

# **BHARTI VISHWAVIDYALAYA, DURG (C.G.)**

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**SCHEME OF EXAMINATION  
&  
SYLLABUS  
FOR  
BACHELOR OF ARTS IN JOURNALISM AND MASS  
COMMUNICATION  
UNDER  
FACULTY OF JOURNALISM AND MASS COMMUNICATION**

**Session 2022-23**

**(Approved by board of studies)**

### **Program Educational Objectives:**

The educational objectives of the BAJMC program are:

- To impart quality knowledge of Journalism and Mass communication related areas of study.
- To prepare graduates with professional excellence in the field of Mass Communication and Mass Media for a successful career.
- To prepare graduates with creative and innovative abilities who can apply solutions to meet the challenges of constantly evolving Mass Communication and Media Industries.
- To facilitate graduates to develop high quality professional skills in the areas of mass communication and develop an understanding of sustainability in the media environment so as to be globally competent.
- To equip students with all skills required to face real life situations of the media world and to empower learners by communication and professional skills.

### **Program Outcomes:**

- Exhibit a sound understanding and knowledge of Journalism and Mass Communication. IMS Unison University BA (J&MC) Program Curriculum
- Display the competence to explore career opportunities as per demands and requirements of Media Industry.
- Think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass Communication.
- Speak proficiently, clearly and effectively while presenting concepts and their diversifications in Journalism & Mass Communication.
- Enhance the ability of leadership in the working avenue and to motivate team members to work with cooperation for utmost efficiency.
- Demonstrate enthusiasm while working in collaborative teams for successful implementation of concepts in Journalism & Mass Communication.

### **Program Specific Outcomes:**

- Develop a continuous learning temperament to acquire new knowledge in Journalism and Mass Communication.
- Become a socially responsible and ethically committed media professional and entrepreneur adhering to human values.
- Employ critical and reflective thinking along with the ability to create a sense of awareness of oneself and society.
- To develop a sense of inquiry and investigation for raising topical contemporary issues and to provide better and innovative solutions

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION) (BAJMC)****(SEMESTER PATTERN)****SCHEME OF EXAMINATION****SEMESTER – I**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 101	Environment Studies	30	20	50	20	30	2
2	BAJMC 102	Fundamentals of Journalism	70	30	100	40	60	4
3	BAJMC 103	Introduction to Print Media	70	30	100	40	60	4
4	BAJMC 104	Introduction to Computers	70	30	100	40	60	4
5	BAJMC 105	Introduction to Media law	70	30	100	40	60	4
6	BAJMC 106	Practical (Print media)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

**SEMESTER – II**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 201	Hindi	30	20	50	20	30	2
2	BAJMC 202	Mass Communication: Concepts and Processes	70	30	100	40	60	4
3	BAJMC 203	Reporting Techniques & Skills	70	30	100	40	60	4
4	BAJMC 204	Editing and Principles of Layout and Design	70	30	100	40	60	4
5	BAJMC 205	Media and Cultural Studies	70	30	100	40	60	4
6	BAJMC 206	Practical (Reporting & Editing)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

**SEMESTER – III**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 301	English	30	20	50	20	30	2
2	BAJMC 302	Media Management and Ethics	70	30	100	40	60	4
3	BAJMC 303	Public Relations	70	30	100	40	60	4
4	BAJMC 304	New Media Technologies	70	30	100	40	60	4
5	BAJMC 305	Film Appreciation	70	30	100	40	60	4
6	BAJMC 304	Practical (New Media Technologies)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

**SEMESTER – IV**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 401	Moral value	30	20	50	20	30	2
2	BAJMC 402	Radio Production	70	30	100	40	60	4
3	BAJMC 403	Television Production	70	30	100	40	60	4
4	BAJMC 404	Photo Journalism	70	30	100	40	60	4
5	BAJMC 405	Advertising	70	30	100	40	60	4
6	BAJMC 406	Practical (Radio & Television)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

**SEMESTER – V**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 501	Soft skills	30	20	50	20	30	2
2	BAJMC 502	Cyber Journalism	70	30	100	40	60	4
3	BAJMC 503	Documentary Production	70	30	100	40	60	4
4	BAJMC 504	Development Communication	70	30	100	40	60	4
5	BAJMC 505	Media, Gender and Human rights	70	30	100	40	60	4
6	BAJMC 506	Practical (Cyber journalism)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

**SEMESTER – VI**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Hours/Periods	Credit
1	BAJMC 601	Global Media	30	20	50	20	30	2
2	BAJMC 602	Internship	100	--	100	40	60	4
3	BAJMC 603	Project work	100	--	100	40	60	4
4	BAJMC 604	Basics of Camera, Light & Sound)	70	30	100	40	60	4
5	BAJMC 605	Indian political system and international communication	70	30	100	40	60	4
6	BAJMC 606	Practical (Camera Light & Sound)	50	--	50	20	30	2
<b>Total</b>					<b>500</b>	<b>225</b>		<b>20</b>

## SEMESTER - I

### Paper-1: ENVIRONMENTAL STUDIES

**Objectives:** To provide the knowledge about our environment. Students will get knowledge of forest, water, mineral, food resources etc.

#### UNIT-I

#### THE MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

##### Definition, Scope and Importance

##### Natural Resources:

##### Renewable and Nonrenewable Resources

(a) Forest resources: Use and over-exploitation, deforestation, Timber extraction, mining, dams and their effects on forests and tribal people and relevant forest Act.

(b) Water resources: Use and over-utilization of surface and ground water, floods drought, conflicts over water, dam's benefits and problems and relevant Act.

(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.

(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.

(f) Land resources: Land as a resource, land degradation, man induced landslides soil erosion and desertification.

#### UNIT-II ECOSYSTEM

##### (a) Concept, Structure and Function of and ecosystem

- Producers, consumers and decomposers.
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.

Introduction, Types, Characteristics Features, Structure and Function of Forest, Grass, Desert and Aquatic Ecosystem.

##### (b) Biodiversity and its Conservation

- Introduction - Definition: genetic. Species and ecosystem diversity
- Bio-geographical classification of India.
- Value of biodiversity: Consumptive use. Productive use, social ethics, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as mega-diversity nation.
- Hot spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wild life conflict.
- Endangered and endemic species of India.

- Conservation of biodiversity: In situ and Ex-situ conservation of biodiversity.

### **UNIT- III**

#### **(a) Causes, effect and control measures of**

- Air water, soil, marine, noise, nuclear pollution and Human population.
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Disaster Management: floods, earthquake, cyclone and landslides.

#### **(b) Environmental Management**

- From Unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people, its problems and concerns.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.
- Wasteland reclamation
- Environment protection Act: Issues involved in enforcement of environmental legislation.
- Role of Information Technology in Environment and Human Health.

### **UNIT- IV**

General background and historical perspective- Historical development and concept of Human Rights, Meaning and definition of Human Rights, Kind and Classification of Human Rights. Protection of Human Rights under the UNO Charter, protection of Human Rights under the Universal Declaration of Human Rights, 1948. Convention on the Elimination of all forms of Discrimination against women. Convention on the Rights of the Child, 1989.

### **UNIT- V**

Impact of Human Rights norms in India, Human Rights under the Constitution of India, Fundamental Rights under the Constitution of India, Directive Principles of State policy under the Constitution of India, Enforcement of Human Rights in India. Protection of Human Rights under the Human Rights Act, 1993- National Human Rights Commission, State Human Rights Commission and Human Rights court in India. Fundamental Duties under the Constitution of India.

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**Learning Outcome:** After completion of the course, students will be able to know about our environment. Students will get knowledge of forest, water, mineral, food resources etc.

