

SYLLABUS
FOR
B.Sc. JOURNALISM AND MASS
COMMUNICATION

(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

(Semester I-VI)

Session: 2015-16



PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA

B.Sc. Journalism and Mass Communication (Semester System)
(Under Credit Based Continuous Evaluation Grading System)
(Semester System)


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Punjab Technical University
B.Sc. Journalism and Mass Communication

Semester-I

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 101	Principles of Communication	3	0	0	40	60	100	4
BJAMC 103	Global Media	3	0	0	40	60	100	4
BJAMC 105	Fundamentals of Journalism	3	0	0	40	60	100	4
BJAMC 107	Introduction to Print Media	3	0	0	40	60	100	4
BJAMC 109	Communication: Theories Models and Skills	3	1	0	40	60	100	4
BJAMC 111	Introduction to Computers	3	0	1	40	60	100	4
Total		18	1	1	240	360	600	24

Semester-II

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 102	Mass Communication: Concepts and Processes	3	1	1	40	60	100	5
BJAMC 104	Reporting Techniques & Skills	3	1	1	40	60	100	5
BJAMC 106	Editing and Principles of Layout and Design	3	0	2	40	60	100	5
BJAMC 108	Press Laws & Media Ethics	3	1	1	40	60	100	5
BJAMC 110	Practical Lab on Editing & reporting	0	0	2	40	60	100	2
BJAMC 112	Practical Lab on Column Writing	0	0	2	40	60	100	2
Total		12	3	9	240	360	600	24


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Semester-III

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 202	Radio Production	3	0	2	40	60	100	5
BJAMC 204	Television Production	3	0	2	40	60	100	5
BJAMC 206	Photo Journalism- I	3	1	1	40	60	100	5
BJAMC 208	Indian Constitution, Economy and Politics	4	1	0	40	60	100	5
BJAMC 210	Event Management	4	1	0	40	60	100	4
Total		17	3	5	200	300	500	24

Semester-IV

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 201	Media Management and Ethics	3	1	1	40	60	100	5
BJAMC 203	Public Relations	3	0	1	40	60	100	4
BJAMC 205	New Media Technologies	3	1	1	40	60	100	5
BJAMC 207	Basic of Camera Light and Sound	3	1	2	40	60	100	5
BJAMC 209	Development Communication	3	1	1	40	60	100	5
Total		15	4	6	200	300	500	24

Semester-V

Course Code	Subject Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BJAMC 301	World Media Scenario	3	2	0	40	60	100	5
BJAMC 303	Public Relations	3	1	1	40	60	100	4
BJAMC 206	Cyber Journalism	3	1	1	40	60	100	5
BJAMC 307	Photo Journalism-II	3	0	2	40	60	100	5
BJAMC 309	Photography and web content development Practical lab	1	0	1	40	60	100	2
Total		13	0	5	200	300	500	21

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Semester-VI

Course Code	Course title	Marks Distributions		Credits
BJAMC-302	Industrial Training	200	50- Viva	8
BJAMC-304	Project	100	50- Viva	8
Total		300	100	16

FIRST SEMESTER

BJAMC-101: Principles of Communication – I

Unit-I

Fundamentals of Communication. Meaning of communication, features, importance, patterns, Techniques of communication: formal/ informal, verbal/written, downward & upward. Barriers of communication, Essentials of communication, 7 C's of communication, Factors affecting process of communication.

Unit-II

Process of Communication. Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback).

Unit-III

Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.

Unit-IV

Oral Communication. Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews, preparation with reference to welcome, introduction and thanks.

Unit-V

Listening skills: Listening, types of listening, barriers to listening, effective listening skills. Reading skills: Model of reading to learning, reading tactics and strategies, reading purposes – kind of purposes and associated apprehensions, reading for meaning, reading outcomes.

PRACTICALS:

P – 1.2

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- a) Writing an application, business letter, memo and personal resume
- b) Conducting Interviews
- c) State reading purpose & comprehension
- d) Listening exercise – listening to news on Radio & TV
- e) Conversation & Public Speaking

Suggested reading

Business Communication - K.K.Sinha (Galgotia Publishing Company)

Communication – Asha Kaul (Prentice Hall India)

Communication – C.S.Rayadu (Himalaya Publication)

BJAMC-103: Global Media

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.

