

Gopal Narayan Singh University,

Jamuhar, Sasaram, Rohtas (Bihar)

Faculty of Arts

APPROVED BY	DATE
BOS	30.08.2022
Academic Council	29.11.2022
Board of Management	31/08/2023
Governing Body	03/06/2023



Course Structure & Ordinance Governing the

Three-Year (Six-Semesters)

Bachelor of Arts in Journalism & Mass Communication (BA-J&MC)

(To be effective from 2022-23)

(CREDIT BASED SEMESTER SYSTEM)

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Ordinance, Examination Scheme & Course Structure
For
Bachelor of Arts in Journalism and Mass Communication
GENERAL

- This ordinance may be called “Ordinance Relating to Bachelor of Arts in Journalism and Mass Communication” Course.
- It shall come into force from academic session 2022-23.
- The present ordinance supersedes the previous one relating to Bachelor of Journalism and Mass Communication of Gopal Narayan Singh University, Jamuhar, Sasram, Bihar with the vision to produce highly qualified skilled, trained, competent professionals for the communication and media industry.
- The following Ordinance have been framed, which shall govern the admission, course structure, examinations and other allied matters relating to the Three-year (*Six - Semester*) **Bachelor of Arts in Journalism & Mass Communication (BA-J&MC)** Degree Course of Gopal Narayan Singh University spanning 120 credits.
- With a view to conduct the Three-Year Full Time BA-J&MC programme systematically and in a time-bound frame, the FoA-GNSU shall draw up an '**Academic Calendar**' in the beginning of the academic session that shall clearly spell out the dates of the various academic exercises including the semester examinations to be carried out during the academic year.

Course Title	: Bachelor of Journalism and Mass Communication
Abbreviation	: BA-J&MC
Type of Course	: A Three Years (Six Semesters) Graduate Course
Pattern	: Half Yearly (Semester System)
Award of the Degree	: Degree will be awarded as per the GNS university rules and regulations

1. ADMISSION PROCEDURE:

- 1.1 The BA-J&MC course is open for all candidates who have passed the Intermediate or 10+2 Examination in any discipline from any recognized Board. The candidates appearing in Intermediate or 10 + 2 final examinations shall also be eligible to apply for admission to the BA-J&MC Course. A candidate securing a minimum of 45% marks is eligible to take admission in the above course, 42% for OBC, and 40% for SC/ST category. Reservation in Admission as per central/state govt. rules.
- 1.2 The candidates seeking admission to the course shall apply on a prescribed Application Form which can be obtained from the University/Department on the payment of an Application Fee fixed by the University.
- 1.3 All applicants shall have to appear in an Admission Test/Merit List followed by Personal Interview as may be prescribed for the purpose by the Admission Committee which shall inform the date, time and place of the Admission Test to all the eligible applicants.



- 1.4 The Admission Committee shall prepare the merit list of the candidates combining the marks of the Admission Test and Interview and shall admit them to the BA-J&MC course strictly in order of merit.
- 1.5 A limited number of seats shall also be available for the NRI/NRI Sponsored/ Company Sponsored/ Foreign candidates. Such candidates shall be exempted from the Admission Test and shall be admitted on the basis of their past academic performance and Interview.
- 1.6 On selection for admission to the BA-J&MC course, the candidates shall, within the time fixed by the Admission Committee, deposit the fees prescribed for the purpose to get his/her admission confirmed. If a candidate fails to do so, his/her admission shall be automatically cancelled and the seat falling vacant shall be offered to the other candidate in the merit list.
- 1.7 A candidate admitted to the BA-J&MC Course shall also have to get himself/herself enrolled as the student of GNS University by filling up a prescribed form and paying the Enrolment Fee as fixed by the University.
- 1.8 Admission to BA-J&MC course cannot be claimed by any candidate as a matter of right. The Admission Committee shall have power to refuse, reject or cancel any admission if it possesses sufficient reasons to do so. The decision of the Admission Committee shall be final and binding upon the candidates.
- 1.9 The intake of the BA-J&MC, course to GNS University is fixed at 60. But the enhancement to this intake is subject to the university decision.
- 1.10 All matters relating to admission of the BA-J&MC course shall be dealt by the Admission Committee of the University.