#### **Reference/ Books Recommended**

1. SK Kapoor- Human rights under International Law and Indian Law.
2. HO Agrawal- Internation Law and Human Rights
3. J.N.Pandey - Constitutional Law of India
4. Agarwal K.C. 2001 Environmental Biology, Nidi pub. Ltd. Bikaner
5. Bharucha Erach, the Biodiversity of India, Mapin pub. Ltd. Ahmedabad 380013, India, Email: mapin@icenet.net(R)
6. Bruinner R.C. 1989, Hazardous Waste Incineration. McGraw Hill Inc.480p
7. Clark R.S. Marine pollution, Clanderson press Oxford (TB)
8. Cuningham, W.P.Cooper. T.H.Gorhani, E & Hepworth. M.T,200
9. Dr. A.K.- Environmental Chemistry. Wiley Eastern Ltd.
10. Down to Earth, Center for Science and Environment (R)

## Paper-2: FUNDAMENTALS OF JOURNALISM

### Objectives of the study:

1. Understanding about news, news elements.
2. Understanding about types of news, newspaper and magazine.
3. Use of internet in Media field.
4. Understanding about role of media in various field.
5. Understanding about Media ethics.

### Course content:

#### Unit-I

Principles of Journalism. Journalism - Definition Nature Scope and Significance.

#### Unit-II

Major Theories of Press. Meaning of theories based on scientific study & analysis; four major theories of Press, According to Fred Siebert, Theodore Peterson & Wilbur, Schramm. Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist/Workers Theory. Other Theories: Development Media & Democratic Participant Theory.

#### Unit-III

Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.

#### Unit-IV

Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press - Reader and his interests - understanding public taste - Press as a tool of social service.

#### Unit-V

Newspaper Organization - The role of press as an agency of communication – Relationship between press and other mass media. Press and Democracy. Print Media in India: An overview.

**Learning Outcome:** After completion of the course, students will be able to know about general introduction of the Journalism. They will learn about news, news elements. They know about types of news, newspaper and magazine. They will be able to use of internet in Media field. They will know about Media ethics.

### Readings: -

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



## Paper-3: INTRODUCTION TO PRINT MEDIA

### Objectives of the study:

1. Understanding about news story, structure of news. Lead and types of lead.
2. Understanding about various types of reporting (beat).
3. Understanding about interpretation and analytical news story.
4. Understanding about interviewing, article and feature writing, review writing

### Course content:

#### Unit-I

What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News

#### Unit-II

Difference between News & Information -Stories of Human Interest. Celebrity Journalism. Trends in modern journalism. Influence of TV channels on serious news reporting in print media. Sensationalism & Entertainment.

#### Unit-III

News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP, Press Council of India

#### Unit-IV

News Agency Journalism: History, functioning & role of PTI and UNI, International News Agencies: AP, UPI, Reuters. Syndicate.

**Unit-V:** Article writing, feature writing, book review, film review, editorial, letter to the editor

**Learning Outcome:** After completion of the course, students will be able to know about news story, structure of news. Lead and types of lead. They become know about various types of reporting (beat). They get knowledge about interpretation and analytical news story. They get skill about interviewing, article and feature writing, review writing.

### BOOKS FOR REFERENCE

1. Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.
2. Kamath, M.V. *Journalists Handbook*.
3. Srivastava, K.M. *News Reporting & Editing*
4. Fedlen. F. *Reporting for Print Media*
5. Charnley, Mitchell V. *Reporting*
6. Kamath, M.V. *Professional Journalism*
7. Puri, G.K. *Journalism*
8. Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

## Paper-4: INTRODUCTION TO MEDIA LAW

### Objectives of the study:

1. To provide the knowledge of laws related to media and media professionals
2. Recognize the limits of legal rights.
3. Define basic media law terminology.

### Unit-I

Ethical Framework And Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)2) Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights  
Media ethics and cultural dependence,  
Student Presentations- Photocopied material for Study Packs in India

### Unit 2

Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court ), Discussion of Important cases-eg- Operation Westend, Some Related, laws- Relevant sections of Broadcast Bill, NBA guidelines  
Student Presentations-  
Tehelka's Westend .  
School Teacher Uma Khurana case

### Unit 3

Representation and ethics, Advertisement and Women, Pornography Related Laws and case studies-, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc  
Student Presentations-  
Students will submit on above mentioned topics.

### Unit 4

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

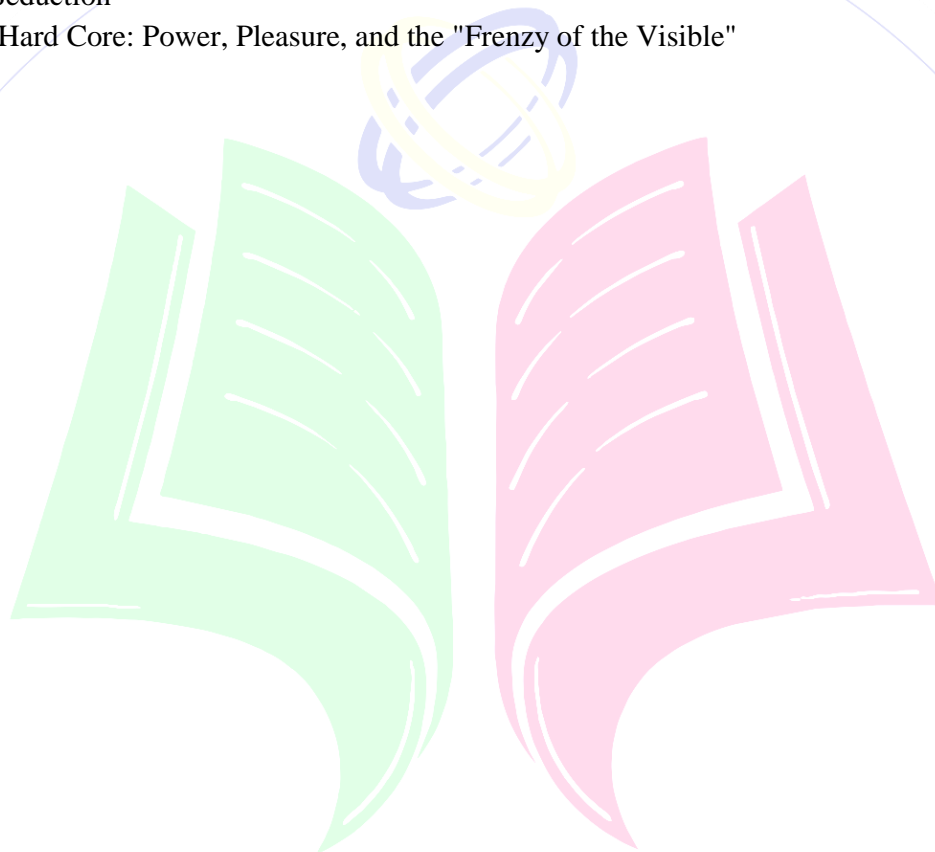
### Unit 5

Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech.  
Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social Activists

**Learning Outcome:** After completion of the course, students will be able to know about media laws like defamation, contempt of court, copy right etc.

**Essential Reading list:**

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



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## **Paper-5: INTRODUCTION TO COMPUTERS**

### **Objectives of the study:**

1. Understanding about computer.
2. Understanding about Definition, Meaning, scope and importance of multimedia.
3. Understanding about convergence of media technology, Internet radio & TV.

### **Course content:**

#### **Unit-I: Introductory Concepts and Applications of Computers**

1. Introduction to computers
2. Importance of computers
3. Computer application in various areas of business
  - Computers in Personnel department
  - Computers in Finance department
  - Computers in Marketing department
  - Computers in Production department
  - Office Automation
4. General Application of computers in various fields.

#### **Unit-II: Fundamentals of Computers**

1. Classification of computers
2. Basic principles of operation of digital computer
  - Input unit
  - Central processing unit
  - Output unit
3. Computer system
4. Computer virus
5. Development of computers and computer generations
  - History of computer
  - Generation of computers
6. Computer number system.

#### **Unit-III: Windows**

1. Basic Commands
2. Components of MS Office
  - MS Word
  - MS Excel
  - MS PowerPoint
3. Basic application of MS Office.

**Unit-IV:** Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions - Graphs - COREL SHOW - Cartoons - Use of colors in publishing concepts.

