

Unit-III

Natural Resources – Classification, Water Resources, Water Born Diseases and Water induced diseases, Fluoride problem in drinking water, Mineral Resources and Forest Resources. Energy Resources- Conventional and Non-Conventional- Nuclear, Solar and Biomass and Bio-gas, Hydrogen as an alternative future source of Energy.

Unit –IV

Environmental Pollution & Current Environmental Issue: Environmental Pollution and their effect, Air, Water Soil and Noise pollution their sources, effect and control, Automobile Pollution, Climate Change and Global warming cause and effect, Urbanization, Acid Rain, Ozone Layer depletion, Population Growth,

Unit- V

Social Issues and Environment: Environmental legislations (Air, Water, Environmental protection, Forest and Wild life protection Act), Women Education, Non governmental organizations and their role in environment improvement and education

Suggested reading:

- *“Environmental Studies” Smriti Srivastava, S.K. Kataria & Sons, Delhi.*
- *“Environmental Science” H. Kaur, Pragati Prakashan, Meerut.*
- *“Environmental Studies” Benny Joseph, Tata McGraw Hills-2005*
- *Environmental Chemistry, V.P. Kudesia, Pragati Prakashan, Meerut*
- *“Environmental Chemistry & Pollution Control” Dara S.S., , S. Chand & Co*

GEC- 2

Fundamentals of Computers

Unit-I

Computer Introduction, Definition, Evolution of Computer, Overview of Input-Output Devices and memory, Types of Computer, Computer Applications in various fields of Science and management

Unit-II

Data Representation: Definition of information, Introduction to Information representation in Digital Media, Text, image, graphics, Animation, Audio, Video etc., Need, Value and Quality of information.

Unit-III

Concepts in Operating System, Office Tools: Elementary Concepts in operating System, Introduction to DOS, MS Windows, MS Office Tools, MS WORD, MS EXCEL, MS Power Point.

Unit-IV

Web Browsers, Net Surfing, Search Engines, Email, ISP.
Elementary Concepts of E-Commerce, Basic Infrastructures for E-Commerce, Security Threats.

Unit-V

IT Industry Trends, Careers and Applications in India:

Educational and Entertainment Application, Weather Forecasting, Awareness of Ongoing IT projects in India NICNET, BRNET etc. Application of IT to other Areas E Commerce, Electronic governance, Multimedia, Entertainment.

Suggested reading:

- *D S Yadav, "Foundations of IT", New Age, Delhi*
- *Curtin, "Information Technology : Breaking News", TMH*
- *Rajaraman, "Introduction to Computers", PHI*
- *Leon & Leon "Fundamental of information Technology"*

GEC-2 (PRACTICAL)

Computer Application in Media

Fundamentals of Computers Lab

Giving exposure to Windows environment
File and program management in windows
Introduction to text editing and MS Word,
MS Power Point,

MS Excel,
Exposure to advance feature supported by some editors
Net Surfing
Creation and usage of E-mail account
Write News Report, Letters to the editor, Editorial,

Write interviews

Practice of Typing English on the available application such as Akruti/ Phonetics and translating news items from Hindi, Odia to English

Basics of Page making on the available software- Quark Express/ Page Maker. Working with the tools and designing of pages.

THIRD SEMESTER

CORE PAPER -5

Electronic Media

Unit-I

Nature and Types of Programmes on Radio: Understanding FM & AM, AIR, Code of Conduct, EC's Guidelines. Composition of Radio Programmes -Spoken words, Music, Specific Audience Programmes, Radio Feature, Drama, Talk, Magazine Programs, Documentary, Interactive Programmes.

Unit-II

Radio News: Reporting, Sources- Agency News, Broadcast Style, News Pooling in AIR, Announcing and presentation, TV News Bulletin Vs Radio News Bulletin, Newsreels, Voice Dispatch, Spots. Writing for Radio.

