

BHARTI VISHWAVIDYALAYA, DURG (C.G.)

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**SCHEME OF EXAMINATION
&
SYLLABUS
FOR
MASTER 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 MAJMC program are:

- To prepare post-graduates with professional excellence in the field of Mass Communication and Mass Media for a successful career.
- To impart quality knowledge of Journalism and Mass communication related areas of study.
- 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.
- To prepare post-graduates with creative and innovative abilities who can apply solutions to meet the challenges of constantly evolving Mass Communication and Media Industries.
- To facilitate post-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.

Program Outcomes:

- 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.
- To impart quality knowledge of Journalism and Mass communication related areas of study.
- Exhibit a sound understanding and knowledge of Journalism and Mass Communication.
- Display the competence to explore career opportunities as per demands and requirements of Media Industry.
- 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:

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

MA JMC
SEMESTER – I
SCHEME OF EXAMINATION

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	MA 101	Communication Theory	70	30	100	40	4
2	MA 102	Development Communication	70	30	100	40	4
3	MA 103	History of journalism	70	30	100	40	4
4	MA 104	Print Media & Journalism Trends	70	30	100	40	4
5	MA 105	Computer & Internet Applications	70	30	100	40	4
6	MA 106	Print Media & Journalism Trends (Lab)	70	30	100	40	4
					600	270(45%)	24

MA JMC
SEMESTER – II
SCHEME OF EXAMINATION

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	MA 201	Media Regulations, Content & Ethics	70	30	100	40	4
2	MA 202	Communication Research & Evaluation Studies	70	30	100	40	4
3	MA 203	Integrated Marketing Communication	70	30	100	40	4
4	MA 204	Writing for Media	70	30	100	40	4
5	MA 205	Visual Communication & Photo Journalism	70	30	100	40	4
6	MA 206	Visual Communication & Photo Journalism(Lab)	70	30	100	40	4
					600	270(45%)	24

**MA JMC
SEMESTER – III
SCHEME OF EXAMINATION**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	MA 301	Advanced Journalism & Trends	70	30	100	40	4
2	MA 302	Digital Media & Convergence	70	30	100	40	4
3	MA 303	Advertising and Public Relations	70	30	100	40	4
4	MA 304	Radio News & Programme Production	70	30	100	40	4
5	MA 305	Radio News & Programme Production (Lab)	70	30	100	40	4
6	MA 306	Internship Report	100	--	100	40	4
					600	270(45%)	24

**MA JMC
SEMESTER – IV
SCHEME OF EXAMINATION**

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	MA 401	Cinema & Popular Culture	70	30	100	40	4
2	MA 402	Global Communication	70	30	100	40	4
3	MA 403	TV News, Production & Anchoring	70	30	100	40	4
4	MA 404	TV News, Production & Anchoring (Lab)	70	30	100	40	4
5	MA 405	Dissertation	100	--	100	40	4
6	MA 406	Comprehensive Viva Voce	100	--	100	40	4
					600	270(45%)	24

SEMESTER - I COMMUNICATION THEORY

Course 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 outcome: After completion of the course, students will be able to know about Mass Communication. Various features of mass communication. They will be able about theories of mass communication. They will study about models of mass communication. They get knowledge about various tools of mass communication.

Course Contents:

Unit I: Communication: Process and Types

10 Hours

1. Communication and its process.
 - i. Meaning and functions of communication.
 - ii. Process of communication.
 - iii. Feedback and change agents.
 - iv. Barriers of communication.
2. Levels, types and channels of communication.
 - i. Dyadic, multi adic, group, organizational.
 - ii. Verbal, visual, non-verbal (Paralinguistic, kinesics, proxemics, chronemics).
 - iii. Extension of audio and visual communication.
 - iv. Mass Communication: meaning, nature, channel and function.

Unit II: Mass Communication: Various Approaches

8 Hours

1. Theoretical approach.
 - i. Semiotics school, process school.
 - ii. Mass society theory.
 - iii. Critical political economy theory.
 - iv. Pluralism, functionalism, effect studies.
 - v. Structuralism and post structuralism.
 - vi. Feminism.
 - vii. Nature of media, content, style and representation.
2. Approach to culture.
 - i. Communication and culture.
 - ii. Mass culture.
 - iii. Frankfurt school, Birmingham school.
 - iv. Popular culture.
 - v. Mc Luhan's cultural change.
3. Pertinent issues.
 - i. Globalization of culture.
 - ii. Gender issues.
 - iii. Media, children and marginalized groups.

Unit III: Mass Communication Theories

9 Hours

1. Normative theories of the press and beyond.
2. Mass Communication Theories.
 - i. Mc Luhan theory.

- ii. Media content theory.
- iii. Semantic theories of broadcasting.
- iv. Reflective-projective theory.

- v. Mirror theory.
- vi. Empirical theory.
- vii. Conspiracy theory.
- viii. Kelly's attribution theory.
- ix. Cognitive Dissonance Theory.
- x. Social influence or identification theory.

Unit IV: Communication: Indian Perspective & Models

8 Hours

- 1. Indian perspective.
 - i. Sadharanikaran.
 - ii. Gandhian approach.
- 2. Communication models.
 - i. Schramm's models
 - ii. Dance's Helical model
 - iii. Gerbner's model
 - iv. Gatekeeping model
 - v. Convergence model

Unit V: Mass Communication Channels and Contemporary Issues

9 Hours

- 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

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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, New York, 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
10. Shymali Bhattacharjee., Media and Mass Communication : An Introduction, Kanishka Publishers, Delhi, 2005

DEVELOPMENT COMMUNICATION

Course objective:

1. To sensitize students with the need and issues of development
2. To understand paradigms of development, and their adoption
3. To have an understanding of approaches to development communication
4. To understand development issues, particularly in Indian perspective

Course 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.

Course Contents:

Unit I: Introduction to Development

9 Hours

1. Development: Definition, changing concepts
2. Measuring development
 - i. Social and economic indicators
 - ii. Development index: HDI, PQLI
3. Characteristics of developing countries
 - i. High dependence on primary sector
 - ii. Unemployment, population
 - iii. Low productivity
 - iv. Low level of living
4. Development organizations and plans
 - i. Union/ state governments ministries/ departments
 - ii. Planning Commission: Five Year Plans
 - iii. International organizations: UNICEF, UNDP, UNESCO, WTO, WHO

Unit II: Theories of Development

8 Hours

1. Dominant Paradigms
 - i. Modernization Approach
 - ii. Rostow's Theory of Stages of Growth
 - iii. Big Push
 - iv. Theory of Unbalanced Growth
2. Structuralist Paradigms
 - i. Dependency theory
 - ii. Theory of Raul Prebisch
 - iii. Theory of Andre Gunder Frank
 - iv. Paulo Freire Approach
3. Non-Unilinear Approach
 - i. Approaches of Gandhi and Schumacher
 - ii. Neo Marxist Paradigm
 - iii. Basic Needs Model

Unit III: Development Communication

10 Hours

1. Development Communication: Definition, concept, need
2. Role of mass communication in development
 - i. Empathy
 - ii. Diffusion of innovation
 - iii. Magic multiplier
3. Development Support Communication

- i. Definition, Concept, Extension
- ii. Application of DSC in Agriculture, Health, Literacy

4. Localized Approach

- i. Participatory Rural Appraisal
- ii. Application of DSC in Agriculture, Health, Literacy
- iii. Role of NGOs and Panchayati Raj institution in development

Unit IV: Indian perspective and Development Issues

9 Hours

1. Rural Development

- i. Poverty Alleviation
- ii. Land reforms
- iii. Women and child development
- iv. Health and Family Welfare

2. Urban Development

- i. Slum, Housing
- ii. Public Transport, Traffic
- iii. Water and power supply

3. Forest and Tribal Development

- i. Ecology v Economy
- ii. Tribal rights on forest
- iii. wild life and forest conservation

Unit V: Sustainable Development and Role of Media

8 Hours

1. Sustainable development: Concept and practice

2. Role of media in development

- i. Use of traditional media for development
- ii. Role of print media in development
- iii. Contribution of broadcast media to development
- iv. New media and development
- v. Cinema and development

Suggested Readings:

1. Tiwari, IP., Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
2. Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
3. Singhal, Arvind., Rogers, M India's Information Revolution, Sage, New Delhi, 1989
4. Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001
5. Ostman, Ronalds E., Communication and Indian Agriculture, Sage, New Delhi, 1989
6. Dreze Jean and Sen Amartya., Indian Development: Selected Regional Perspective, Oxford, Delhi, 1997
7. Gupta, V S., Third Revolution in Indian Perspective- Contemporary Issues and Themes in Communication, Concept Pub Co. New Delhi, 2000
8. Jonson Kirk., Television and Social Change in India, Sage, New Delhi, 1999
9. Mody, Bella., Designing Message for Development Communication, Sage, New Delhi, 1991

HISTORY OF JOURNALISM

Course objective:

1. define 'journalism'
2. describe the characteristics of journalism from the 18th, 19th, 20th, and 21st centuries
3. compare the changes that have occurred in the field of journalism throughout history

Course outcome: After completion of the course, students will be able to understand about the journey and struggles of journalism.