**Unit-V:** Page Layout: Adobe Page Maker, MS Publisher, Quark press. Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for presentations, Macro Media free hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media fireworks.

**Learning Outcome:** After completion of the course, students will be able to know about New media technology, early communication technologies, development of radio and television technologies. They get knowledge about definition, meaning, scope and importance of multimedia. They came to know about convergence of media technology, Internet radio & TV. They get knowledge of comparison between web and print journalism.

**Suggested Readings:**

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



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## **Paper-6: Practical (Print Media)**

**Objectives:** To give the practical knowledge of print media.

### **Course content-**

Reporting Assignments  
Article and feature writing  
Editing assignments  
Photography assignments

**Learning outcome:** After the completion of the course, the students will get knowledge of print media reporting and editing.



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Paper-1: Hindi

आधार पाठ्यक्रम

हिन्दी भाषा

खण्ड – क निम्नलिखित पाँच लेखकों के पाठ शामिल होंगे –

1. महात्मा गाँधी – चोरी और प्रायश्चित
2. आचार्य नरेन्द्र देव – युवकों का समाज में स्थान
3. वासुदेव शरण अग्रवाल – मातृभूमि
4. हरि ठाकुर – डॉ. खूबचंद बघेल
5. पं. माधवराव सप्रे – सम्भाषण-कुशलता

खण्ड – ख हिन्दी भाषा और उसके विविध रूप

1. कार्यालयीन भाषा
2. मीडिया की भाषा
3. वित्त एवं वाणिज्य की भाषा
4. मशीनी भाषा

खण्ड – ग हिन्दी की व्याकरणिक कोटियाँ

संज्ञा, सर्वनाम, विशेषण, क्रिया विशेषण, समास, संधि एवं संक्षिप्तियाँ  
अनुवाद व्यवहार : अंग्रेजी से हिन्दी में अनुवाद

इकाई विभाजन –

इकाई – 1 चोरी और प्रायश्चित : महात्मा गाँधी / कार्यालयीन भाषा, मीडिया की भाषा

9 घण्टे

इकाई – 2 युवकों का समाज में स्थान : आचार्य नरेन्द्र देव / वित्त एवं वाणिज्य की भाषा, मशीनी भाषा

9 घण्टे

इकाई – 3 मातृभूमि : वासुदेव शरण अग्रवाल / संज्ञा, सर्वनाम, विशेषण, क्रिया विशेषण

9 घण्टे

इकाई – 4 डॉ. खूबचंद बघेल : हरि ठाकुर / समास, संधि, संक्षिप्तियाँ

9 घण्टे

इकाई – 5 सम्भाषण-कुशलता : पं. माधवराव सप्रे / अनुवाद व्यवहार : अंग्रेजी से हिन्दी में अनुवाद

9 घण्टे

पाठ्यक्रम का औचित्य : विद्यार्थी चर्चित एवं सुप्रसिद्ध व्यक्तियों के लेख के माध्यम से समाज एवं राष्ट्रहित के साथ-साथ व्यक्तित्व विकास विषयक मुद्दों से परिचित हो सकें तथा व्याकरणिक एवं भाषा विषयक प्रस्तावित पाठ्यक्रम के माध्यम से हिन्दी भाषा संबंधित प्रयोग पक्ष से परिचित होते हुए प्रतियोगी परीक्षाओं की दृष्टि से ज्ञानार्जन कर सकें।

## Paper-2: MASS COMMUNICATION: CONCEPTS AND PROCESSES

### Objective:

1. To understand the relationship between communication and society.
2. To study different modes, structures and forms of communication.
3. To acquaint students with theoretical trends in mass communication.
4. To apprise students of theories of mass communication in socio cultural perspective.

### Course content:

#### Unit-I

Mass Communication: Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture.

#### Unit-II

Functions of Mass Communication: Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media.

#### Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

#### Unit-IV

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, mobiles. Advertising, Public Relations & Public Affair

#### Unit V: Mass Communication Channels and Contemporary Issues

1. Print Media
  - i. Press and political system
  - ii. Democracy and press
2. Electronic Media
  - i. Radio and development issues
  - ii. Use of radio for propaganda
  - iii. TV and social behavior
  - iv. TV and psychological behavior
3. New Media
  - i. Impact of new media on society
4. Cinema
  - i. Cultural aspect of cinema
  - ii. Cinema and society

**Learning Outcome:** After completion of the course, students will be able to understand the relationship between communication and society. They get updated knowledge of different modes, structures and forms of communication. They became know theoretical trends in mass communication. They get knowledge of theories of mass communication in socio cultural perspective.



**Suggested Readings:**

1. MacBride, Sean., Many Voices One World, UNESCO, London, Kogan Press, 1980
  2. McQuail, Dennis., Mass Communication Theory, Sage Publication, New Delhi, 2002
  3. Baran, Stanley J and Davis, Dennis K., Mass Communication Theory, Thomson Wadsworth, New Delhi, 2006
  4. Ghosh, S., Mass Media Today in the Indian Context, Profile Publishers, Kolkata, 1992
  5. De Fleur, Melvin and Sandra, Ball Rokiach Theories of Mass Communication, Longman, NewYork, 1989
  6. Susmita Bala., Samkeleen Sanchar Sidhant, DPS Publishing House, New Delhi, 2007
  7. Narula, Uma., Handbook of Communication Models, Perspective, Strategies, Atlantic Publishers, New Delhi, 2006
  8. Kumar, Kewal J., Mass Communication in India, Jaico Books, New Delhi, 2005
  9. J.S. Yadava & Pradeep Mathur., Issues in Mass Communication : The Basic Concepts, Kanishka Publishers, Delhi, 2008
- Shymali Bhattacharjee., Media and Mass Communication : An Introduction, Kanishka Publishers, Delhi, 2005



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## Paper-3: REPORTING TECHNIQUES & SKILLS

### Objective:

1. To apprise students of the growth of print media in India in historical perspective
2. To enable students analyze the trends in contemporary journalism
3. To acquaint students with set up of print media organizations and editorial working

### Unit-I

#### Gathering the News:

- Reporting & Reporters - Training & Qualifications
- Reporting for Newspapers - Reporting the expected & unexpected
- Reporting skills - Nose for News, Observation (listening & seeing)
- Taking notes, finding, checking, verifying, analysing & interpreting information
- Interviewing
- Asking questions
- Types of interviews
- Interviewing techniques.

### Unit-II

#### Skills for Writing News:

- The basic formula - The Inverted Pyramid
- Writing the Lead
- Kinds of Leads
- The Summary Lead
- Thinking through the Lead
- Finding the appropriate verb
- Organising the facts
- Time elements
- Variations on the summary Lead
- Datelines, Credit Lines, Bylines
- Checklist for the standard of the news story.

### Unit-III

#### Types of Reporting:

- Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

### Unit-IV

#### Writing the Story:

- Single - Incident Story
- Attribution – Identification
- Time and Timeliness
- The Stylebook.

1. Extracting Stories from outside sources:

- Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc. Writing The Story - II:
- Coming events
- Stories with many names
- Localising
- Tying the story together in Depth reporting.
- Writing Hard News, Action & Fire Stories
- Accidents
- Obituaries
- Anecdotes & Tribute.

**Unit-V**

1. Writing For Magazines:

- News Angles
- Suspended Interest
- Stories
- Writing feature
- Keeping it simple
- Involving the reader.

2. Articles, Editorials, Middle, Profiles, Letters to the Editor, Book Reviews, Film Review, Sports Reviews.

**Learning Outcome:** After completion of the course, students will be able to understand the growth of print media in India in historical perspective. They will be able to analyze the trends in contemporary journalism. They get knowledge of set up of print media organizations and editorial working. They came to know printing technology and process of print production.