Unit-III

Organization Set up of a Television Channel: Introduction to News Room-Input & Output, Television Studio, Guest Coordination, PCR, MCR, Graphics, Library, Production & Store, Programming Team, Special Desk, Research Team, HR & Admin, IT Services, Marketing & Distribution.

Unit-IV

Hierarchy in Television: Role & Responsibilities of- The News Editor, Executive Producer, Programming Head, Bulletin Producer, Rundown Producer, Producers in Programming, Reporters, News & Programming Anchors and the Technical Staff.

Unit-V

Sources of TV News- News Agencies, Production of ENG, TV News Bulletins, Programs, Discussions Programs, Chat Shows, Special Audience based programmes, One to One Interviews, Miscellaneous Programmes.

Suggested reading:

- *Modern Journalism - Tools & Techniques - S. Phadke, ABD Publishers, Jaipur.*
- *Broadcasting in India- P.C. Chatterjee, Sage Publication, New Delhi.*

CORE PAPER -6

Media Laws & Ethics

Unit-I

Media Laws : Concept and Need . History of Media Legislation in India, Constitutional Freedom of the Media and Constitutional Limitations of the freedom of the Media in India.

Unit-II

The Media and the Legislature: Powers, Privileges and Immunities of Parliament and its Members (also State legislatures), Contempt of Legislature, The Parliamentary Proceedings (Protection of Publications) Act, 1977 and Article 361-A of the Constitution of India . Emergency Provisions, Media Censorship: Indian Experience

Unit - III

Law of Defamation .The Contempt of Courts Act, 1971 . The Copyright Act, 1957, The Official Secret Act, 1923. The Right to Information Act, 2005

Unit-IV

The Prasar Bharti Act, 1990. The Press Council Act, 1978. The Press and Registration of Books Act, 1867 . The Working Journalists and other Newspaper Employees and Miscellaneous Provisions Act, 1955. The Cinematography Act,1952

Unit -V

Important Sections of Indian Penal Code, 1860 relating to Media. Important Sections of Criminal Procedure Code, 1973 related to Media. Law relating to Cyber Crimes. Guidelines to Journalistic Ethics Prepared by Press Council of India .The Cable Television Networks Regulation) Act, 1995 and Rules 1994.

Suggested reading:

- *History of Press, Press laws & Mass communication, B. N. Ahuja*
- *Mass Media Laws & Regulation, Himalaya Publishing House, C. S. Rayudu*

CORE PAPER -7

Media Management

Unit I

Introduction, Concept, Significance, Definition and Function of Management. Theories of Management. Planning: Meaning, Nature of Planning, Planning Process and Management.

Unit II

Management Process : Organizing, Directing, Leadership etc, Controlling & Co-Ordination, Media as an Industry, Inventory Control and Quality Management. Ownership Patterns. Concept of MBO

Unit III

Media Management: Concept need and scope, Media Business and new technology. New trends in Media Business, Managing a Media House, Organization Setup.

Unit IV

Media marketing: concept, need and scope, Revenue-expenditure in media, Selling and buying space and time on media, Brand & Branding: Nature, Scope and concept of Brand, Branding, Brand Management, Need of Brand Management

Unit V

Media Economics: Budgeting & finance, capital costs, production costs, Production and Scheduling, Commercial Marketing policies for revenue generation, Creativity in marketing Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

- ***Suggested reading:***
- *Communication & Management- Nataraja Kumar, Gyan Publishing House*
- *The Indian Media Business- Kholi Vanita, Response Books, New Delhi*
- *Introduction to Media Management, Taylor & Francis*

SEC-1

General Awareness

Unit- I

The Political Development of Post-Independence India The Events leading up to Independence and Partition, The Formation of India & the Nehru Years, India's Wars , Indira Gandhi and the

Emergency , Growth of Multi-party Democracy , Opening of India's Economy & Effects , History of Industrial Development, History of Foreign Policy , Extremism & its Dangers.