Unit-I

Journalistic practices in ancient civilizations. Invention of printing press. News Books in United Kingdom. Growth of printing in India.

Unit-II

Origin of newspapers in India. Hicky's Gazette. Growth of language journalism and contribution of Raja Ram Mohan Ray. Bal Gangadhar Tilak and early struggle for freedom of press.

Unit-III

Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

Unit- IV Growth and development of press in Chhattisgarh. Problems and prospects. Renowned Journalist Of Chhattisgarh – Sri. Madhav Rao Sapre, Sri Swaraj Prasad Triwedi , Sri. Mayaram Surjan etc

Unit-V

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press, Present Scenario of Press in Chhattisgarh. Various awards in the field of Journalism in Chhattisgarh.

Suggested Readings:

1. International Commission for Study of Communication. Many Voices, One World: Communication and Society, Today and Tomorrow. London: Kogan Page, 1980
2. Krushnamurty, Nadgi. Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru), Mysore: University of Mysore, 1967.
3. Natrajan, J. History of Indian Journalism, New Delhi: Publications Division, 2000 (2nd Reprint Edition).
4. Bhatt, S.C. Indian Press since 1955, New Delhi: Publication Division, 2000 (Reprint).
5. Press Council of India. Future of Print Media: A Report, New Delhi: Press Council of India, 2000
6. Jeffrey, Robin. India's Newspaper Revolution, New Delhi : Oxford, 200.
7. Rajan, Nalini: 21st Century Journalism in India, New Delhi , Sage Publications, 2007.

PRINT MEDIA & JOURNALISM TRENDS

Course 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
4. To equip students with printing technology and process of print production

Course 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.

Course Contents:

Unit I: Print Media: Pre and Post Independence

10 Hours

1. Beginning of newspapers in India, Hickey's Gazette
2. Contribution of Raja Ram Mohan Roy and James Silk Buckingham
3. Growth of English, Hindi and Urdu newspapers
4. British policy towards newspapers, press regulations
5. Journalism for Independence, Tilak and Gandhi
6. Post Independence journalism
7. Journalism: During and after Emergency
8. New Agency journalism

Unit II: Post Liberalization Journalism and Contemporary Trends

9 Hours

1. Changing trends in journalism: Citizens' journalism
2. Growing influence of market: Paid news
3. Dilution of editorial contents: Advertorials
4. Media activism: Trial by media, media trial
5. Changing ownership pattern, monopolistic trend
6. FDI in print media, foreign newspapers in India
7. Agenda setting role of newspapers
8. Emergence of non-news journalism

Unit III: Fundamentals of News Reporting

10 Hours

1. News: Definition, news value, news sources
2. News report: Structure, basic elements
3. Lead writing, types of lead
4. Reporting setup of newspaper/magazine and news agency
5. Reporting local/metro beats
6. Reporting bureau beats

Unit IV: Newsroom and Copy Editing

8 Hours

1. Editorial setup of newspaper, magazine and news agency
2. Editor and his/ her team, role and responsibilities
3. Newsroom functions, news desks
4. News Editor - role and responsibilities
5. Copy editing
6. Headlining

Unit V: Printing Technology and Print Production

9 Hours

1. Advent and growth of printing in India
2. Printing technology: process, types
3. Types and typesetting: Hot and cool type
4. Printing machines, offset printing
5. Desktop publishing (DTP)

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

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COMPUTER & INTERNET APPLICATIONS

Course objective:

1. To make students understand the basic use of computer
2. To make students learn computer applications in designing and print production
3. To train students in multi-media and Desk Top Publishing (DTP)
4. To apprise students with the wide spectrum of internet and IT applications

Course 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.

Course Contents:

Unit I: Understanding the Computer

9 Hours

1. A brief history of computer
2. Computer parts: Software, Hardware, Peripherals
3. Types of Printers and Scanners and their use
4. MS Office: Word, Power Point, Excel

Unit II: Use of Computer in Print Production

10 Hours

1. Design: concept and principles
2. Layout: meaning, stages
3. Basic concepts
 - i. Columns, gutter space
 - ii. kerning, editing, alignment, text formatting
 - iii. vector and bitmap graphics
4. Colour concepts, role of colour
5. Newspaper and magazine layouting, style sheet
6. Brochure, Leaflet and Poster Design

Unit III: Multimedia and DTP Software

9 Hours

1. Introduction to DTP
2. Multimedia: Characteristics and Functions
3. DTP Software
 - i. PageMaker
 - ii. Quark Express
 - iii. Photoshop
 - iv. InDesign
 - v. Corel Draw

Unit IV: Basics of Internet

1. World Wide Web
2. Email, groups, social networking
3. Websites: static and dynamic, portals
4. Content Management Service

Unit V: IT Applications

9 Hours

1. Basic IT applications in print, electronic and cyber media
2. Emerging trends in IT
3. Conventional media Vs new media
4. Introduction to Blogs and Vlogs

Suggested Readings:

1. Author Adobe Adobe Pagemaker – Publisher Techmedia, 2002
2. Adobe Photoshop – Publisher Techmedia, 2002
3. Coburn, Foster D., Corel Draw, TATA MCGRAW HILL PUBLIHSERS, 2000
4. S. Jaiswal., Information Technology Today, Galgotia Pub., New Delhi, 1999
5. D. P. Mukherjee., Fundamentals of computer graphics and multimedia Prentice Hall of India, 2004
6. V. Rajaraman., Fundamentals of computer, Prentice Hall of India, 2004
7. N N Sarkar., Art and Print Production, Oxford University Press, New Delhi, 2008
8. G K Parthasarathy., Computer Aided Communication, Authors Press, 2006
9. J Chakravorthy., Cyber Media, Authors Press, 2003



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PRINT MEDIA & JOURNALISM TRENDS (LAB)

Course 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

Course outcome: After the completion of the course, the students will get knowledge and skill about reporting and writing.

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

Internal Evaluation (50 marks)

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

Evaluation scheme:

ASSIGNMENT (30 MARKS)	VIVA (15 MARKS)	ATTENDANCE (5 MARKS)	TOTAL INTERNAL (50 MARKS)
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External Evaluation (50 marks)

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT (20 MARKS)	VIVA (30 MARKS)	TOTAL INTERNAL (50 MARKS)
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SEMESTER - II

MEDIA REGULATIONS, CONTENT & ETHICS

Course objective:

1. To enable the students, appreciate the concept of freedom of the press
2. To look into the relevance of print media laws and analyse ethical issue
3. To assess need for regulation and control on contents in broadcast media
4. To apprise the students of cyber laws and the ethical issues involved
5. To understand the intricacies of promotional media and their responsibility

Course outcome: After completion of the course, students will be able to understand about media regulations, Media laws like defamation, contempt of court etc.

Unit I [Freedom of the Press]

10 Hours

1. Freedom of speech and expression, Freedom of the press- Art 19(1)(a)
2. Freedom of speech and expression as applied to cinema, film censorship
3. Freedom of the press in Britain, United States and other countries
4. Reasonable restrictions on the freedom of the press- Art 19(2)
5. Contempt of Court, Defamation
6. Parliamentary privileges V freedom of the press
7. Official Secrets Act 1923
8. Transparency laws in India and elsewhere, RTI Act 2005
9. Whistleblower laws in India and other countries, Public Interest Disclosure and Protection to Persons Making the Disclosure Bill, 2010

Unit II [Media Laws and Ethical Issues]

9 Hours

1. Press and Registration of Books (PRB) Act 1867, need of amendment
2. Working Journalist Act 1955 and 1958: wage boards and fixation of wages
3. Press Council Act 1978, PCI and its code of conduct
4. International norms, code of ethics in different countries
5. Intellectual property right, copyright in India
6. Right to privacy, invasion in privacy by media
7. Laws related to vulgarity, obscenity in media
8. Social responsibility of the press, self-regulation
9. Social audit, ombudsman

Unit III [Broadcast Media: Laws and Ethics]

9 Hours

1. Broadcast laws in India and abroad
2. AIR and DD broadcast code, commercial code, election code
3. Prasar Bharti Act: relevance of corporation, standard of contents
4. Broadcasting Services Regulation Bill 2007, issue of content code
5. Fight for TRP and its fallout on ethical standard of TV channels

6. Self-regulation by the industry: News Broadcasters Association (NBA)
7. Regulation by the government: Indian Broadcasting Foundation (IBF), Broadcasting Content Complaints Council (BCCC)
8. Issue of protection of viewers and competition among channel operators, Cable Television Networks (Regulation) Act 1995, Act
9. Role of Telecom Regulatory Authority (TRAI) in broadcast media