2. **ATTENDANCE CRITERIA:**

A student is required to have full, i.e., 100%, attendance and condonation upto 25% can be considered for specific cogent reasons. Out of this 25%, only 10% condonation will be permitted without taking any application from the student. Rest 15% condonation may be given by the Dean. Further, a student shall be deemed to have minimum percentage of attendance only if, apart from the above, he/she has attended at least 50% of the classes in each subject also. The cogent reasons for condonation are given below:

- 2.1. Participation in NCC/NSC/NSS Camps duly supported by certificate.
- 2.2. Participation in University or College Team Games or Interstate or Inter-University tournaments, duly supported by certificate from the Secretary of the University Sports Board or President of the College Athletic Association concerned.
- 2.3. Participation in Educational Excursions, Survey etc. which form a part of teaching in any subject conducted on working days duly certified by the Dean.
- 2.4. University Deputation for Youth Festival duly certified by the Dean.
- 2.5. Prolonged illness duly certified by the Medical Officer or any other Registered Medical Practitioner, provided such certificate is submitted to the Dean, Faculty of Arts in time.

The same should have been brought to the notice of the concerned class mentor.



3. COURSE OF STUDY AND EXAMINATION:

- 3.1 A candidate admitted to the BA-J&MC Course shall pursue a regular course of study in all the Six Semesters of the course and attend at least 75% of the classes held in each semester to be eligible to appear in the Semester Examinations.
- 3.2 All the Six Semester Examinations of the BA-J&MC course shall be conducted by means of written papers, sessional tests, reports, seminars, presentations; viva-voce and such other assignments as may be prescribed for the purpose from time to time in these Ordinances. Ordinarily, the Semester Examinations shall be held in December and May each year.
- 3.3 Matters pertaining to conduct of examination shall be dealt by a Board of Examination which shall be constituted by the Vice-Chancellor to deal with the matters pertaining to the BA-J&MC Examination. The Board of Examination shall constitute the Head/Dean of the Department/Faculty apart from two senior affiliates of the concerned Departments.
- 3.4 The Board of Examination shall recommend the panel of Paper-setters/Examiners to the Vice-Chancellor. After getting approval from the Vice-Chancellor, the appointment letters shall be issued to the concerned Paper-setters/Examiners by the Registrar/Controller of Examinations of the University.
- 3.5 The semester question papers will be moderated by a moderation board duly constituted and recommended by the Dean/HoD and approved by the Vice-Chancellor. The moderation Board shall constitute the Dean/HoD of the Department/Faculty as Chairperson apart from two senior faculty members of the concerned Department.
- 3.6 After the examinations are held, The Controller of examination shall get the evaluation done within 45 days time and ensure that declaration of result of semester examinations are done within a reasonable time so as to enable the Institution/College to adhere to the Academic Calendar.
- 3.7 For appearing in the BA-J&MC Semester Examinations, each student shall have to fill up the Examination Form online and paying the requisite Exam fee by a date prescribed for the purpose for being forwarded to the Registrar/Controller of Examinations of GNS University.
- 3.8 The students of the BA-J&MC Course shall be examined in the following subjects in accordance with the syllabi prescribed hereunder:
- 3.9 In each of the above subjects prescribed for the Semester Examinations, there shall be two components:
 - (a) **Theory Paper:** Each theory paper shall be of three hours' duration and it shall carry 75 marks.
 - (b) **Sessional:** In each subject, there shall be sessional of 25 marks which will be conducted by the teachers concerned in consultation with the Dean/HoD of the Faculty/ Department.

The Sessional Examination will have the following pattern:

TWO WRITTEN TESTS (best of two to be considered):	15 marks
WRITTEN ASSIGNMENTS/MINI PROJECTS:	05 marks
ATTENDANCE & CLASSROOM PARTICIPATION:	05 marks

The Written Test shall be of 60 to 90 minutes' duration and there shall be concept-based and application-type questions with equal weightage. This shall be followed in all the papers. The



written assignment(s) could be evaluated in groups or individually depending upon the subject. This would be at the discretion of the subject teacher in consultation with the Head/Dean. The marks in the sessional shall be awarded by the teachers concerned and submitted to the Head/Dean of the Department who shall, after due approval, send the same to the Registrar/Controller of Examinations, GNS University, for being incorporated in the final examination results.

3.10 Projects:

In pursuance of the BA-J&MC Course, the student shall have to undertake two projects and submit the reports of the same as specified under.