Unit- II

The Constitution of India and Government Structure Indian Constitution – structure, evolution, provisions and amendments , Functions & Responsibilities of States and the Union , Parliament & State Legislatures , Constitutional posts – appointment, powers & functions , Role of civil services in democracy

Unit- III

A Sporting History of India Important sporting tournaments and Pre-independence achievements , The Rise and Fall of Hockey , The Rise of Cricket , Recent Rise of other sports

Unit- IV

Introduction to Indian Hindi Cinema The Silent Movie Era and early stars , The age of nationalism and the advent of romance , The parallel themes of romance & anger , The lost decade and the advent of Art Movies , The turning point & Modern Hindi Cinema

Unit- V

Current Affairs, Weekly Affairs.

Suggested reading:

- *“India after Gandhi” by Ramachandra Guha*
- *“Introduction to the Constitution of India (English) 21st Edition” by Durga Das Basu*
- *Sporting Times: 175 Years Hardcover – 1 May 2013 by Boria Majumdar*
- *Hindi Cinema Year Book, 2003, Volume 3 by Rajendra Ojha, Rajendra Ojha*

GEC-3

Fundamentals of Economics

Unit-I

Fundamentals of Economics

Meaning & concept of economy

Understanding of basic economic terms

Sensex-Index , Inflation & deflation, Cost of Living Index, FDI, FII, Balance of Payment, HDI, GDP. Understanding of Stock market Markets: Bulls & Bears

Unit-II

Indian Economy: Nature of Indian Economy (reasons for underdevelopment), Indian Economy 5-year plans

Realities of Indian Economy based on HDI, Mixed Economy: Public Sector Undertakings and Private Enterprises, Role of SEBI

Unit-III

Indian Economy: Issues and Concerns, Globalization and opening up of Indian Economy, Indian Economy and Privatisation
Disinvestment and Indian Economy, Economic Reforms and Indian Society
Indian economy and rural India

Unit-IV

Foreign Trade: Importance of foreign trade for a developing economy
Foreign trade and balance of payment.
Foreign Exchange Reserve – its importance and use
Role of FII & FDI in Indian Economy

Unit-V

Features of Perfect & Imperfect Competition
Price & Output determination in Different Market Structures
Price Discrimination

Suggested reading:

- *R. Datt & K.P. M Sundham Indian Economy, S. Chand, 2004*
- *Uma Kapila Understanding the problems of Indian Economy, Academic*
- *Foundation 2004*
- *S.K. Mishra & V.K. Puri Problems of Indian Economy Himalaya Publishing House*

CORE PAPER 5(PRACTICAL)

Radio & TV Practical

Writing a TV Script ,Shooting A TV Programme, Basics of Editing, Learning the Art of writing & shooting a PTC , Types of PTC's, Walk Through's Learning the basics of News Anchoring, News Reading Vs Anchoring. Video Chats, Practicing One To One Interviews, Taking Sound Bites in proper formats.

Operation and handling of video camera, Basic camera movements , Composition of different shots, Lighting, Different types of lights used in Videography, Use of filters and reflectors

Sound: Use of different types of microphones for indoor and on location video recordings.

Camera

- (i) Operation and handling of video camera
- (ii) Basic camera movements
- (iii) Composition of different shots

Lighting

Different types of lights used in Videography

FOURTH SEMESTER

CORE PAPER-8

Introduction to Advertising

Unit I

Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign.

Unit II

Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling. Message development – layout – design appeal – copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.

Unit III

Testing for advertising effectiveness; Preparation and choice of methods of advertising budget; Ethical and social issues in advertising

Unit IV

Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; emerging trends.