Unit IV [Cyberspace: Laws and Ethics]

10 Hours

1. Cyber crimes, cyber attacks, cyber bullying, cyber security
2. Hacking and anti-hacking concepts
3. Information Technology Act 2000, report of expert committee on amendments
4. Blogging and social networking sites, and ethical issues
5. Efforts for control of web contents in India, China and elsewhere
6. Debate on making cyber laws a part of international law
7. Issue of copyright and IPR on web: Stop Online Piracy Act (SOPA), Protect IP Act (PIPA), Online Protection and Enforcement of Digital Trade Act (OPEN)
8. Ethical rules by professional bodies at national – international level

Unit V [Promotional Media: Laws and Ethics]

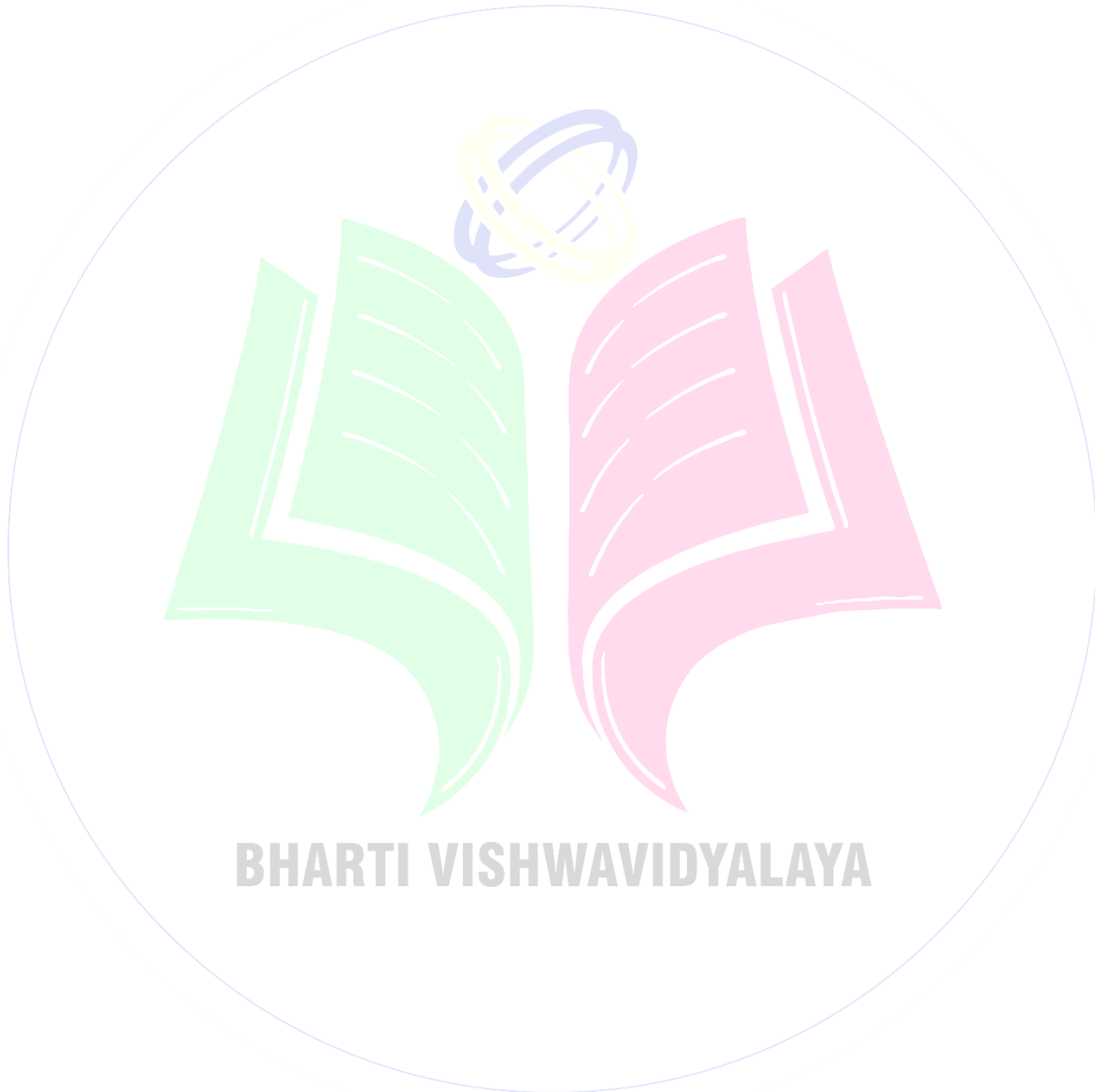
9 Hours

1. Integrated marketing communication, laws and ethics
2. Advertising, media and freedom of speech
3. Marketing and advertising regulations in India and abroad
4. Advertising and consumers: Drug and Magic Remedies (Objectionable Advertisement) Act 1954, Consumer Protection Act 1986
5. Internet advertising, piracy policies and related issues
6. Advertising- ethical rules framed by Advertising Standard Council of India (ASCI), Advertising Agencies Association of India, Indian Newspaper Society (INS)
7. Ethical rules framed by international bodies- American Association of Ad Agency (4 A), Federal Trade Commission (FTC)

Suggested Readings:

1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi, 2004
2. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
3. Ravindran, R K : Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
4. John Vernon Pavlik : New Media Technology, Allyn & Bacon, 1997
5. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi, 2004
6. Guha Thakurta, Paranjoy : Media Ethics, Oxford University Press, New Delhi, 2009
7. Jethwaney J. and Jain Shrut : Advertising Management, Oxford University Press, New Delhi, 2006
8. Angela Wadia : Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 2006

9. Jean Claude Bertrand : Media Ethics and Accountability System, Transaction Publishers, 2000
10. Valerie Alia, Brian Brennan & Barry Hoffmaster : Deadlines and Diversity: Journalism Ethics in a Changing World, Black Point (Nova Scotia), Fernwood Publishing, 1996
11. Clow E Kenneth : Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002
12. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002



COMMUNICATION RESEARCH & EVALUATION STUDIES

Course objective:

1. To enable the students, understand the importance of research in communication
2. To tell the students about various techniques of data collection, and data analysis
3. To teach the students intricacies of communication research, and its applications
4. To help the students use media research for evaluation of their programs
5. To make use of research methodology for studying the market

Course outcome: After completion of the course, students will be able to understand about research methodology.

Unit I [Research: Basic concepts and methods]

10 Hours

1. Concepts

- i. Meaning of research
- ii. Process of research
- iii. Research problem
- iv. Research design
- v. Sampling
- vi. Hypothesis

2. Methods

- i. Process research
- ii. Anthropological research
- iii. Historical research
- iv. Experimental research
- v. Other types

Unit II [Data collection techniques and analysis]

9 Hours

1. Survey

- i. Tool box: schedule, questionnaire
- ii. Audience surveys: NRS-IRS, TAM-TRP
- iii. Election related surveys: opinion poll, exit poll
- iv. National sample survey: collection of data by NSSO

2. Case study

- i. In-depth analysis of subject of research
- ii. Intergenerational research
- iii. Cross-cultural research
- iv. Macro and micro research

3. Observation

4. Interview

5. Content analysis
 - i. Quantitative
 - ii. Qualitative
6. Data analysis
Computer assisted handling and analysis-SPSS

Unit III [Communication research]

8 Hours

1. Message Analysis
2. Discourse and semiotic analysis
3. Channel/ medium analysis: characteristics, access, appropriateness and coverage
4. Audience analysis: quantitative and qualitative techniques
5. Impact analysis: tools and techniques

Unit IV [Media Research]

9 Hours

1. Formative Research
 - i. Need assessment
 - ii. Development of audience profile
 - iii. Availability of audience segment
 - iv. Access of the media
 - v. Resource mapping
 - vi. Production research
 - vii. Print production
 - viii. Radio programme production
 - ix. TV programme production
 - x. Analysing moving images
2. Feedback and summative research
Impact of stated objectives and unintended outcomes
3. Ethics in research

Unit V [Market Research]

8 Hours

1. Need, scope and function of product, consumer and Ad research
2. Product testing, test marketing
3. Market segmentation, buying motives, purchase intent
4. Target audience / market, message research, concept research, copy research, DAGMAR
5. Relevance of market research in media studies

Suggested Readings:

1. Kothari, C R : Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 1996
2. Judith Bell : Doing Your Research Project, Viva Books Private Limited, 1999

3. Wimmer Roger D, Dominick Joseph R : Mass Media Research, Thompson, New York, 2004
4. Philip Mayer : Precision Journalism: A reporters' Introduction to Social Science Methods, Rowman and Littlefield, Lanham, MD, 2005
5. Sharon Lorio : Qualitative Research in Journalism: Taking it to the streets, Lawrence Erlbaum, Mahwah: NJ, 2004
6. Uma Joshi : Media Research- Cross Sectional Analysis, Authors Press, 2002
7. G K Parthasarthy : Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
8. Allen T Harrell : New Methods in Social Science Researches, Praeger Publishers, New York
9. Ghosh, B N : Scientific Methods and Social research, Sterling Publishers, New Delhi
10. Broota, K D : Experimental Designs in Behavioural Research, New Age International



BHARTI VISHWAVIDYALAYA

INTEGRATED MARKETING COMMUNICATION

Course objective:

1. To apprise the students about nature and scope of IMC in current socio economic milieu
2. To understand the concepts and principles of IMC in the context of the corporate
3. To study advertising theories and practices, so as to appreciate its role in IMC
4. To make the students learn the creative aspect of advertising

Course outcome: After completion of the course, students will be able to understand about marketing communication.