(a) **Summer Internship Project (Semester-VI):** The students are required to prepare and submit an Internship Project Report under an Institutional Mentor as well as a Media Industry Guide/Supervisor. The Project has to be done immediately after the completion of Fifth Semester Examinations with an external media house / agency for a minimum of 4 weeks and maximum of 6 weeks. A written report on the work done under standard heads (*hard bound in triplicate*) has to be submitted to the Head of the Department within a specified time-frame. The report shall be evaluated by an external examiner (*nominated by the Head/Dean*). The marks thus awarded would be finally considered and the result of which would be incorporated with the Marks-sheet of Sixth Semester. The Report shall carry 100 marks.

(b) **Dissertation (Semester-VI):** The students are required to prepare and submit a Dissertation Report (could be in the area of their chosen Specialization media) under an Institutional Guide/Supervisor. The report may be based either on an organization specific problem or theme specific problem. The students need to finalize the topic in consultation with the institutional guide (*as allotted by the Head / Dean*) during the fifth semester only. A written report on the work done (*hard bound in triplicate*) has to be submitted to the Head/Dean within a specified time-frame. The report shall be evaluated jointly by an external examiner (*nominated by the Director/Dean*). A presentation of the same will also be held and will be evaluated by the same examiner (as above). The marks thus awarded would be finally considered and the result of which would be incorporated with the Marks-sheet of 6th Semester. The Report evaluation shall be done out of 50 marks while a presentation on the same would be evaluated out of 50.

(c) Comprehensive Viva-Voce (Semester-VI):

It would be conducted by one External Examiner (*appointed by the Dean/ HoD/ of the Department*) at the end of the final semester. It would be based on the comprehensive learning over the entire BA-J&MC Course. The Viva-Voce shall be evaluated out of 100.

4. DECLARATION OF THE RESULT:

4.1 The maximum marks assigned and the minimum % pass marks assigned for each Theory Paper, Sessional, Project Report and Viva-Voce in the Semester Examinations shall be as follows:

Paper/Project/Presentation/Viva-Voce	Max. Marks Assigned	Minimum Pass %
Theory Paper + Sessional	75+25=100	40%
Presentation+ Viva Voce	50+50=100	40%
Dissertation + Presentation	50+50=100	40%
Internship Project	100	40%
Comprehensive Viva- Voce	100	50%

4.2 The results of the BA-J&MC Semesters - I, II, III, IV and V Semester Examinations shall be declared in two classes:

(a) **Pass:** who fulfill the above conditions as laid down in the Ordinance 3.1 above.

(b) **Failed and Promoted:** who do not fulfill the above conditions.

- 4.3 Those who fail in the first, second, third and/or fourth Semester Examinations shall be promoted to the next higher semester class, but they shall be required to re-appear in the theory papers in which they had failed along with the students of the next batch, on payment of the prescribed examination fee. Failed student can apply for re-evaluation within one month of declaration of the result and Fee as applicable would be charged per paper. The marks obtained by such students in the theory papers shall be substituted in place/s of the earlier marks and their results shall be declared accordingly. In case, a student fails to obtain minimum pass % in the Project Report/Dissertation, he/she shall have to submit a fresh report. The marks obtained on Survey report shall be incorporated in the fresh marks-sheet issued in lieu of the earlier one.
- 4.4 The Sessional marks of failed and promoted candidates shall, however, be carried forward as such to the next examination in which they re-appear.
- 4.5 Those students who fail in the fifth and sixth Semester Examinations may get the opportunity of re-appearing in the failed theory papers of the Second Examination of the fifth and sixth Semesters that shall be arranged by the University soon after the declaration of the main fifth and sixth Semester Examination results. However, a student failing in the Fifth Semester Examination will be promoted to the Sixth Semester class as per provisions of Ordinance 3.3 above.
- 4.6 The result of the BA-J&MC Sixth Semester Examination shall be declared on the basis of the combined marks secured by a candidate in all the Six Semesters of the BA-J&MC course in the following classes:

Pass:	40% but less than 50%
Second Class:	50% but less than 60%
First Class:	60% but less than 75%
Distinction Class:	75% and above

- 4.7 Those who fail in any paper of the I, II, III, IV, V or VI Semester Examination shall not be ranked while declaring the final result of the BA-J&MC Course.

5. **RE-ADMISSION:**

5.1 If a student has already taken admission to the BA-J&MC course but has failed to meet the requirements of attendance and/or sessional/practical as per the given ordinances pertaining to this course as a result of which he/she could not be permitted to appear in a semester examination, may be re-admitted to the same semester class along with the students of the next batch. For re-admission, the concerned student will have to apply afresh in writing and pay the regular semester fees.