Suggested Readings

1. Global Comparative Media – M.K. Rampal

BJAMC-105: Fundamentals of Journalism

Unit-I

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

Unit-II


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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. 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

BJAMC-107: Introduction to Print Media

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.

BJAMC-109: Communication: Theories, Models and Skill

Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

Unit-II


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Models of Communication: SMR Model, SMRc Model, Shanon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model

Unit-III

Written Communication. Business Report Writing and Presentation
Telephone handling manners

Unit-IV

Preparation of matters of Meetings. The writing of notices, agenda & minutes, organization & conduct of conference, the use of charts, PowerPoints etc.

Suggested Readings

1. Business Communication – K.K. Sinha (Galgotia Publishing Company)
2. A Practical Grammar of English – Thomson & Martinet
3. Improve your word power – R. Birley
4. Student Companion – (Rupa)

BJAMC-111: Introduction to Computers

Introductory concepts and applications of computers

- Introduction to computers
- Importance of computers
- 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
- General Application of computers in various fields

Fundamentals of computers

- Classification of computers
- Basic principles of operation of digital computer
 - Input unit
 - Central processing unit
 - Output unit
- Computer system
- Computer virus
- Development of computers and computer generations
 - History of computer
 - Generation of computers
- Computer number system

Windows

- Basic Commands
- Components of MS- Office
 - MS- Word
 - MS- Excel
 - MS- PowerPoint
- Basic application of MS- Office


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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.

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

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.

SEMESTER- II

BJAMC-102: Mass Communication: Concepts and Processes

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 Affairs, Traditional & Folk Media, Media and modern society, Media and democracy

SUGGESTED READINGS

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

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BJAMC-104: Reporting Techniques & Skills

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.

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-II

Types of Reporting:

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

Unit-III

Writing the Story:

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

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.


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- Writing Hard News, Action & Fire Stories
- Accidents
- Obituaries
- Anecdotes & Tribute

Unit-IV

Writing For Magazines:

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

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

SUGGESTED READINGS

1. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A, Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
2. The Professional Journalism - M. V. Kamath
3. The Journalist 's Handbook - M.V. Kamath

BJAMC-106: Editing & Principles of Layout and Design

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. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Unit-III

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

Unit-IV

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

BJAMC-108: Press Laws & Media Ethics

Unit-I


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Press Laws, Society & Democracy
Constitutional Safeguards to Freedom of Press
Press Commissions & their recommendations

Unit-II

Press & Registration of Books Act, 1867
Working Journalist Act
Defamation
Contempt of Court
Press Council Act
Official Secret Act

Unit-III

Parliamentary Privileges
Right to Information
Copyright, Intellectual Property Right

Unit-IV

Social Responsibility of Press
Ethics, Self-Regulation & Freedom of Expression
SUGGESTED READINGS

1. Mass Media Laws & Regulations C S Rayudu, S B Nageshwar Rao
2. Press in the Indian Constitution R K Ravindran
3. Principles & Ethics of Journalism Dr. Jan R Hakemuldar, Dr. Fay AC de Jounge, P P Singh

BJAMC-110 Practical Lab on Editing & reporting

1. News Reporting: News items regarding programmes in the College Departments (minimum 10) - News items about various programmes in the city assigned by the concerned teachers (minimum 10)
2. Various Types of News: Development news, mishap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.
3. Non-news Articles: These include topical articles such as side article, Biography, Book-review, Film Review and Special article, At least one article of each type must be produced by the student.
4. Interview: The student is expected to write interviews of 5 personalities in various field.
5. Editing Processes: Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to the Space Requirements, Detecting & Correcting Errors
6. Making Stories Objective, Fair & Legally Safe. Restructuring / Rewriting, Improving the Lead, Interpretative & Investigative Approach

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7. Articles & Developing Stories; Reading Proofs. Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification

8. Planning of Pages: Organised, Purposeful Flow of material to Press, Tentative earmarking of Matter for each page & the manner of their treatment; Handling of Supplements & Magazine Space.