Unit V

Advertising Creativity- Definition & importance. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations. Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media. Print Media – Newspaper, Magazines. Support Media – Out-of-home, in-store, yellow pages, Movie theatre. Direct marketing

Suggested reading:

- *Foundation of Advertising, Theory & Practices, Himalaya Publication, S. A. Chunawalla*
- *S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.*
- *George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.*
- *Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) 2003. 6th ed*
- *Asker, David and Myers John G., Advertising Management, Prentice Hall of India , New Delhi*

CORE PAPER-9

Layout Design & Graphics

Unit-I

Principles of Design & Graphics: Concept and theory of Design and Graphics

Principles of design

Basic elements of graphic and design

Design and layout

Unit-II

Printing & Typography: Art of Printing: Evolution, Types, & Technical Revolution

Physical form, aesthetics and function, fonts

Printing methods - Letter press, Gravure, Offset, & Screen printing

Unit-III

Printing paper – Types & size, Newspaper layout, Dummy Page

Style Sheet of Newspaper,

Unit-IV

Magazine layout, pagination, designing various parts

Layout of broadsheet and tabloid

Unit-V

DTP & Multimedia: Computer Composing & Design

Multi media : Characteristics and function

Digital and Coloured Printing

Suggested reading:

- *K.S. Duggal Book Publishing*
- *A.K. Dhar Printing and Publishing*

- *N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001*
- *N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi*

CORE PAPER-10

Global Media Scenario

Unit I

Struggle for Balance of Information Flows: Demand for NWICO, MacBride Commission, Recommendations of MacBride Commission & NWICO, and Role of UN & UNESCO in bridging the gap between north and south, Bi-lateral, Multi-lateral and Regional /information Co-operation

Unit-II

Global Communication: Global news and information flow, Barriers to the flow of news and information, Domination of Transnational news agencies, Digital Divide, National News Agencies, and International News Agencies.

Unit-III

International Information Agencies: Introduction to IIA, Global News Agencies, Nature & Functions of News Agencies, International Broadcasting (BBC, VOA, CNN)

Unit IV

International Organizations: UNESCO, International Telecommunication Union ITO, Inter-Governmental Agencies, Other International Organizations (UNO, SAARC, ASEAN, NATO, NAM) and their initiatives for International Communication.

Unit-V

Temporary Global Concern: Global Terrorism, Climate Change, Ethical Conflicts, Uprising of Arab World.

Suggested reading:

International news reporting, Welly- Blackwell

Journalism Outline, Muniruddin, Anmol publication

Mass Communication Theory, Denis McQuail

Comparing Media, From around the World, Robert McKenzie

Value Education

Unit I

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

Unit II

Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management
– Problem solving and decision making skills- Team work – Positive and creative thinking

Unit III

National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

Unit IV

Environmental Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature: Environment conservation and enrichment.

Unit V

Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them

Suggested reading:

- *M.G. Chitakra: Education and Human Values, APH Publishing Corporation, New Delhi, 2003*
- *Chakravarthy, S.K. : Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991*
- *Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995*
- *Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999*
- *Ruhela, S.P. : Human Values and education, Sterling Publications, New Delhi, 1986*
- *Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975*

CORE PAPER-8 (PRACTICAL)

Advertising Practical

1. Analyze Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG,
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
- 5 Writing radio spots and jingles
6. Writing TV commercials, developing script and story board
7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme

FIFTH SEMESTER

CORE PAPER- 11

PR & Corporate Communication

Unit-I

Public Relations: an Introduction: Concept and origin, Definitions, Objective and Functions, PR communication, PR tools various types of publics. Tools of PR for external and internal communication. Role and responsibilities of PR officer.

Unit-II

Public Relations in different sectors:PR in Government sector

PR in Public, Private and NGO Sectors

PR codes and Professional bodies

Need of Public Relation: Public, Private, Corporate and NGO, PR in crises management, Advertising and PR research-consumer research, feedback and evaluation.

Unit-III

PR campaign for tourism promotion, family planning

Social responsibility of PR

Unit IV

Corporate communication: definition, concept, evolution and functions of corporate communication, corporate communication in India in the present context, need for corporate communication and trinity in corporate communication.