**Suggested Readings:**

1. Natrajan J History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
3. Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi, 2006
7. Wynford Hicks., Writing for Journalist, Routledge, London, 2000
8. Wynford Hicks & Tim Homes., Subediting for Journalists, Routledge, London, 2001
9. Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
10. N.C. Pant., Modern Journalism : Principles & Practices, Kanishka Publishers, Delhi, 2004

## **Paper-4: EDITING & PRINCIPLES OF LAYOUT AND DESIGN**

### **Objective:**

1. To help students develop their reporting, writing and editing skills through various assignments and exercises
2. To train students in handling print production and taking out their own publications, preferably lab journals

### **Unit-I**

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

### **Unit-II**

Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing.

**Unit-III:** Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

### **Unit-IV**

Headlining - principles, types and techniques. Principles of Layout and Design. DTP, Page Making, Typography

### **Unit-V**

Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press.

**Learning Outcome:** After completion of the course, students will be able to understand the editing work in print media.

### **Suggested Readings:**

1. Natrajan J History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
11. Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
12. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
13. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
14. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi, 2006
15. Wynford Hicks., Writing for Journalist, Routledge, London, 2000
16. Wynford Hicks & Tim Homes., Subediting for Journalists, Routledge, London, 2001
17. Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
18. N.C. Pant., Modern Journalism : Principles & Practices, Kanishka Publishers, Delhi, 2004

## Paper-5 MEDIA AND CULTURAL STUDIES

### Objective:

1. To help students develop their views about society.
2. To understand our culture and its importance.
3. To understand the role of media in promoting the culture.

### Unit I

Understanding Culture, Mass Culture, Popular Culture, Folk Culture, Media and Culture

### Unit II

Critical Theories, Media as Cultural Industries, Political Economy, Ideology and Hegemony

### Unit III

Representation, Media as Texts Signs and Codes in Media, Discourse Analysis, Genres, Representation of nation, class, caste and gender issues in Media

### Unit IV

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Sub Cultures; Music and the popular,

### Unit V

Media and Technologies, Folk Media as a form of Mass Culture, live performance; Audience in live Performance, Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

**Learning Outcome:** After completion of the course, students will be able to understand our culture and its importance. They also came to know about role of media in culture.

### Readings

AS Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)

John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes )

Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)

Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)

John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009

Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)

Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE

James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey

Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan

Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

## Paper-6: PRACTICAL (REPORTING & EDITING)

### Objective:

1. To help students develop their reporting, writing and editing skills through various assignments and exercises
2. To train students in handling print production and taking out their own publications, preferably lab journals
3. To help students develop their editing skills through various assignments and exercises
4. To train students in handling print production and taking out their own publications, preferably lab journals

### Exercises/Assignments:

1. News Reporting
  - i. Reporting and writing a crime story based on field assignment
  - ii. Reporting and writing a news story by covering a local beat
2. News Writing
  - i. Writing a report based on the points given by the teacher
  - ii. Writing a report based on some text or speech
3. Copy Editing
  - i. Editing of copies given by the teacher
  - ii. Rewriting, rearranging and clubbing of given copies

### Production of lab journals as group activity

1. Content generation by students in the form of news reports and other small write ups
2. Preferably to take computer print outs, to be photocopied for getting multiple copies
3. In-house distribution of limited number of copies produced

### (Editing)

### Objective

### Exercises/Assignments:

#### Copy Editing

- iii. Editing of copies given by the teacher
- iv. Rewriting, rearranging and clubbing of given copies

### Production of lab journals as group activity

1. Content generation by students in the form of news reports and other small write ups
2. Preferably to take computer print outs, to be photocopied for getting multiple copies
3. In-house distribution of limited number of copies produced

**Learning Outcome:** After completion of the course, students will be able to understand the reporting and editing in print media. The students will be able to understand the editing in print media.

**Semester-III**  
**Paper-1: ENGLISH LANGUAGE**

- Objectives:** 1) To enable the students comprehend the spoken form  
2) To develop students ability to use English in day-to-day life and real life situation  
3) To understand the written text and able to use skimming, scanning skills  
4) To write simple English to express ideas etc.

**UNIT-1**

**Basic Language skills: Grammar and Usage.** (Grammar - 20 Marks)  
(Vocabulary - 15 Marks)

Grammar and Vocabulary based on the prescribed text.

To be assessed by objective / multiple choice tests.

**UNIT-2**

**Comprehension of an unseen passage.**

This should simply not only

(a) An understanding of the passage in question, but also

(b) A grasp of general language skills and issues with reference to words and usage B.Sc.-I (12) within the passage and

(c) The Power of short independent composition based on themes and issues raised in the passage.

**UNIT-3**

Composition: Paragraph writing

**UNIT-4**

Letter writing (The formal and one Informal) two letters to be attempted of 5 marks each. One formal and one informal.

**UNIT-5**

To be assessed by both objective multiple choice and short answer type tests. 13

Short prose pieces (Fiction and not fiction) short poems, the pieces should cover a range of authors, subjects and contexts. With poetry if may sometimes be advisable to include pieces from earlier periods, which are often simpler than modern examples. In all cases, the language should be accessible (with a minimum of explanation and reference to standard dictionaries) to the general body of students schooled in the medium of an Indian language.

Students should be able to grasp the contents of each piece; explain specific words, phrases and allusions; and comment on general points of narrative or argument. Formal Principles of Literary criticism should not be taken up at this stage.

To be assessed by five short answers of three marks each.

**Learning outcomes:**

1. Students will heighten their awareness of correct usage of English grammar in writing and speaking
2. Students will improve their speaking ability in English both in terms of fluency and comprehensibility
3. Students will give oral presentations and receive feedback on their performance
4. Students will increase their reading speed and comprehension of academic articles

**Reference Books:**

English Language and Indian Culture - Published by M.P. Hindi Granth Academy Bhopal.

## **Paper-2: MEDIA MANAGEMENT AND ETHICS**

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

### **Unit-I**

The basic concept and objectives of press codes and ethics of journalism. Freedom of speech and expression with special reference to freedom of press in India, Constitutional provisions to freedom of press. Pressures on media - internal and external pressures.

**Unit-II:** Press Commissions and Press Council's guidelines. Sensational and Yellow Journalism. Issues of privacy. Public's right to know; right to reply; Code of ethics for journalists in India.

### **Unit-III**

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

### **Unit-IV**

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

### **Unit-V**

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

**Learning Outcome:** After completion of the course, students will be able to understand about media management and ethics.

### **Reference Books:**

1. Newspaper Organization and Management - Herbert Williams.
2. Print Media Communication and Management – Aruna Zachariah.
3. Media politics and ownership - Jagdish Machani Journalism ethics and codes - Nayyar Shamsi.
4. Media Laws and Ethics – Kiran Prasad.
5. Ethics & Journalism – Karen Sanders.
6. Print media communication and management – Aruna Zacariah.



### **Paper-3: PUBLIC RELATIONS**

**Objective/s:** The students will know about public relations and its function. How to apply the tools and techniques for handling public relations and maintain mutual understanding?

#### **Unit-I**

Public Relations – definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function.

#### **Unit-II**

Principles of PR, Types of publics – internal and external, laws and ethics in PR- PRSI and IPRA codes,

#### **Unit-III:**

PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.

#### **Unit-IV**

PR tools - Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops.

#### **Unit-V**

PR campaigns – Planning, execution and evaluation, PR in crisis, Crisis management, PR in disaster Emerging trends in PR, PR agencies in India.

**Learning Outcome:** After completion of the course, students will be able to understand the public relations, various tools of public relations.

#### **Reference Books:**

1. Public Relations - Seema Sharma.
2. Handbook of journalism and mass communication - Vir Bala Aggarwal & V.S. Gupta.
3. Handbook of Public Relation - R. K. Ravindram.
4. Public Relations by D.S. Mehta.

## Paper-4: NEW MEDIA TECHNOLOGIES

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

### Unit-I

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

### Unit-II

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

### Unit-III

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities,

**Unit-IV:** Satellite communication: beginning, growth, status and application, Concept of social media.

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

**Learning Outcome:** After completion of the course, students will be able to understand the New media technologies, development of radio and TV.