Unit I [Introduction to IMC]

10 Hours

1. Defining marketing communication in the context of corporate organizations
2. Evolution of IMC – factors contributing to its growing importance
3. Various stakeholders of IMC: Defining internal & external publics
4. Major tools of IMC: Advertising and Public relations
5. Other tools of IMC: Direct marketing, Interactive marketing, Personal selling, Sales promotion and Events

Unit II [Basics of Advertising]

9 Hours

1. Concept and functions of advertising
2. Growth of advertising in India and abroad
3. Types of advertising
4. Advertising as a communication tool
5. Advertising as a marketing tool
6. Advertising as a PR tool

Unit III [Advertising Theories and Effects]

10 Hours

1. Unique Selling Proposition (USP)
2. Brand Image
3. Appeal of advertising over physical and psychological needs
4. Role of advertising in national economy- its effects on production cost, distribution cost and consumer prices,
5. Advertising and development
6. Advertising as a social process- consumer welfare, cultural values
7. Social/ public advertising

Unit IV [Advertising Campaign and Media Planning]

9 Hours

1. Advertising objectives
2. Advertising strategy
3. Advertising campaign- various stages of campaign planning
4. Media planning for a campaign
5. Media mix, media choices, media plan and media scheduling, media buying & selling - the imperatives
6. Advertising Budget
7. Methods of measuring effectiveness of campaign- pre testing and post testing
8. Interface of media and clients with ad agencies

Unit V [Advertising: Creativity, Copy and Production]

10 Hours

1. Creativity in advertising
2. Importance of Design and layout in advertising
3. Advertising copy: Visualisation and copywriting for print advertisements
4. Print Ad formats and elements
5. Production process of print copy- thumbnail, roughs, comprehensive, mechanical
6. Radio and TV commercials: Conceptualisation and production
6. Script writing for audio and video, storyboard
7. Audio- video copy formats
8. Role of colours, photographs, computer graphics, art work

Suggested Readings :

1. Jethwaney J. and Jain Shrut : Advertising Management, Oxford University Press, New Delhi, 2006
2. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002
3. Frank Jefkins : Advertising, Tata Mcgraw Hill, New Delhi, 2007
4. Clow E Kenneth : Integrated Advertising, Promotion and Marketing
5. Willaim F. Arens : Contemporary Advertising, Tata McGraw Hill Publishing Co. Ltd. 2008
6. Batra Myers and Aaker : Advertising Management, Prentice Hall, New Delhi, 1996
7. O'Guinn, Allen, Semenik : Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi, 2008
8. June Valladaras : The Craft of Copywriting, Routledge, 2008
Vikas Publication house, New Delhi, 2008
9. Asker David A & Mayers : Advertising Management, Prentice Hall of India, Mayers John G New Delhi, 2007
10. Sarkar N N : Art and Print Production, Oxford University Press, New Delhi

WRITING FOR MEDIA

Course objective:

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Course outcome: after the completion of this course students will be able to write for various media platform.

Unit I

What is media writing? Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

Unit II

Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising. Importance of translation in media.

Unit III

Ideas for writing, Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

Unit IV

Writing for Print: Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

Unit V

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism, MOJO. Concept of rewriting in digital media.

Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

Suggested Readings:

1. Batty Craig and Cain Sandra (2010). Media Writing: A Practical Introduction. Palgrave Macmillan.
2. Stovel J. (2006). Writing for Mass Media, 6th edition. Allyn and Bacon.

References

1. Melvin Mencher (2006). News Reporting and Writing. 10th edition. McGraw-Hill.
2. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
3. Clark, Roy Peter (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
4. Raman, Usha (2009). Writing for the Media, OUP.

VISUAL COMMUNICATION & PHOTO JOURNALISM

Course objective:

1. To enhance knowledge about photography, still camera and lighting
2. To enhance visualization and creativity of the students
3. To apprise the students with techniques involved in various beats of photography
4. To make the students learn the use of photography in journalism and advertising

Course outcome: After completion of the course, students will be able to understand about visual communication and photo journalism.

Unit I [Introduction to Photography]

10 Hours

1. Brief History of photography
2. Photography as a medium of communication
3. How photography works?
4. Role of photography
5. Eminent photographers and their work

Unit II [Camera and Accessories]

9 Hours

1. Principles of camera obscura
2. Elements of camera- viewfinder, lenses, iris diaphragm, shutter, film chamber, light metre
3. Camera design- simple camera, compact camera, view camera, range finder and reflex camera, camera for self developing material (Polaroid), underwater camera, digital camera, camera in mobile phone
4. Recording medium: Film, CCD & C-MOS, Printing papers, Different types of file formats for the digital images, memory card.
5. Lenses- controlling image
 - a. Photographic lenses- prime and zoom lens, angle of view
 - b. Aperture and f-no.
 - c. Depth of field, how depth of field works
 - d. Depth of focus
 - e. Lens care
6. Exposure
 - a. Measurement of light- exposure metering system
 - b. Exposure control- varying shutter speed and aperture
7. Camera accessories: Tripod, Lens hood, Flash unit, filters, close up attachment etc.

Unit III [Approach to Visual Composition]

9Hours

1. Using the camera- holding the camera properly, steadying the camera, snapping the shutter
2. Working the subject- changing proximity, varying angles, keeping subjects occupied, Framing subjects tightly, avoiding all horizontals, being willing to experiment

3. Principles of compositions
4. Subject Lighting
 - a. Source of light: Natural and Artificial
 - b. Direction and angle of light: Front, side, top and black light
 - c. Lighting contrast, and its control by fill in lights
 - d. Electronic flash, its synchronization and guide no., bounced flash
 - e. One, two and three point lighting: Key, fill and back light

Unit IV [Various Beats of Photography]

8 Hours

1. Portrait
2. Wild life
3. Nature and landscapes
4. Disaster
5. Social photography
6. Night photography

Unit V [Photography for Media]

9 Hours

1. Photography for news- action and file photos
2. Special areas of photo journalism- war, conflict, sports, fashion
3. Photography for entertainment industry- TV serials and films
4. Role and responsibilities of photo journalist
5. Photo features for newspapers and magazines
6. Photography for advertising- photo shoots for print ads
7. Photo editing- selection of photograph, cropping, caption writing
8. Digital Photo Editing: Introduction to Photoshop, Creating a document & saving a file. Importing camera images, The Tools palette, Selecting, cutting & pasting, Levels and Contrast, Introduction to the retouching tools: clone tool, airbrush, paintbrush, smudge & blur, Modes, curves, color picker, color palette, filters etc.

Suggested Readings:

- | | | |
|---------------------------|---|--|
| 1. Sharma, O P | : | Practical Photography, Hind Pocket Books, 2001 |
| 2. Michael Langford | : | Basic Photography, Focal Press, 2003
Private Limited, 1999 |
| 3. James A. Folts, Ronald | : | Handbook of Photography, Thomsan Learning, 2002
P. Lovell, Fred C. Zwahlen, |
| 4. Lee Frost | : | Photography, Hodder Headline, 1993 |

VISUAL COMMUNICATION & PHOTO JOURNALISM (LAB)

Course objective:

1. To impart hands-on training to the students in taking photographs and their production
2. To enhance visualization and give a thrust to creative instinct of the students

Course outcome: After completion of the course, students will be able to understand about visual communication and photo journalism.