Unit V

Strategy of Corporate Communication- Corporate governance, Corporate Social Responsibility (CSR): concept, dimensions and framework, Strategic public relations, CC and management: formulating strategy and its relevance in corporate communication, campaign planning.

Suggested reading:

- *Advertising Principles & Practices- Wells Williams*
- *Chatterji, Madhumita; Corporate Social Responsibility; Oxford University Press*
- *Jethwani, Jaishree J.; Corporate Communication; Oxford University Press*
- *Cutlip, Scott M.; Center, Allen H.; Broom, Glen M.; Effective Public Relations; Pearson Education*
- *Parul, Argenti A.; Foreman, Janis; The Power of Corporate Communication; McGraw-Hill*

CORE PAPER- 12

Communication Research

Unit-I

Research: Concept meaning & definition of Research , Importance of Media Research, Areas of Mass Communication Research: Source Analysis, Audience Analysis and feedback analysis, Sources of data

Unit-II

Communication Research: Meaning & Definition, Social sciences, and Communication Research, Communication research Process-essential steps, Sampling: meaning & Types

Unit-III

Research Techniques : Types of Data, Primary, Secondary, & Tertiary. Basic Methods of data, collection: Survey, observation. Basic techniques: Interview, Schedule, Questionnaire

Unit IV

Analysis of Data: Meaning process and purpose, Tabulation-Basic steps and elements, Graphic presentation-Histogram, Frequency curve, Basic Statistical Concepts-Averages, deviations, and Variations, Report Writing.

Unit-V

Issues in Communication Research: Issues in Communication Research, Role of researcher, Methodological limitations in Communication Research, Ethical issues in Communication Research.

- ***Suggested reading:***
- *Media Research by Joshi, Uma, Authors Press*
- *Analysing Media Massage by Reffel, Donnil*
- *Research Methodology by Dennis Mc Quill*
- *Media Research by Ram, Ahuja*

DESC-1

Photo Journalism & Basics of Camera

Unit-I

Photo journalism: Definition and concept Text Vs Photograph, Essentials of a press photograph, Qualities of a good photojournalist, Choosing the right spot, right angle and right moment for an appropriate composition. Principles of cropping and photoediting.

Unit-II

Camera: Introduction to video camera, Parts of video camera and their functions, Camera movement equipment, Lenses – functions and types, Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes.

Unit-III

Visualization: Composition – different types of shots, camera angles and camera movements, Aesthetics in visual composition, Subject - camera relationship, Aperture control and depth of field

Unit-IV

Lights: Lights and its properties, Different types of lights, Other tools used in lighting – diffusers, reflectors, cutters & gels, Basic lighting techniques, Accessories used in lighting

Unit-V

Sound: Audio fundamentals, Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects, Types of microphones, Use of audio mixers for recording & editing of sound, Different audio equipment for studio and location recording

Audio post production – mix and unmix tracks

Suggested reading:

- *Broadcasting Management in India – Angela Wadia.*
- *Electronic Media in Modern World – S P Phadke.*

DESC-2

Origin & Growth of Cinema

Unit-I

Development of Cinema: Cinema in India-Evolution and Contribution, Development of Regional Cinemas; problems and issues; Popular Trends in Indian Cinema, New Wave Cinema, Prominent Filmmakers and Films.

Unit-II

Language of Cinema, Focus on visual Language: Shot, Scene, Deep focus, Continuity Editing, Montage . Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Unit-III

Early Cinema Genre and the development of Classical Hollywood Cinema,

Film Form and Style: German Expressionism and Film Noir, Italian Neorealism and French New Wave, Third Cinema and Non Fiction Cinema

Unit-IV

Film and Popular Culture: Melodrama, Stardom, Film Authorship with a special focus on Ray Introduction to Feminist Film Theory

Unit-V

Hindi Cinema : Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), Satyajit Roys contribution towards Indian cinema. The Indian New Wave, Globalisation and Indian Cinema

(Screening for 5 hours)

Suggested Readings:

- *Indian Film- Krishna Swamy.*
- *Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol. I*
- *"A Dialectic Approach to Film Form" from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London:*
- *"Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films, Tom Gunning, "in Thomas Elsaesser,*
- *"Heavenly Bodies: Film Stars and Society" in Film and Theory: An Antholog, Richard Dyer*

CORE PAPER-13

Internship Report(one month)

Basics of writing an Internship Report. The Aims & Objectives behind developing a Report. The Importance & Necessity of Internship Report.