### Reference Books:

1. Information & Communication Technology - Kiran Prasad.
2. IT in India - Om Gupta & Ajay Jasra.
3. Multimedia Journalism - Dr. R.C Ramanjun.
4. Understanding the Web - Alan Albarran & David Goff.
5. Multimedia Communication - Jerry Gibson.
6. Internet Journalism in India-Om Gupta & Ajay Jasra.
7. Communication Media & Electronic Revolution - Aruna Zachariah.

## Paper-5: FILM APPERECIATION

### Objectives:

1. To understand about the films
2. To understand about the Film Form and Style.
3. To learn about Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema.

### Unit I

Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

### Unit II

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Difference between story, plot, screenplay

### Unit III

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism , French New-Wave

### Unit IV

History of Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema, Future of Chhattisgarhi cinema

**Unit V:** Hindi Cinema, Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

**Learning Outcome:** After completion of the course, students will be able to understand the forms, types, genres and style of cinema. They also understand about regional cinema.

### Recommended Screenings or clips:

Unit I

- o Rear Window by Alfred Hitchcock (Language of Cinema)
- o Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- o Man with a Movie Camera by DzigaVertov
- o Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
- o Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- o PatherPanchaliby Satyajit Ray
- o The hour of the Furnaces by Fernando Solanas

Unit IV

- o Nishantby ShyamBenegal/Aakrosh by GovindNihalani (Indian New wave)
- o Pyaasaby Guru Dutt

Suggested Readings:

Andre Bazin, “The Ontology of the Photographic Image” from his book What is Cinema Vol-I

Berekeley, Los Angeles and London: University of California Press: 1967, 9-16

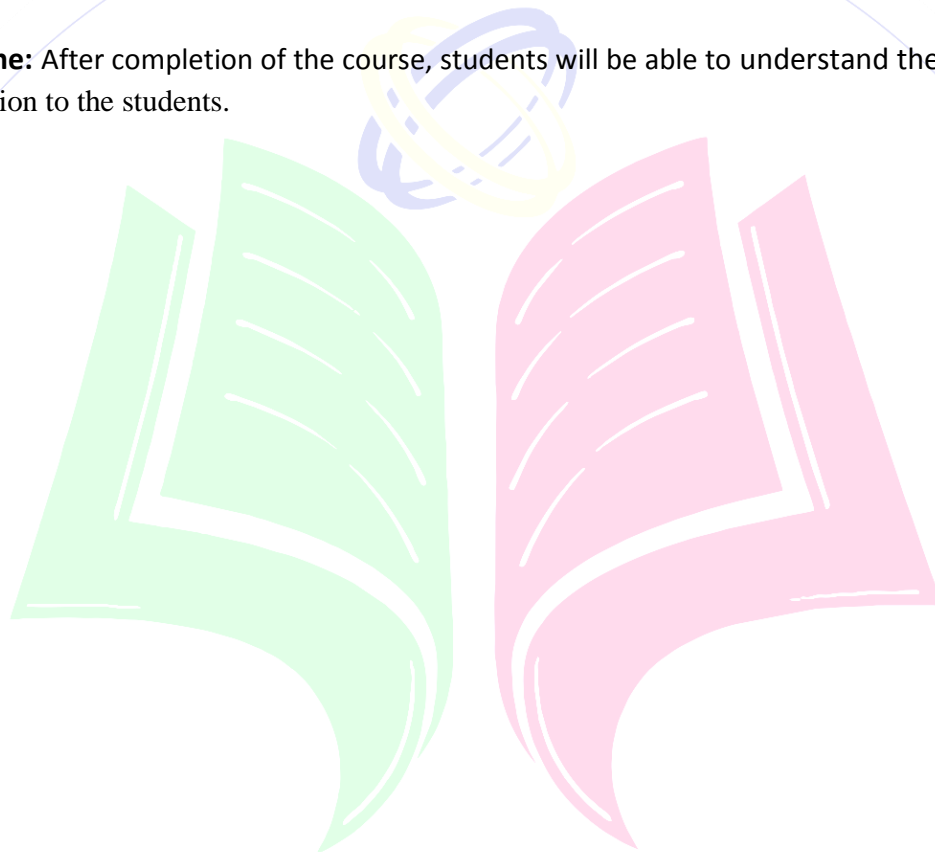
Sergei Eisenstein, “A Dialectic Approach to Film Form” from his book Film Form: Essays in Film

## **Paper-6: PRACTICAL (PUBLIC RELATION)**

**Objectives:** Provide the practical knowledge of the public relation.

**Content:** Public relation, brand management, understanding consumer, market segment, press release, house journals, press conference.

**Learning Outcome:** After completion of the course, students will be able to understand the practical knowledge of the Public relation to the students.



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पाठ्यक्रम

## जीवन आदर्श और नैतिक मूल्य

**उद्देश्य:** इस पाठ्यक्रम का उद्देश्य विद्यार्थियों में नैतिक मूल्यों का विकास करना है। नैतिक शिक्षा की अवधारणा का समझाना, जीवन दर्शन और आध्यात्मिक मूल्यों के प्रति समझ विकसित करना, साहित्य में नैतिकता के दृष्टिकोण को परिलक्षित करना, नैतिक शिक्षा के विकास में सरकार और शैक्षणिक संस्थानों की भूमिका का बताना।

### ईकाई-1

#### नैतिक मूल्य:

नैतिक मूल्य परिचय, वर्गीकरण, शिक्षा और नैतिक मूल्य का संबंध, अंतर्ज्ञान एवं नैतिक जीवन, आचरण की सभ्यता

### ईकाई-2

#### नैतिक शिक्षा की अवधारणा:

भारीरक स्वास्थ्य का प्रशिक्षण, मानसिक स्वास्थ्य, शिष्टाचार या शुद्ध आचार-विचार उपयुक्त सामाजिक आचरण, धर्म और नैतिकता का सम्बन्ध

### ईकाई-3

#### जीवन दर्शन एवं आध्यात्मिक मूल्य:

भगवान बुद्ध का जीवन दर्शन, महात्मा गांधी का सादगीपूर्ण जीवन, आत्मकथा, स्वामी विवेकानंद का नैतिक जीवन एवं उपदेश, श्रीमद् भागवत गीता में कर्म प्रधानता का उपदेश

### ईकाई-4

#### साहित्य और नैतिकता:

राष्ट्रकवि रामधारी सिंह दिनकर: राष्ट्र प्रेम एवं कर्तव्य, कथाकार मुंशीप्रेमचंद (कफन, पुस की रात, बड़े घर की बेटी, बुढ़ही काकी, ठाकुर का कुंआ), मैथिलीशरण गुप्त

## ईकाई-5

### नैतिक शिक्षा और भूमिका:

नैतिक शिक्षा में सरकार और षैक्षणिक संस्थानों की भूमिका, नैतिक और राजनीतिक दृष्टिकोण, सामाजिक प्रभाव और अनुनय

**शिक्षण के परिणाम:** इस पाठ्यक्रम के अध्ययन के उपरांत विद्यार्थियों में नैतिक मूल्यों का विकास होगा। विद्यार्थी नैतिक शिक्षा की अवधारणा को समझ पाएंगे, जीवन दर्षन और आध्यात्मिक मूल्यों के प्रति समझ विकसित होगी, साहित्य में नैतिकता के दृष्टिकोण से परिचित हो सकेंगे। नैतिक शिक्षा के विकास में सरकार और षैक्षणिक संस्थानों की भूमिका से अवगत हो सकेंगे।

### संबंधित पुस्तकें/साहित्य:

1. सत्य के प्रयोग
2. स्वामी विवेकानंद की जीवनी
3. प्रेमचंद की प्रमुख कहानियां/उपन्यास
4. गोरखपुर प्रेस की पुस्तकें

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## Paper-2: RADIO PRODUCTION

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

### Unit-I

Characteristics of radio as a mass communication medium Radio studio set –up, audio equipment –Microphones, Console, recording equipment, nature and scope of radio production,

### Unit-II

Nature of sound, Sound effects, Sound recording techniques. Writing and production of different radio programs- Talk, Interview, Discussion,

### Unit-III

Play, feature, Documentary, Phone –in, Radio bridges etc., Radio broadcast facilities and nature of transmission.