Exercises/Assignments:

1. Understanding Camera, Lens and other accessories
2. Developing an idea for photography
3. Photography practice with SLR camera
4. Photography practice with digital camera
5. Shooting exercises in natural and artificial light
6. Making a photo feature on a specific topic by using own photographs
7. Making a photo feature after collecting photographs from newspapers/magazines
8. Exercises on Digital Photo Editing by using Photoshop

Internal Evaluation (50 marks)

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

Evaluation scheme:

ASSIGNMENT (30 MARKS)	VIVA (15 MARKS)	ATTENDANCE (5 MARKS)	TOTAL INTERNAL (50 MARKS)
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External Evaluation (50 marks)

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT (20 MARKS)	VIVA (30 MARKS)	TOTAL EXTERNAL (50 MARKS)
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SEMESTER III

ADVANCE JOURNALISM & TRENDS

Course objective:

1. To give the students an understanding of political and diplomatic reporting
2. To familiarize the students with economic, business and corporate affairs
3. To make the students learn the intricacies of cricket and other sports coverage
4. To apprise the students of fashion, lifestyle, film and entertainment coverage
5. To make the students proficient in edit page and other specialized writing

Course outcome: After completion of the course, students will be able to understand about advanced journalism and its trends.

Unit I [Political and Diplomatic Reporting]

9 Hours

1. Reporting National Issues
 - i. Coverage of national issues and regional disputes
 - ii. Issues of internal security and conflict zones
 - iii. Reporting from Parliament/ Assembly
 - iv. Coverage of ministries of central/state governments
2. Reporting International Issues
 - i. Covering diplomatic missions - embassies/high commissions
 - ii. International issues having direct/indirect bearing on India
 - iii. Covering international organisations and their conferences
 - iv. Defence reporting, military alliances, coverage of wars

Unit II [Reporting Business and Economics]

10 Hours

1. Reporting economic planning and reforms
2. Coverage of issues like privatization, disinvestments, taxation etc
3. Coverage of export and import issues, FDI and FII, banking
4. Reporting from corporate sector
5. Reporting from local foodgrain market, bullion
6. Reporting inflation, WPI, CPI, rupee appreciation and depreciation
7. Coverage of capital market – Sensex and Nifty, role of SEBI
8. Business newspapers and news channels, popular business programmes

Unit III [Sports Journalism and Cricket]

8 Hours

1. Sports reporting, basic requirement
2. Sports at national and regional level
3. Contents of sports section in a daily, sports journals
4. Sports channels, sports news on mainstream channels
5. Scoring, ground rules of different sports
6. Cricket reporting and analysis
7. Cricket organisations, major tournaments
8. Coverage of local sports events

Unit IV [Lifestyle and Entertainment Reporting]

9 Hours

1. Fashion and Lifestyle Journalism
 - i. Contemporary fashion and lifestyle trends
 - ii. Qualities of a lifestyle reporter
 - iii. Newspapers/magazines and TV channels on life style
 - iv. Coverage of local fashion events

2. Film and Entertainment Journalism
 - i. An overview of entertainment industry
 - ii. Entertainment coverage on TV news channels, entertainment channels
 - iii. Entertainment programmes – serials, reality shows, laughter shows etc
 - iv. Coverage of films/entertainment in newspapers, film journals
 - v. Reporting of local entertainment programmes

Unit V [Specialised Reporting and Writing]

9 Hours

1. Reporting and writing various types of interviews
2. Reporting for news magazine, writing articles and cover story
3. Reporting and writing for non-news magazines
4. Writing news and non-news features
5. Writing for editorial page and oped – edits, middles
6. Writing columns, special articles
7. Writing for weekend pull-outs and supplements

Suggested Readings:

- | | | |
|---|------------------------------------|---|
| 1 | David Randall | The Universal Journalist, London, 2002 |
| 2 | Bruce Garrison | Advance Reporting, LEA, 1992 |
| 3 | Raymond Kuhn and
Eric Neven | Political Journalism : New Challenges, New Practice,
London, 2002 |
| 4 | VC Natarajan & A.K.
Chakraborty | Defence Reporting in India : The Communication Gap,
Tishul Publications, 1995 |
| 5 | David Randall | The War Correspondent, London, 2002 |
| 6 | Barbic Zelizer and
Stuart Allan | Journalism after September 11, New York, 2002 |
| 7 | Ajai K Rai | Kargil Conflict and the Roel of Indian Media, Institute
for Defence Studies and Analysis, 2004 |
| 8 | Aditya Sengupta | Electronic Journalism – Principles and Practices,
Authors Press, Delhi, 2006 |
| 9 | Cheryl Sloan Wray | Writing for Magazines : A Beginners' Guide, NTC
Publishing Group |

DIGITAL MEDIA & CONVERGENCE

Course objective:

1. To apprise the students with the vast spectrum opened to them by internet
2. To help the students explore mobile as an effective tool of communication
3. To enable the students appreciate the applications of mobile in media
4. To educate the students in converging technologies and media convergence
5. To train the students in different writing styles for new media

Course outcome: After completion of the course, students will be able to understand about digital media.

Unit I [Digital Media and Internet]

9 Hours

1. Introduction of internet applications in digital media
2. Description and uses of various electronic gadgets used in digital media
3. Various internet tools for fast dissemination of news, video and pictures
4. Multi-media content management
5. Websites, portals, blogs, vlogs
6. Social networking tools
7. Designing and developing web journal with self-written content

Unit II [Mobile Communication]

10 Hours

1. Concept of mobile communication
2. CDMA and satellite communication
3. Mobile as a new tool of communication
4. Mobile for news and advertising
5. Exploring mobile for various applications

Unit III [Media Convergence and Technology]

9 Hours

1. The 24*7 media concepts
2. Introduction to media convergence
3. Evolution of converging technologies
4. Web Publishing-tools and Applications
5. File transfer protocols and uploading images and text
6. Changing media scenario – consumer need and demand
7. Exercises on web applications

Unit IV [Mobile Commerce and Media]

9 Hours

1. Concepts of M-commerce
2. Mobile as new tool for business applications

3. Mobile an effective tool for promotional media
4. Mobile as a business tool for media organisations
5. Mobile for social communication
6. Mobile safety and precautions
7. Exercises on using mobile for business applications

Unit V [Writing for New Media]

10 Hours

1. Cyber Media

- i. Internet language, elements of writing for web
- ii. Writing for web newspapers, websites and portals
- iii. Writing non-news content for the web
- iv. Effective blog writing
- v. Writing for social networking
- vi. Writing and posting blogs

2. Mobile

- i. SMS language
- ii. Writing news content
- iii. Writing non-news content
- iv. Developing contents for mobile

Suggested Readings:

1. James Foust : Online Journalism – Principals and practices of News for the web, Holcomb Hathway Publisher, Scottsdale, AZ, 2005
2. James Glen Storall : Web Journalism – Practice and Promise of a New Medium, Pearson Education, Boston, 2004
3. Stephen Quinn : Convergent Journalism: The Fundamentals of Multimedia Reporting, Peter Lang Publishing, New York, 2005
4. Shyam Nath : Assessing the State on Web Journalism, Authors Press, New Delhi,
5. G K Parthasarathy : Computer Aided Communication, Authors Press, 2006
6. R C Mishra : Cyber Crime, Authors Press, 2002
7. J Chakravorthy : Cyber Media, Authors Press, 2003

ADVERTISING & PUBLIC RELATIONS

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.

Course 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

Unit I

Evolution and growth of advertising: Definitions, Preparing advertisements for various media, Theories and Models of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; advertising agency, various departments, agency-client interface.

Unit- II

Advertising campaign, product analysis, media planning, copy writing, various stages of creative process, advertising appeals, language of advertising. Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc.

Unit III

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory.

Unit IV

Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations. PR Agencies and functions.

Unit V

Public Relations; Public opinion, Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign for government and corporate sectors, PR Departments; Role, qualities and qualifications of PR executives, PR ethics and codes, PRSI.

Suggested Readings:1. Dr Varma and Agarwa l. Advertising Management

2. Vilanila m, J.V. and A.K.Verghe. Advertising Basics
3. Chunawala and Sethia. Foundation of Advertising
4. Chauhan. Essentials of Advertising
5. Mohan, Mahendra. Advertising Management
6. Jethwaney, Jaishri & Jain, Shruti (2012). Advertising Management. OUP.
7. Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices. OUP.
8. Jethwa ney, Jaishri N. & N.N. Sarkar. Public Relations. New D elhi: Sterling Publishers Pvt. Ltd.
9. Black, Sam. Practical Public Relations.
10. Sahai, Baldeo. PR: A Scientific Approach
11. Sardana , C.K. The Challenge of P.R
12. Kanl, J.M. Public Relations in India
13. Mehta, D.S. Handbook of PR in India

RADIO NEWS & PROGRAMME PRODUCTION

Course objective:

1. To apprise students of the growth of radio and contemporary trends in broadcasting
2. To enable students understand existing and innovative radio programme formats
3. To expose students to news bulletins and current affair programmes on radio
4. To acquaint students with broadcast technology and radio programme production
5. To make the students learn radio programme presentation and anchoring

Course outcome: After completion of the course, students will be able to understand about radio programs, radio history, various formats of radio programs.