5.2 This facility of re-admission shall be granted to a student only once during the course.

6. **RE-EVALUATION:**

6.1 The Re-evaluation of any Examination copy shall be done as prescribed in the University norms.

7. **Question Paper Pattern for Theory Examinations for subjects having University examination:**

I. Very Short Answers (Answer 10 out of 10)	=2x10=20
II. Short Answers (Answer 5 out of 8)	
III. Long Answers (Answer 2 out of 4)	= 5x5=25
Note: There will be Three Sections namely A, B & C . Section 'A' shall be dedicated to Very Short Answers, Section 'B' for Short Answers and Section 'C' for Long Answers	= 2x15=30
Total	= 75 marks

f. K. Singh

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8. Promotion and Award of Grades:

A student shall be declared **PASS** and eligible for getting grade in a course of BA-J&MC program if he/she secures at least 40% marks in that particular course including internal assessment. For example, to be declared as **PASS** and to get grade, the student has to secure a minimum of 40 marks for the total of 100 including continuous mode of assessment and end semester theory examination and has to secure a minimum of 20 marks for the total 40 including internal assessment and end semester practical examination.

9. PROMOTION RULES AND SUPPLEMENTARY EXAMINATION:

There shall be no supplementary examination for I, II, III and IV semesters. However, there shall be a provision of supplementary examination for V and VI semesters after declaration of the result of VI Semester. Students failing in courses of V and VI semesters may appear in supplementary examination(s) or subsequent main examination(s).

9.1 First Semester Course & Examination:

The candidates who have taken admission in BA-J&MC programme First Semester in a session can be put in the following two categories on the basis of their attendance in the Semester:

- I. (i) Those who have put in the required minimum percentage of attendance for appearing in the I-Semester Examination and filled up the examination form in time for appearing at the I-Semester Examination.
- (ii) Those who did not put in the required minimum percentage of attendance for appearing at the I-Semester Examination or did not fill up examination form in time for appearing at the I-Semester Examination.

Candidates under Category I(i) are eligible for appearing at the examination of I-Semester, while candidates under Category I (ii) are not allowed to appear at the examination of the Semester. However, category I(ii) candidates are allowed to reappear at the Entrance Test of subsequent year(s) for seeking admission afresh. This implies that no readmission is permissible to those who do not have the required percentage of attendance for appearing the examination or did not submit the examination form in time.


II. After appearing at the Examination of the I-Semester the candidates can be put in the following categories in the context of declaration of the results of the I-Semester Examination:

- (i) **Passed**, i.e., those who have passed in all courses of the examination of the Semester.
- (ii) **Promoted**, i.e., those who have not passed in all the courses of the Semester.
- (iii) **Minimum passing grade** shall be Grade 'E' for each course. However, candidates with grade 'P' in a course shall also be considered as passed in that course.
- (iv) **Promotion to II-Semester:** All students who have put in the minimum percentage of attendance in I-Semester and filled up the examination form in time shall be promoted to the II-Semester if due to cogent reasons, they could not appear at semester examination. However, Sessionals evaluation should be complete.

9.2 II- Semester Course & Examination:

As in the I Semester, in the II and subsequent Semesters, all the candidates who have put in the minimum percentage of attendance for appearing at the Examination and have filled in the examination form in time for appearing at the End Semester Examination shall be allowed to appear at the respective examinations. However, students who have not put in the minimum percentage of attendance or did not fill up the examination form in time in a Semester shall be allowed to take re-admission in that Semester (except in the First Semester where re-admission is not permitted).

9.3 Declaration of results after II-Semester (based on the results of I and II-Semester Examinations):



After declaration of results of the I & II-Semesters, a candidate can be put in the following two categories:

9.4 Passed: A candidate who has passed in examinations of all the courses of I and II-Semesters.

9.4 Promoted: A student, who does not pass in all the courses of either I or II-Semester or both, shall be promoted to the III-Semester. All such students shall have the option to clear the courses, in which they had failed, in the subsequent available examination(s) slots of the concerned semester as ex-students.

9.5 Promotion to III-Semester: A candidate who comes under the category 'Passed or Promoted' is eligible to be promoted to III-Semester if otherwise eligible.

9.6 Promotion to IV-Semester: All students who have put in the minimum percentage of attendance in III-Semester and filled in the examination form in time shall be promoted to IV-Semester.