SUGGESTED READING

1. News Editing - Bruce H. Westley
2. Outline Of Editing - M.K. Joseph
3. The Journalist 's Handbook - M.V. Kamath
4. Advanced Editing - Adarsh Kumar Varma
5. The Making Of An Editor - Rahul Mudgal

BJAMC-112 Practical Lab on Column Writing

1. Column Writing

- Development, Criticism, Feature writing
- News Analysis

2. Special Reporting

- Scoops, Exclusive, Specialized reporting
- Science, Sports, Economic and Commerce, Development, Gender
- Editing, meaning, objects, symbols, means, lead, proof reading
- News desk, Editorial division, news flow, copy management
- Titles : tricks, Skills, objects, kinds, dummy page, Page make-up, Lay out, Photo editing

Magazine Editing : Lay out, Graphics

SEMESTER- III

BJAMC 201 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


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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. 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 –II

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 III

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 IV

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

Reference Books:

1. Newspaper organization and management-Herbert Willia
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
7. Media politics and ownership – Jagdish Vachani
8. Media selling – Charles Warner and Joseph Buchman
9. Media development and management – Biswajeet Guha
10. Newspaper management by Gulab Kothari

BJAMC 203 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, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.

Unit III


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

Unit IV

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

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
5. Public Relations by Jaishree Jethway

BJAMC 205 New Media Technologies

Objective/: 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, Satellite communication: beginning, growth, status and application, Concept of social media.

Unit IV

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

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
8. Mass Communication in India - Keval J. Kumar

9. Mass Communication & its Digital Transformation- Dr. R.C Ramanjun
10. Introduction to Mass communication - Staney Baran
11. Electronic media-Eastman Ferguson

BJAMC 207 Basics of Camera Light and Sound

Objective/s: 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, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

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

BJAMC 209 Development Communications

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.

Communication for rural development, communication for urban development.

Panchayati raj, urban sanitation, consumer awareness, modernization, industrialization

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

SEMESTER-IV

BJAMC 202 Radio Productions

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, nature of sound, Sound effects, Sound recording techniques.

Unit II

Writing and production of different radio programmes-Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission.

Unit III

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

Unit IV

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

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 Communications-Vir Bala Aggarwal & V.S. Gupta
5. Radio and TV Journalism – K.M. Srivastava

BJAMC 204 TV Productions

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

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

BJAMC 206 Photo Journalism- I

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.


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Unit –II

Principles of camera oB.Sc.ura, 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, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

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

BJAMC 208 Indian Constitution Economy and Politics

Objective: This course offers the knowledge of Indian constitution and its characteristics, Indian economic condition and about Indian politics.

Unit –I

Introduction to Indian Constitution-characteristics, Preamble-Directive Principles of State Policy, Fundamentals Rights, Fundamentals Duties, citizenship, Grass root democracy, Procedure for Amendments in Indian Constitution

Unit –II

The Legislature, The Executive, The Cabinet, The Judiciary-powers and functions. The President, The Prime Minister - Powers and their functions, The Electoral system-process, ECI Need for electoral reforms.

Unit- III

Political Party System in India, lobbying, trade unionism, internal freedom.

Unit- IV

Economic development –concept and general perspective. Characteristics of development. India as a developing economy, Strategies of development. Developed vs. undeveloped economy, Aspects of human development –education, poverty and inequality of income distribution with special reference to India

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Reference Books

1. Indian Economy-T. R. Jain
2. Indian Constitution – D.D. Basu
3. India-2011 – I and B Ministry (Annual Issue)

BJAMC 210 Event Management

Objective/s: These students will know about the growing field of event management. What is event management all about? How event planner works.

Unit –I

Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

Unit –II

Organization—setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

Unit III

Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan,business plan, developing strategies.

Unit IV

Human Resource Management –Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance, .Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Reference Book

1. Advertising and Sales Promotion- C.N. Sontaki

SEMESTER- V

BJAMC301- World Media Scenario

Objective/s: This will provide in-depth knowledge to the student about the media scenario world over, which will be immensely useful in the field.