Unit I [Growth of Radio and Contemporary Trends]

10 Hours

1. Radio in India: Inception and growth
2. Three-tier broadcasting, public service broadcasting
3. Education V entertainment, commercial broadcasting
4. Privatisation, expansion of FM broadcasting and the changing idiom
5. Community broadcasting, developments on community radio
6. Web broadcasting, internet radio
7. Prospects of radio in India

Unit II [Radio Programme Formats]

9 Hours

1. Writing for the ear, spoken words and music
2. Radio talks, interview and discussion
3. Feature and documentary
4. Drama and serial
5. OB, commentary
6. Vox pop
7. Phone-in programmes
8. Radio Commercials
9. Innovation in programme formats

Unit III [Radio News Broadcast]

8 Hours

1. AIR and its divisions, News Services Division
2. News Reporting setup at various levels
3. Newsroom functions, news pools
4. News bulletins - compilation and production
5. News writing, New Format (NF)
6. News based and current affairs programmes

Unit IV [Broadcast Technology and Programme Production]

9 Hours

1. MW and SW transmission, AM & FM Analogue and digital, digital recording
2. Satellite V terrestrial broadcasting, DTH

3. Studios for recording, broadcasting and dubbing
4. Microphones, other studio equipments
5. Audio editing software

Unit V [Programme Presentation and Anchoring]

1. Concept behind “good on-air delivery”
2. How to “sell” yourself in a recording/broadcast studio
3. Presenting news bulletins and news based programmes
4. Conducting interviews, moderating panel discussions
5. Anchoring of entertainment programmes, radio jockey
6. Anchoring of live and recorded programmes
7. Script for anchoring, changing language and expression

Suggested Readings:

1. Ambrish Saxena Radio in New Avatar: AM to FM, Kanishka Publishers, Distributors, New Delhi-02, 2011
2. R.K. Ravindaran Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
3. Keval J. Kumar Mass Communication in India, Jaico Publishing House, 121, Mahatma Gandhi Road, Mumbai-01, 2002
4. Paul Chantler, Peter Stewart Basic Radio Journalism, Focal Press 2003
5. Stuart We. Hyde Television & Radio Announcing, Kanishka Publishers, New Delhi, 1998
6. Janet Trewin Presenting on TV and Radio, Focal Press, 2003
7. Jan K. Hakemulder Radio and TV Journalism, Anmol Publications, New Delhi, 1998
8. R.K. Ravindran Handbook of Radio, TV and Broadcast Journalism, Anmol Publications, New Delhi, 1999
9. Prince Shadwal Satellite Radio- Wroldspace in india, Adhyayan Publisher & Distributors, New Delhi, 2006
10. Dr. Sanjeev Bhanawat Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur

RADIO NEWS & PROGRAMME PRODUCTION (LAB)

Course objective:

- 1.To acquaint the students with the studio setup and the equipments used in radio programme production
- 2.To train the students in radio production involving recording, editing and anchoring of programmes

Course outcome: After completion of the course, students will be able to understand about radio program production.

Exercises/Assignments:

1. Scripting
 - Writing scripts of radio programmes like talks, feature, drama etc
2. Recording
 - Computer based recording of programmes
3. Vox pop
 - Recording vox pop on contemporary issues
4. Editing
 - Computer based editing of programmes
 - Learning of audio editing software
5. Anchoring
 - Presentation of radio programmes
 - News reading and voice casting
 - Radio Jockeying
6. Production
 - Production of news based programmes
 - Production of programmes like drama, feature, discussion
7. Project
 - Institute an internet radio, and put it into operation

Internal Evaluation (50 marks)

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

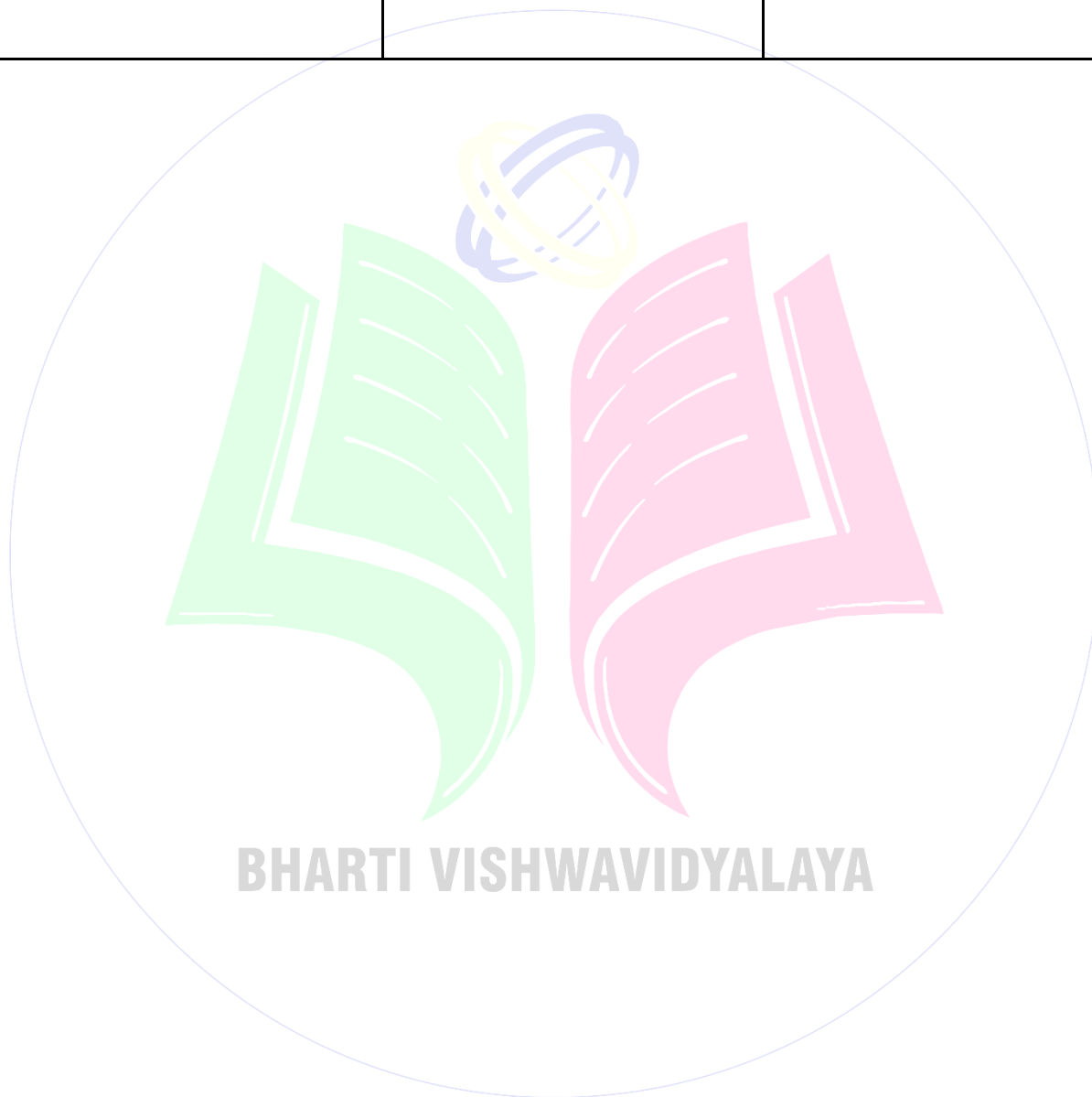
Evaluation scheme:

ASSIGNMENT (30 MARKS)	VIVA (15 MARKS)	ATTENDANCE (5 MARKS)	TOTAL INTERNAL (50 MARKS)

External Evaluation (50 marks)

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT (20 MARKS)	VIVA (30 MARKS)	TOTAL EXTERNAL (50 MARKS)
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INTERNSHIP REPORT

Course objective:

1. To provide the students an opportunity of getting hands-on training in a media organization
2. To ask them to do the documentation of their functional exposure in media by producing a full-fledged report

Industrial Training and Report Writing:

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organization. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

Evaluation of Industrial Training Report:

The Industrial Training Report carries 100 marks. It will be evaluated in the Third Semester by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

EVALUATION SHEET
(To be filled by the Internal Examiner only)

Name of the Candidate:

Class and Section:

Please evaluate out of marks as indicated.

S.No.	Details Maximum marks in each	Marks (50)
	column	(10 marks x5)
1	OBJECTIVE IDENTIFIED & UNDERSTOOD	
2	LITERATURE REVIEW / BACKGROUND WORK	
3	DISCUSSION/CONCLUSIONS	

4	POWER POINT PRESENTATION	
5	RESPONSE TO QUESTIONS DURING DISCUSSIONS	
	Total (Out of 50)	

Signature:

Date:

EVALUATION SHEET
(To be filled by the External Examiner only)

Name of the Candidate:

Class and Section:

Please evaluate out of marks as indicated.