The Ethics and technicalities of a Report such as the fonts used, the size of characters, Headings, Division of Chapters etc.

Exposure to any media house for about one month. On the basis of the Internship done at the respective media house will have to be developed in the form of a Report.

SIXTH SEMESTER

CORE PAPER- 14

Development Communication

Unit-I

Meaning, concept and process of development communication, Development communication and society , measures of development communication, characteristics of developing countries, development communication experiences.

Unit-II

Theories and paradigms of development communication, Development communication dichotomies, problem of development communication, participatory Development communication process with special reference to India.

Unit-III

Role of mass media organizations in Development communication- newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc , strategies of Development communication, role of NGOs in development.

Unit-IV

Development support communication in Agriculture, Health and Family Welfare , Education and Literacy, Environment, Women Empowerment, Poverty and Employment.

Unit-V

Case Studies on-

[a] Development communication experiences

[b] Role of NGOs in Development

[c] Application of Development support communication in Agriculture/ Health and family Welfare / Literacy

Suggested reading:

- *Development Communication, Uma Narula*
- *Development Communication, Uma Joshi*
- *Development Communication, Surjeet Publication, B. N. Ahuja*

DSEC- 3

Media & Society

Unit-I

Society & Religions: Concept and types of Society

Introduction to Indian Society: Structure, Characteristics & background

Definition and Concept of religions

Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism.

Unit-II

Media Audience, Media Reach, Media Access
Intercultural Communication
Various Aspects of Indian Culture
Social Institution: Family, Community , Social Group

Unit-III

Caste system in India: Characteristics of caste system in India
Socio-cultural, economic, political dimension of caste system in India
Power dimension of caste system in India
Inter-caste relations, changes in caste system in India

Unit-IV

Social Change: Factors of social change
Education in social change: Importance & Need
Globalization & Social change
Media & Social change
Technology for Social change.

Unit-V

Different classes of the Society & the Media, Race & Media content, Social Shaping of
Technology
Images of the World: terrorism, Corruption, Inequality & Literacy

Suggested reading:

- *Shyam Benegal Bharat Ek Khoj (Series)*
- *Ram Chander Guha India After Gandhi: The History of the*
- *World's Largest Democracy, Perennial*
- *D.B. Vohra History of Freedom Movement,*
- *Delhi Admin*
- *H.R. Ghosal An Outline History of Indian People*
- *A.L. Basham A Cultural History of India: The Wonder*
- *that is India: Volume-1 & 2*

A.N. Aggarwal Indian Economy

GEC-4

Human Rights & Media

Unit I

Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights - Human rights under UN Charter – Commission on Human rights

Unit II

Universal declaration of human rights – International bill of human rights - Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

Unit III

International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

Unit IV

Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

Unit V

Human rights and media – Newspapers – TV and Films - Agenda setting – Framing of issues - Newsworthiness - Assessment of reports – Reporting and writing of human rights report

Suggested reading:

1. Gopala Bhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
2. H.O Aggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999). *Human Rights in Global politics*. London: Oxford University Press.

DSEC-4

Dissertation Report

Every student shall, in the Sixth (final) Semester, submit a Dissertation Project on a topic assigned by his/her project guide (faculty member). The topic of the project will be chosen in any one of the following areas: print, radio, television, and cyber media. The student will choose his/her project guide according to his/her area of interest and the faculty member's area of expertise.

The topic of the Project shall be approved by the Head of the Department. Preparation of Dissertation carry 100 marks & presentation & viva carry 100 marks.