Unit-I

New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order

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Unit-II

NAM Media; Regional Agencies; and Direct Broadcasting Systems, World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance

Unit-III

Colonization of Communication, News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military

Unit-IV

Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues.

SUGGESTED READINGS:

1. Many Voices One World, UNESCO
2. Facts of Life, A Communication Challenge UNICEF, India-1993
3. The Media & Modernity, John B Thompson, Polity Press, 1995
4. Globalisation, Albrowm & King E
3. Technology & Communication Behaviour, Belmont C A Wadsworth

BJAMC 303

Public Relations

Objective/s: This will add on to the knowledge of the students as to how public relations are put into practice along with the strategies they would need as PROs.

Unit-I

- Persuasion and Public Opinion
- Employee communication
- PR as distinguished from Marketing, Sales Promotion and Advertising
- PR Techniques

Unit-II

- Relationship and duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct
- Functions of PR Department & Manager-Advantages & Disadvantage
- Evaluating results of PR work

Unit-III

- Press Relation and its principles
- The News Release-Seven point formula & its importance
- Writing techniques, Press Events and organizing them

Unit-IV

- Exhibition PR and its Planning
- Uses and kinds of Exhibition PR


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- Importance of Marketing Research for the PR Practitioner
- PR in Developing Countries

SUGGESTED READINGS:

1. Effective Public Relations Scott M. Cutlip & A.H. Genter
2. The Practice of Public Relations Fraser P. Seital
3. Corporate image of India S.K. Roy
4. Diplomatic Persuaders, N.Y. Wiley John Lee
5. Publicity: Art and Literature with special Reference to India Krishnachander Lehiri
6. Using research in Public Relations Glen Broom & David Dozier

BJAMC 305

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

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

BJAMC 307

Photo Journalism-II

Objective/s: A brief recapitulation of the equipment, its usage and significance of photography.

Unit-I

Focus on Cameras and Recorder controls, Camera Cables, Shooting techniques, Visual effects. Basic theory of Video recording- Microphones, audio recorders, television cameras, lighting, sound mixing desk- VTR, Master Control Room

Unit-II

Rules and principles of quality lighting, Shows the creative use of back-lighting, proper placement of lights and lighting equipment for principle subjects and sets both on location and in the studio.

Unit-III

Piece-to-camera- opening, bridge, conclusive, Composition; rule of thirds, Framing, S curves, repetition of shapes, evaluating composition.

Unit-IV

Filing System, Law and ethics, Copyright, Digital Imaging, Photoshop, photo editing.

SUGGESTED READINGS:

1. Radio and TV Journalism, K.M. Shrivastava
2. Photojournalism: The Professional's Approach, Kenneth Kobre, Betsy Brill
3. Photojournalism, Andy Steel
4. Photojournalism Basics, Harris G. Smith, John Robaton

BJAMC 309

Photography and Web content Development Practical Lab

Photography

Objective/s: This will provide students hands-on experience on handling the camera and its usage indifferent scenarios. Students will be required to make a photo feature on a relevant topic. The feature should be able to express the theme with the use of pictures alone or with minimal words. They will also be required to take up timely assignments on photography and take part in college functions and events as photojournalists.

Web Content Development Practical


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Objective/s: Students will be acquainted with the significance and need of writing for the web, deeming its demand in the current scenario. This will give them a clear picture of various forms of online writing. Students will be required to take timely practical tests for writing content for the web on the following topics:

1. Writing reviews for product launches
2. Writing review: books, movies, plays
3. Writing questionnaire for an interview to be published on the web
4. Writing features and understanding the mechanisms of feature writing for the web
5. Writing subject-based articles and features: science, sports, food, health etc.

SEMESTER- VI

BJAMC 302

Industrial Training: 200 Marks+ 50 Viva-voce

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 term of marks (200). These documents must be confidential and sent direct 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.

BJAMC 304

Project Report: 100 Marks+50 Marks Viva Voce

During the VI 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.

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