S.No.	Details	Marks (50)
	Maximum marks in each column	(10 marks x5)
1	OBJECTIVE IDENTIFIED & UNDERSTOOD	
2	LITERATURE REVIEW / BACKGROUND WORK	
3	DISCUSSION/CONCLUSIONS	
4	POWER POINT PRESENTATION	
5	RESPONSE TO QUESTIONS DURING DISCUSSIONS	
	Total (Out of 50)	

Signature:

Date:

SEMESTER - IV
CINEMA & POPULAR CULTURE

Course objective:

1. To enable the students, understand the linkage between cinema and culture
2. To develop an understanding in the students about various movements of cinema
3. To apprise the students of the birth and growth of cinema in different parts of the world
4. To tell the students the history of Indian cinema- the major phases of its growth
5. To acquaint the students with various approaches to study cinemas

Course outcome: After completion of the course, students will be able to understand about cinema and popular culture.

Unit I [Cinema and Culture]

1. Development of culture studies
2. Concept of popular culture
3. Various elements of popular culture
4. Cinema as an element of popular culture
5. Cinema and other elements in popular culture

8 Hours

Unit II [Various Movements of Cinema]

1. German Expressionism
2. Italian Neo-realism
3. French New Wave
4. Iranian New Wave Cinema

9 Hours

Unit III [History of World Cinema]

1. Technological innovations and early cinema
2. Griffith and evolution of film grammar
3. Influence of Eisenstien and Pudovkin
4. Hollywood Studio System
5. Sound in cinema
6. Impact of world war
7. Development of film industries in Asia and Latin America

10 Hours

Unit IV [History of Indian Cinema]

1. Early developments
2. Prabhat Studios and Bombay Talkies
3. Influence of world cinema
4. Cinema of Ray, Ghatak and Mrinal Sen
5. Rise of regional cinema
6. Impact of FFC, IFFI and FTII
7. Indian cinema after liberalisation

9 Hours

Unit V [Various Approaches to study cinema]

8 Hours

1. Auteur theory
2. Formalist film theory
3. Psychoanalytical film theory
4. Socialist realism
5. Screen theory
6. Structuralist film theory
7. Marxist film theory
8. Feminist film theory

Suggested Readings:

1. James Monaco : How to Read a Film, Oxford
2. Eric Rhodes : A History of Cinema, Penguin
3. John Storey : Culture Studies & Study of Popular Culture, Edinburgh University Press
4. Govind Nihlani, Saibal Chatterjee & Gulzar : Encyclopedia of Indian Cinema
5. Wimal Dissanayke : Indian Popular Cinema: A Narrative of Cultural Change, Trentham Books
6. Denise D. Bielby : Popular Culture: Production & C. Lee Harrington Consumption, Blackwell Publishing
7. Susan Hayward: Cinema Studies: The Key Concepts, Routledge



BHARTI VISHWAVIDYALAYA

GLOBAL COMMUNICATION

Course objective:

This course aims to give the theories of perspectives of communication as applied in political fields and also at international level so as to understand the role of communication both in resolving international disparities and reinforcing the existing power relations between and within nations. The course in fact, is designed combining what was seen as two different perspectives into one course because of the changing global and national communication and media context and commonalities in theoretical trajectories.

Course outcomes:

Upon successful completion of the global communication program you should be able to:

Demonstrate an understanding of mediation in the global context through engagement with the phenomenon of global communication

Develop and critically assess existing research as it relates to global communication

Understand the value of cross-cultural communication and the exchange of ideas for the purpose of shaping global communication.

Unit I

International dimensions of Political Communication. Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.

Unit II

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit III

Introduction to identity politics and its relation to nation-building - local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns.

Unit: IV

Political, Economic and Cultural dimensions of International Communication -communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations.

Unit: V

UNESCO's efforts in removal of Imbalance in News flow – NWICO, MacBride Commission's report, NANAP, Issues in international communication, democratization of information flow and media systems, cultural imperialism – criticisms; violence against media persons, transnational media ownership and issues of sovereignty and security.

Suggested Readings:

1. Thussu, Daya Kishan (2006). International Communication: Continuity and Change, 2nd second. Hodder Arnold Publication.
 2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
 3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, New York: Pantheon Books.
 4. Seator, Jean. (1998). Politics and the Media, Blackwell.
 5. Gunther, Richard. (2000). Democracy and the Media, Cambridge.
- Thussu, DayaKishan (2009), International Communication: A Reader, Routledge



TV NEWS, PRODUCTION & ANCHORING

Course objective:

1. To develop an understanding about various steps involved in the production of TV news
2. To familiarize the students with basics of TV news reporting and writing
3. To apprise them with technical and operational aspects of video camera and composition
4. To enhance the creativity of students by explaining them importance of light in video shoot
5. To help the students learn the basics of presentation and anchoring on television

Course outcome: After completion of the course, students will be able to understand about TV news production and anchoring.

Unit I [TV News: Reporting and Writing]

9 Hours

1. Reporting for TV
2. Structure of TV news report
3. Newsroom functions in TV news channel
4. Writing, presenting and recording of piece-to-camera
5. Writing and recording of voice over
6. Packaging, headlining
7. Producing a news bulletin, run down
8. Production of non-news programmes

Unit II [Camera for Video Journalist]

10 Hours

1. Video camera and its parts
2. Camera chain - camera control unit, sync generator and power supply
3. Types of camera - analog and digital camera, studio cameras, ENG/ EFP cameras
4. Optical system –
Types of Lenses: prime lens, zoom lens, special purpose lens
Characteristics of lenses: focal length, lens angle and size of image sensor, focus, light transmission: iris and f-stop, depth of field
5. Electronic characteristics -
Aspect ratio, resolution, gain, light sensitivity and operating light level, video noise and signal to noise ratio, shutter, contrast, white balance
6. Operational characteristics in ENG/ EFP cameras and camcorders
7. Filters for camera: built-in filters and external filters
8. Video tape recording formats

Unit III [Language of Camera and Composition]

9 Hours

1. Types of shots: long shots, mid shot, close up etc
2. Angle of shots: low angle shot, high angle shot, eye level shot, bird's eye view, point of view
3. Movement: pan and tilt, wheeled camera support, dolly, crane, arm, handheld camera
4. Focus effects: deep focus, shallow focus, shifting focus
5. Lens perspective
6. Meaning of composition, importance and functions of composition
7. Rules of composition: emphasis/point of interest, headroom, rule of thirds, diagonal rule
8. Role of light in composition

Unit IV [Lighting for Video]

8 Hours

1. Behaviour of light falling on object - Absorption, reflection, transmission, refraction, dispersion, scattering, diffraction - Illumination: subject illumination with point and broad source, harsh and soft shadows - Brightness of an object: amount of light it reflects, the intensity and distance of Source
2. Lighting instruments and lighting controls- Field lighting instruments, studio lighting instruments, lighting control equipment
3. Light intensity, types of lamps, colour temperature and colour media
4. Lighting in a studio- Lighting approach: one point, two point and three point lighting - Specific lighting techniques: flat lighting, continuous action lighting, large area lighting
5. Lighting in the field- Shooting in day light- Shooting in indoor light- Shooting at night

Unit V [Presentation and Anchoring on TV]

9 Hours

1. Concept behind “good on-air delivery”
2. How to “sell” yourself in a recording/broadcast studio
3. Presenting news bulletins and news based programmes
4. Conducting interviews inside and outside studios
5. Conducting panel discussion, audience based programmes
6. Anchoring of entertainment programmes – comedy shows, reality shows etc
7. Anchoring of live and recorded programmes, importance of anchoring
8. Coordination with floor manager and other production staff in the studio and PCR
9. Use of computer/laptop, teleprompter, mike and other equipments in anchoring

Suggested Readings:

1. Aditya Sengupta Electronic Journalism - Principles and Practices, Authors Press, Delhi 2006
2. Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
3. Ted White Broadcast News, Focal Press, New Delhi, 2007
4. Rick Thompson Writing for Broadcast Journalists, Routledge, London, 2005
5. Jenne Mills The Broadcast Voice, Focal press, New Delhi, 2004
6. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
7. Stuart W Hyde TV and Radio Announcing, Kanishka Publishers, New Delhi
8. Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
9. Fil Hunter, Paul Fuqua Light: Science and Magic: An Introduction to Photographic Lighting, Focal Press, 2007
10. Robert B. Musburger Single-Camera Video Production, Focal Press,

TV NEWS, PRODUCTION & ANCHORING (LAB)

Course objective of the course:

1. To enable the students understand TV news in the right earnest
2. To ensure the students passing through the process of news production
3. To provide them opportunity developing the skills of anchoring on television
4. To help the students learn functions of camera and lights through various exercises

Exercises/Assignments/Presentations:

1. TV News

- i. Reporting of event and writing the script
- ii. Editing copy of the news report
- iii. Writing, presenting and recording of PTC
- iv. Writing and recording of voice over
- v. Preparing the news package
- vi. Production of news bulletin, run down