### Unit-IV

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

### Unit-V

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

**Learning Outcome:** After completion of the course, students will be able to understand the radio medium. Program presentation, various formats of programs etc.

### Reference Books:

1. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge.
2. Audio in Media - Stanley R. Alten.
3. Radio Production – Robert McLeish.
4. Handbook of Journalism and Mass Communication - Vir Bala Aggarwal & V.S. Gupta.
5. Radio and TV Journalism – K.M. Srivastava.

## Paper-3: TELEVISION PRODUCTION

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

### Unit-I

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

### Unit-II

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

### Unit-III

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

### Unit-IV

Types of editing - linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV,

### Unit-V

Cable TV, Process of visualization and its importance. Visual grammar and visual language.

**Learning Outcome:** After completion of the course, students will be able to understand the television medium. Program presentation, various formats of programs etc.

### Reference Books:

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



## Paper-4: PHOTO JOURNALISM

**Objective/s:** This course will help to improve the knowledge of photograph, still cameras, lighting, photo editing techniques etc.

### Unit-I

Photography - brief history of photography, early photography techniques, photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist. Professional organizations, legal and ethical aspects of photo journalism.

### Unit-II

Principles of Camera Obscura, Elements of camera - view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD camera formats - 35 mm, medium format and large format. camera design- simple camera, box camera, range finder and reflex camera , SLR ,TLR, Digital camera etc.

### Unit-III

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc.

### Unit-IV

Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements,

### Unit-V

caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

**Learning Outcome:** After completion of the course, students will be able to understand the photography, camera, lighting, photojournalism.

### Reference Books:

1. Photo journalism: the professional approach - Kenneth Cobre.
2. Basic photography – Michael Langford.
3. Inside photo journalism – Chap Nick Howard.
4. All about photography – Archna Nair.

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## Paper-5: ADVERTISING

### Course objective:

To sensitize students on various gender/ social communication issues in the light of concepts. To provide hands-on training on planning and production of brand and social issue campaign. To provide skills on various relevant software especially in media planning and production of campaigns.

### Unit I

Evolution and growth of advertising: Definitions, Preparing advertisements for various media.

### Unit II

Theories and Models of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; advertising agency, various departments, agency-client interface.

### Unit- III

Advertising campaign, product analysis, media planning, copy writing, various stages of creative process, advertising appeals, language of advertising.

### Unit IV

Brand management and brand positioning.

Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc.

### Unit V

Ad films, radio, print and television commercials. Online advertisement: google absence.

### Learning outcomes:

Discuss the meaning and nature of different types of advertising for various medium, Comprehend the role and importance of advertising in society, Differentiate between advertising and publicity

### Suggested Readings:

1. Dr Varma and Agarwa I. *Advertising Management*
2. Vilanila m, J.V. and A.K.Vergheese. *Advertising Basics*
3. Chunawala and Sethia. *Foundation of Advertising*
4. Chauhan. *Essentials of Advertising*
5. Mohan, Mahendra. *Advertising Management*

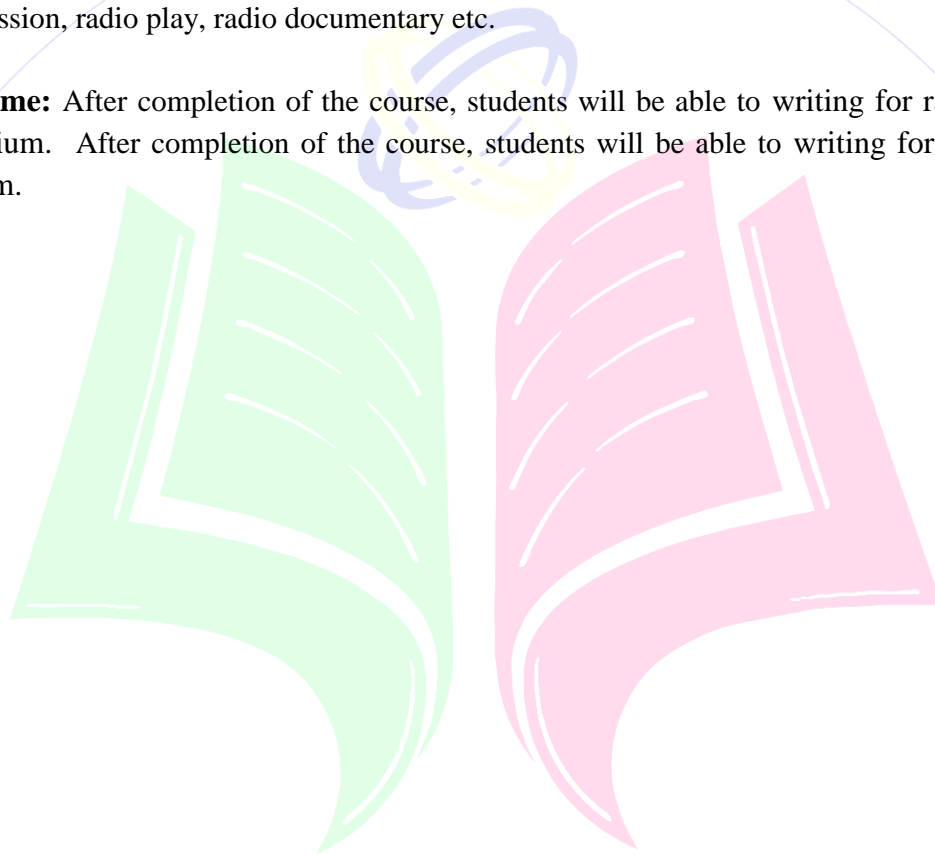
## Paper-6: PRACTICAL (RADIO & TELEVISION)

**Objective:** To give knowledge about writing for various formats of radio. To give knowledge about writing for various formats of TV. Practical regarding presentation of programs.

**Course content:**

-Radio talk, discussion, radio play, radio documentary etc.

**Learning Outcome:** After completion of the course, students will be able to writing for radio. Understanding about radio medium. After completion of the course, students will be able to writing for TV. Understanding about TV medium.



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## Semester-V

### Paper-1: SOFT SKILLS DEVELOPMENT

**Course Objective:** This paper is designed to enable the students to learn about various types of soft-skills to improve their inter-personal skills.

#### UNIT-I **Communication:** Its Interpretation

1. **Basics of Communication:** Process, Components, and Factors of Communication
2. **Non Verbal Communication:** Personal appearance, Facial expressions, Movement, Posture, Gestures, Eye Contact, Vocal Communication Techniques.
3. **Barriers of Communication:** Physical Barriers, Psychological Barriers, Semantic Barriers, Organizational Barriers, Interpersonal Barriers.

#### UNIT-II **Business Communication at Workplace**

1. **Letter Components and Layout:** Planning a letter, Process of letter Writing, Letterhead, Inside Address, Forms of Layout of Letter.
2. **Email; Memo; Notice; Agenda and Minutes of Meeting:** Popularity of E-mails, Problems in E-mail Communication, E-Mail Etiquette, Usefulness of Memos, Structure for Memos, Meeting, Notice of Meeting, Agenda of Meeting, Minutes of Meeting, Delivery of Minutes.

#### UNIT-III **Report Writing**

1. **Effective Writing in Report:** Introduction, Diction, Effective Sentences, Effective Paragraphs, Features of a Report, Process of Writing Reports, Importance of Reports, Types of Reports
2. **Structure of Reports:** Front matter, Main Body, Back Matter.
3. **Writing Abstracts and Summaries:** Abstract, Summary, Differences Between Abstract and Summary.

#### UNIT-IV **Required Skills**

1. **Reading Skills:** Introduction. Mechanics of Reading, Undesirable of Reading Habits, Guidelines for Improving Reading Skill, Types of Reading, Reading Speed, Techniques for Comprehension.
2. **Listening Skill:** Introduction, Purpose of Listening, Cognitive Process of Listening, Barriers to Listening, Guidelines for Improving Listening Skill.
3. **Precis Writing:** Introduction, Principles of a Good Precis, Steps for Writing a Good Precis, Methods of Abridging Sentences.
4. **Oral Communication:** Introduction, Preparation for the presentation, Structure of your Presentation, Plan your Presentation, Impromptu Speaking, Rehearsing the Presentation, Guidelines for Final Speech, Handling Question –and – Answer Session.