2. Camera and Lights

- i. Demonstration of video camera, its anatomy and functions
- ii. Video camera handling practice on stand and on shoulder, working on composition
- iii. Practice of different types of shots, camera movements and camera angles
- iv. Shooting small continuity, using single camera
- v. Demonstration of lights, its anatomy and functions
- vi. Practice of different lighting techniques

3. Anchoring

- i. Exercises on delivery, pronunciation, voice modulation and diction
- ii. Training in handling of equipments, coordination with production staff
- iii. Anchoring of TV news bulletin
- iv. Anchoring of non-news/entertainment programmes for TV

Internal Evaluation (50 marks)

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 4 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

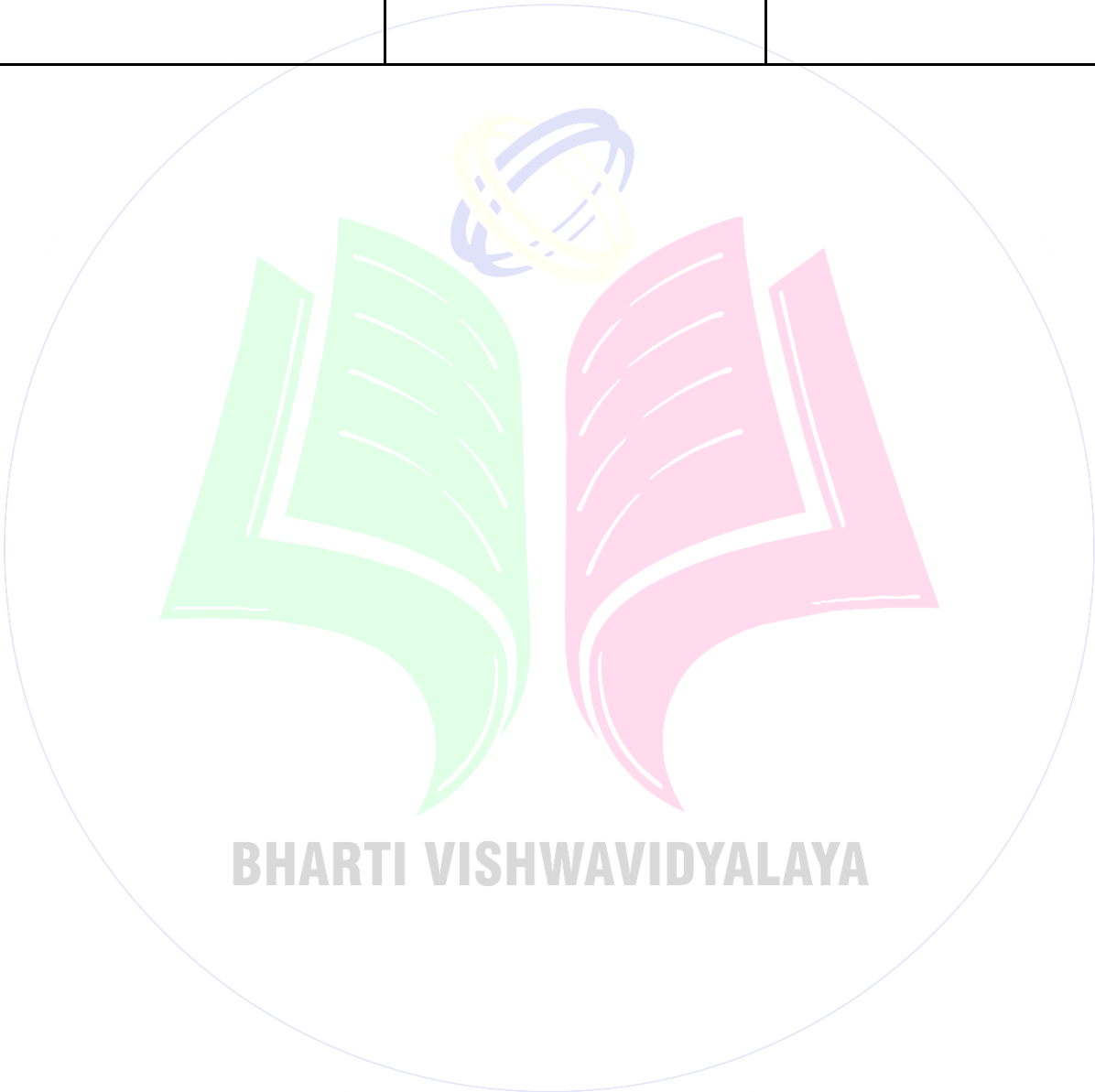
Evaluation scheme:

ASSIGNMENT (15 MARKS)	PRESENTATION (15 MARKS)	VIVA (15 MARKS)	ATTENDANCE (5 MARKS)	TOTAL INTERNAL (50 MARKS)

External Evaluation (50 marks)

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT (20 MARKS)	VIVA (30 MARKS)	TOTAL EXTERNAL (50 MARKS)
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DISSERTATION

Course objective:

1. To motivate the students to do a quality research based study on the selected topic
2. To encourage the students to take up the production of documentary or short fiction

Course outcome: After completion of the course, students will be able to understand about research methodology.

Dissertation/Production:

The students can take up any of the following assignments as part of this paper.

Dissertation: Students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

Production: Students can produce documentaries/ short fiction films as group work, with the approval and under supervision of a faculty member.

Dissertation:

Selecting the Topic: Students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

Writing the report: Students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

Production:

The students can produce in group any of the following work.

Documentary: A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary should be 10 minutes.

Short Film: A group can decide to produce a short fiction film with the prior approval of the concerned faculty member. The duration of the short film should be 5 minutes.

Evaluation of Major Project:

The Major Project carries 100 marks. The dissertation report or the production work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

EVALUATION SHEET
(To be filled by the Internal Examiner only)

Name of the Candidate:

Class and Section:

Please evaluate out of marks as indicated.

S.No.	Details Maximum marks in each	Marks (50)
	<i>column</i>	<i>(10 marks x5)</i>
1	OBJECTIVE IDENTIFIED & UNDERSTOOD	
2	LITERATURE REVIEW / BACKGROUND WORK	
3	DISCUSSION/CONCLUSIONS	
4	POWER POINT PRESENTATION	
5	RESPONSE TO QUESTIONS DURING DISCUSSIONS	
	Total (Out of 50)	

Signature:

Date:

BHARTI VISHWAVIDYALAYA

EVALUATION SHEET
(To be filled by the External Examiner only)

Name of the Candidate:

Class and Section:

Please evaluate out of marks as indicated.

<i>S.No.</i>	<i>Details</i>	<i>Marks (50)</i>
	<i>Maximum marks in each column</i>	<i>(10 marks x5)</i>
<i>1</i>	<i>OBJECTIVE IDENTIFIED & UNDERSTOOD</i>	
<i>2</i>	<i>LITERATURE REVIEW / BACKGROUND WORK</i>	
<i>3</i>	<i>DISCUSSION/CONCLUSIONS</i>	
<i>4</i>	<i>POWER POINT PRESENTATION</i>	
<i>5</i>	<i>RESPONSE TO QUESTIONS DURING DISCUSSIONS</i>	
	<i>Total (Out of 50)</i>	

BHARTI VISHWAVIDYALAYA

Signature:

Date:

COMPREHENSIVE VIVA VOCE

Course objective: The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of two-year studies at this master's programme.

Comprehensive Viva:

There shall be Comprehensive Viva Voce at the completion of MJMC programme. It will carry **100 marks**.

Evaluation:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

Learning Outcome: After completion of the course, students will be able to understand about research methodology.

EVALUATION SHEET (To be filled by Internal Examiner only)

Name of the Candidate:

Class and Section:

Please evaluate out of marks as indicated.

<i>S.No.</i>	<i>Details</i>	<i>Maximum marks in each column</i>	<i>Marks obtained</i>
<i>1</i>	<i>KNOWLEDGE GAINED DURING THE SEMESTER</i>	<i>20</i>	
<i>2</i>	<i>CONFIDENCE LEVEL OF STUDENT</i>	<i>15</i>	
<i>3</i>	<i>SPEAKING ABILITY</i>	<i>15</i>	
	<i>Total (Out of 50)</i>	<i>50</i>	

Signature:

Date:

EVALUATION SHEET

(To be filled by the External Examiner only)

Name of Candidate:

Roll No:

Please evaluate out of fifty marks.

S.No.	Details	Maximum marks in each column	Marks obtained
1	KNOWLEDGE GAINED DURING THE SEMESTER	20	
2	CONFIDENCE LEVEL OF STUDENT	15	
3	SPEAKING ABILITY	15	
	Total (Out of 50)	50	

Signature:

Date:

BHARTI VISHWAVIDYALAYA