## UNIT-V     **Mechanics of Writing**

1. **Spelling Rules:** Introduction, Compound Words with Hyphens, Use Hyphens with Numbers, Use Hyphens with Prefixes, Compound Words without Hyphens, Prefixes without Hyphens.
2. **Abbreviating Technical and Non-Technical Terms:** Introduction.
3. **Proofreading:** Introduction.

**Learning Outcome:** Students will develop their social and work-life skills, as well as their personal and emotional well-being, including:

Resilience – learning to keep going when things don't go according to plan.

Teamwork – learning to connect and work with others to achieve a set task

Leadership – assessing the requirements of a task, identifying the strengths within the team.

Communication – demonstrating clear briefing and listening skills, not being afraid to ask for help and support when necessary.

Emotional maturity and emotional health – learning to handle emotions including tolerance and behavioural responses, building positive friendships and bonding with peers and classmates, learning to show understanding and to demonstrate respect for the opinions, personal space and beliefs of others.



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## Paper-2: CYBER JOURNALISM

**Course Objective:** To give knowledge about cyber journalism. Students will learn about various aspects of cyber journalism.

### Unit-I

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

### Unit-II

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

### Unit-III

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

### Unit-IV

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, interviewing on the Web,

### Unit-V

Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

**Learning Outcome:** After completion of the course, students will be able to understand about cyber journalism.

### Suggested Readings:

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

## Paper-3: DOCUMENTARY PRODUCTION

**Course Objective:** During the course students will learn:

What defines a documentary.

How to prepare to produce a documentary.

How to prepare to go into the field to shoot a documentary.

What goes into the post-production of a documentary.

How to bring a documentary to the audience.

### Unit 1:

Understanding the Documentary, Introduction to the debate on realism, Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter, Defining the Subject/Social Actor/Participant

### Unit 2

Voice in the Documentary: Problematic of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience Camcorder Cults Documentary

### Unit 3-

Documentary Production: Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting, Structure and scripting the documentary, Issues of Funding and Pitching, Issues of Primary and Secondary Audience

### Unit 4-

Documentary Production: Production, Documentary Sound, Documentary Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list, Production Team, Meetings, Checklist, Crowd Funding

### Unit 5 –

Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy, Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market, Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

**Learning Outcome:** The course will explore the process from concept through development to production and postproduction with the intention of completing two films ranging in length from 3 to 5-minutes. Students will produce a 3 – 5 minute film that will serve to fulfill their Engaged Learning requirement. Students will produce a second 3 – 5 minute film of their choice. To complement the process we will critically analyze a variety of documentary films.

**Readings:**

Erik Barnow and Krishnaswamy Documentary

Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333

Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36

Trisha Das How to Write a Documentary

Double Take by PSBT

DOX magazine

Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

Michael Moore: Roger and Me

Nanook of the North by Robert J Flaherty



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## Paper-4: DEVELOPMENT COMMUNICATION

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

### Unit-I

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

### Unit-II

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

### Unit-III

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

### Unit-IV

Role of legislature, the executive and the judiciary in development.  
Cyber media and development: E-governance, digital democracy & E-chaupal.

### Unit-V

Communication for rural development, communication for urban development.  
Panchayati raj, urban sanitation, consumer awareness, modernization, industrialization.

**Learning Outcome:** After completion of the course, students will be able to understand about meaning and nature of development, complexities, importance of development in society. Role of legislature in development.

### Reference Books:

1. Understanding Development communication - Uma Joshi.
2. Communication, Modernisation & Social Development - Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy - Ruddar Dutt, K.P.M. Sundharam.
4. International Development Communication - Bella Mody.
5. Traditional Media and Development Communication - K. Madhusudan.
6. Development Communication – V.S. Gupta.

## **Paper-5: MEDIA, GENDER AND HUMAN RIGHTS**

### **Objective:**

1. To create awareness and understanding regarding law and the administration of justice
2. To create basic awareness about equality of opportunity and access to public services including education and health
3. To sensitize and create better understanding about equality of opportunity in the access to justice according to different parameters such as gender, age, diversity of background etc.
4. To create awareness regarding civic and social rights and responsibilities

### **Unit I**

Media and the social world, Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media.

### **Unit II**

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies ), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation.

### **Unit III**

Media and Social Difference: class, gender, race etc. Genres – Romance, Television , Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

### **Unit IV**

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media ( Case Studies)

### **Unit V**

Presentation: Representation of Human Rights issues and violations in International and Media. Public Sphere and its critique, “Public sphere” of the disempowered.

### **Learning Outcome:**

1. Understand the institutionalization of gender of politics, economics, language, family, and socialization;
2. Understand the concepts of gender stereotypes and sexism as a form of discrimination.
3. Generate and innovate with ideas including technologies to express themselves as citizens, consumers and imaginative beings.

### **Suggested Reading:**

1. Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoemith. Media theories and approaches:

A global perspective. Palgrave-Macmillan. 2009 ( Pg No. 3-10, 11-34, 35-53)

3. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.

4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Readings:

1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.

2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).

3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111

4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180

5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomas Nelson, 1999. 42-55

6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening



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## **Paper-6: PRACTICAL (CYBER JOURNALISM)**

**Objective:** To give practical knowledge about cyber journalism. Various aspects of cyber journalism.

**Course content:**

-Web portal, social media, blog, YouTube etc.

**Learning Outcome:** After completion of the course, students will be able to understand about cyber journalism. Various aspects of cyber journalism.



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## Semester-VI

### Paper-1: GLOBAL MEDIA

**Course Objective:** To give knowledge about global media. Media of various country.

#### Unit-I

Media: Media, Types of Media, Concepts of Global Media.

#### Unit-II

Global advertising: Global advertising, global agencies, global media, choice of global media.

#### Unit-III

Global market place: Global market place, Requirement of global market place, types of global markets, doing business abroad.

#### Unit-IV

Global campaign: Global campaign, global consumer research. Global media environment: Global media environment, global electronic media, global print media, new media.

#### Unit-V

Ethical and legal considerations: Ethical and legal considerations in global media environment, impact of technology.

**Learning Outcome:** After completion of the course, students will be able to understand about global media. Media of various country.

#### Suggested Reading:

1. Global Comparative Media – M.K. Rampal.

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## **Paper-2: INTERNSHIP**

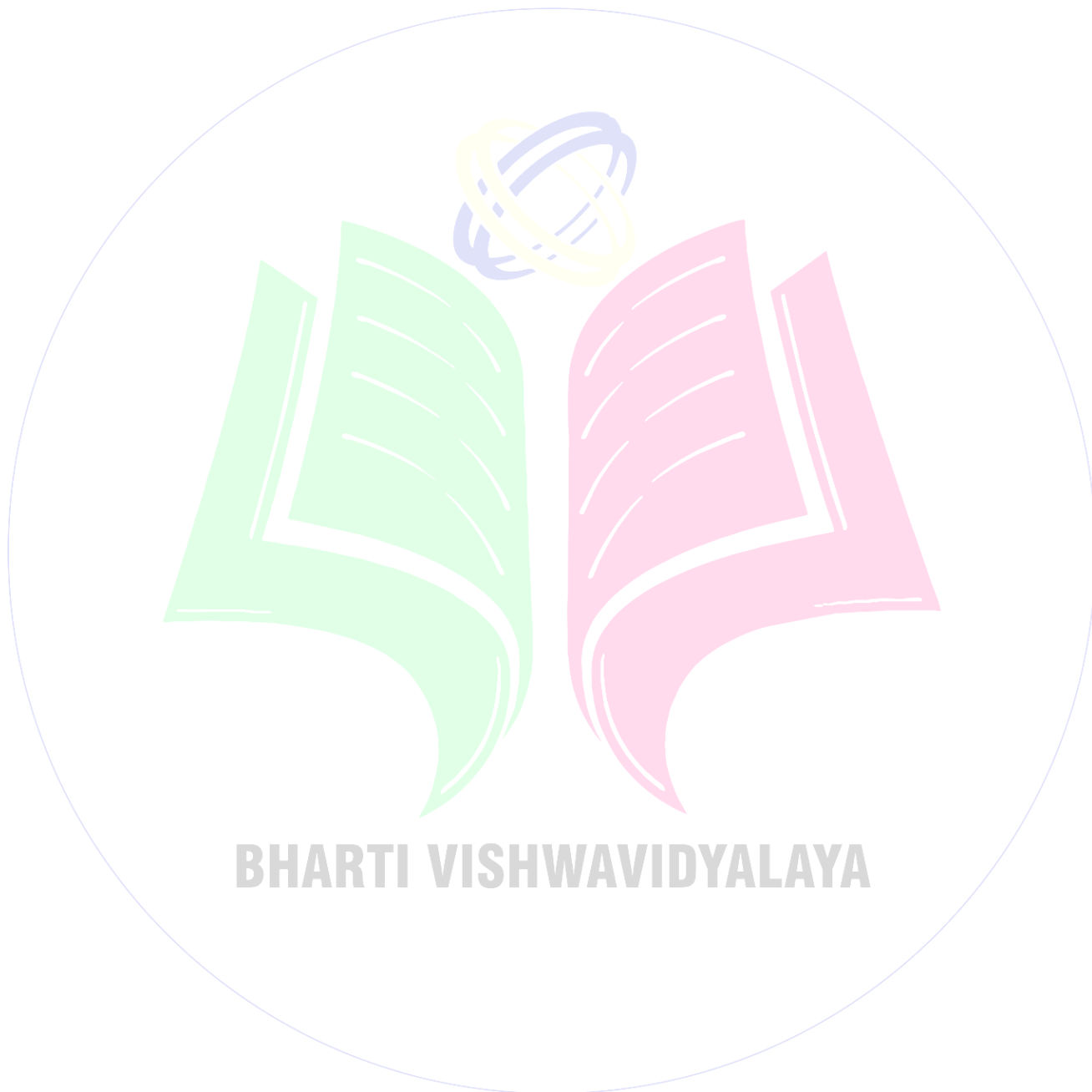
Students will gain practical experience in six-month industrial training in any reputed media related organization/ Centers such as Radio and TV Channels, Production Houses, Advertising Agencies, Multimedia Houses. The students will have to submit a report of the training to the College/Department. The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



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### **Paper-3: PROJECT WORK**

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



## Paper-4: BASICS OF CAMERA, LIGHT & SOUND

**Course Objectives:** The students will identify different kinds of video camera, camera shots, movements, compositions, along with basic operations and functions of video camera. It also offers the knowledge of light and sound.

### Unit-I

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.

### Unit-II

Compositions – different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

### Unit-III

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

### Unit-IV

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones,

### Unit-V

Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

**Learning Outcome:** After completion of the course, students will be able to understand about camera, light and sound. Various types of camera, various types of light.

### Reference Books:

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



## **Paper-5: INDIAN POLITICAL SYSTEM AND INTERNATIONAL COMMUNICATION**

**Course Objectives:** To realize the significance of constitution of India to students from all walks of life and help them to understand the basic concepts of Indian constitution.

2 To identify the importance of fundamental rights as well as fundamental duties.

3 To understand the functioning of Union, State and Local Governments in Indian federal system.

### **Unit I-** Indian constitution

Making of Indian constitution, Preamble of Indian constitution, fundamental rights, fundamental duties.

### **Unit II-** Indian Government & its Functions

Government making, parliament, working of federalism, issues in governance at state and central levels of state autonomy in India. Politics at the district level – panchayati raj, elections and governance

### **Unit III-** Indian Political System

Nature of the party system: study of the major national parties and of some of the more important regional parties; The electoral system – process and problems; secularism and communalism in India– problems and trends. Centre-state relations,

### **Unit IV-** International Communication

International Communication, Political, Economic and Cultural Dimensions of International Communication, Imbalance in International flow of news and McBride Commission's Report. The International news agencies and communication organisations

### **Unit V-** Indian Culture

Role of Media in Cultural transformation; Indian Culture and Media; India's communication Relation with other countries, Cultural Imperialism and India

**Learning Outcome:** Understands the concept of Constitutionalism.

Gets acquainted with various Indian Political System.

Becomes familiar with various Union Executive.

Gets conversant with Legislatures, Legislative Bills.

Achieves skills in various writings

### **Reference Books:**

Understands the concept of Constitutionalism

Offend, Shock or Disturb: Free Speech Under the Indian Constitution by Gautam Bhatia

Indian Administration by Hoshiar Singh

Indian Polity by M Laxmikanth

Introduction to the Constitution of India by D D Basu

Concise Encyclopedia of Indian Constitution by Subhash Kashyap

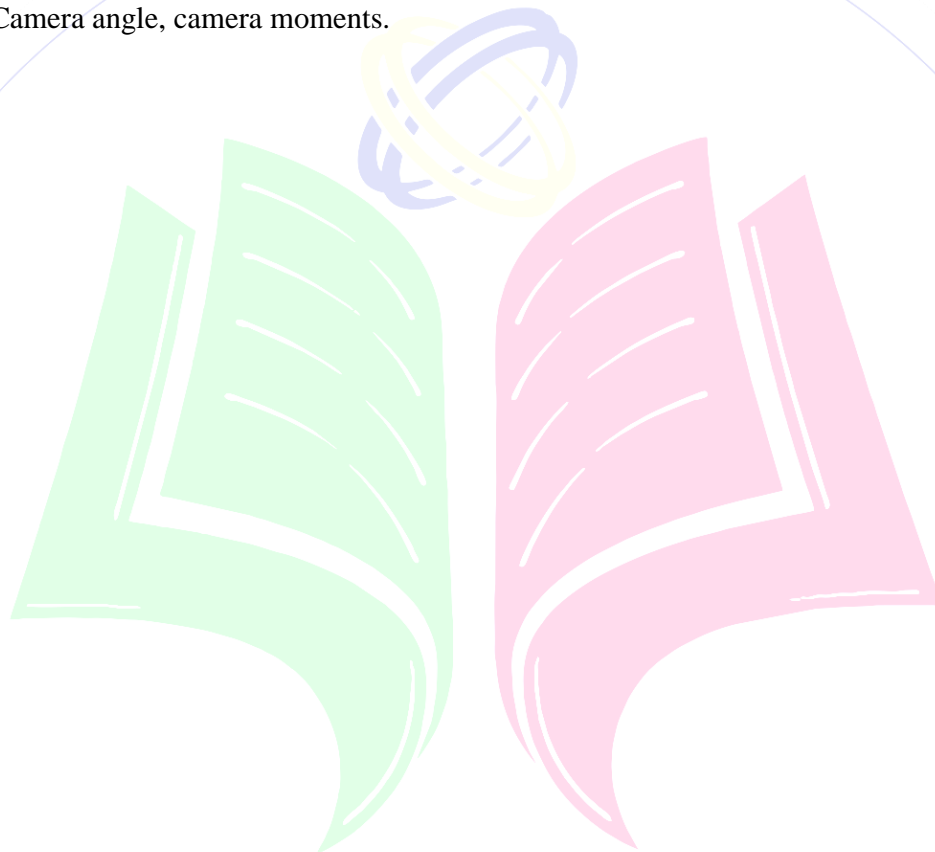
## **Paper-6: PRACTICAL (CAMERA, LIGHT & SOUND)**

**Objective:** To give knowledge about camera. Various types of camera. Camera angle, camera moments.

**Course content:**

-Still camera, video camera, practical of camera shots and angles.

**Learning Outcome:** After completion of the course, students will be able to understand about camera. Various types of camera. Camera angle, camera moments.



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