9.6 Declaration of Results after IV Semester (based on the results of I, II, III & IV Semester Examinations): After declaration of results of III & IV-Semesters, a candidate can be put in the following two categories:

Passed: A candidate who has passed in all the courses of Examinations of I, II, III & IV Semesters.

Promoted: A student, who does not pass in one or more courses of I,II,III or IV semesters or all of them, shall be promoted to the V semester if he/she has obtained at least 4.0 CGPA. All such students shall have the option to clear the courses, in which they had failed, in the subsequent available examination(s) of the concerned semester as ex-students.

9.7 Promotion to the V-Semester:

A student, who passes all courses of Semester I, II, III, & IV is eligible to be promoted to the V Semester if otherwise eligible. Further, a student who has not passed all the courses of Semester I, II, III or IV can be promoted to the V Semester. All such students shall have the option to clear the courses in the subsequent available examination(s) of the concerned semester as ex-students.

9.8 Promotion to VI-Semester:

All students who have secured the minimum percentage of attendance in V Semester and filled in the examination form in time shall be promoted to VI Semester.

Declaration of Results after VI-Semester (based on results of I, II, III, IV, V & VI Semester Examinations):

After declaration of results of V & VI Semesters, a candidate can be put in the following two categories:

Passed: A candidate who has passed in all the courses of I, II, III, IV, V & VI Semesters and obtained at least CGPA of 5.0.

Failed: All those students who have not "Passed" shall be categorized as "Failed".

Such failed students may clear their failed courses in subsequent examinations as ex-students. There shall be a provision of supplementary examinations for V and VI Semesters after declaration of results of VI Semester. Students failing in courses of V and VI Semesters may appear in the supplementary examination or subsequent main examination(s).



A student who has failed in a course shall get two more chances to clear this course subject to the maximum duration for passing the course. Further, each candidate shall have to clear all the courses within the maximum period of 6 years from the date of his/her latest admission.

10. Carry forward of Marks:

In case a student fails to secure the minimum 40% in any Theory or Practical course as specified in 7, then he/she shall reappear for the end semester examination of that course. However, his/her marks of the Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

11. End Semester Examinations:

End semester examination shall be conducted as per the schedule given in table above. The exact dates of examinations shall be notified from time to time by the university.

Table-IX: Tentative Schedule of the End Semester Examinations

Semester	For Regular Candidates
I, III, V	November / December
II, IV, VI	May / June

Question paper pattern for end semester theory examinations: For 75 marks paper

IV. Very Short Answers (Answer 10 out of 10)	= 2x10=20
V. Short Answers (Answer 5 out of 8)	
VI. Long Answers (Answer 2 out of 4)	= 5x5=25
Note: There will be Three Sections namely A,B & C. Section 'A' shall be dedicated to Very Short Answers, Section 'B' for Short Answers and Section 'C' for Long Answers	= 2x15=30
Total	= 75 marks

12. Academic Progression:

- No student shall be admitted to any examination unless he/she fulfills the norms given in 6. Academic progression rules are applicable as follows:
 - A student shall be eligible to carry forward all the courses of I, II, III, and IV semesters till the V semester examinations. However, he/she shall not be eligible to attend the courses of VI semester until all the courses of I, II, III, IV, V semesters are successfully completed.
 - A student shall be eligible to get his/her CGPA upon successful completion of the courses of I to VI semesters within the stipulated time period as per the norms specified.
 - Any student who has given more than double duration (as specified for the course) chances for successful completion of the course.

Note: Grade AB should be considered as failed and treated as one head for deciding academic progression. Such rules are also applicable for those students who fail to register for examination(s) of any course in any semester.

13. Grading of Performances:

11.1. Letter Grades and Grade Point Allocations:

Based on the performances, each student shall be awarded a final letter grade at the end of the semester for each course. The letter grades and their corresponding grade points are given in the Table below:

Table – X:

Letter grades and grade points equivalent to Percentage of marks and performances

Percentage of Marks Obtained	Letter Grade	Grade Point	Performance
90.00 – 100	O	10	Outstanding
80.00 – 89.99	A	9	Excellent
70.00 – 79.99	B	8	Good
60.00 – 69.99	C	7	Fair
50.00 – 59.99	D	6	Average
40-49.99	E	5	Pass
00-39	F	0	Fail
Absent	AB	0	Fail

Explanation: A student who remains absent for any end semester examination shall be assigned a letter grade of **AB** and a corresponding grade point of zero. He/she should reappear for the said evaluation/examination in due course. Letter grades O, A, B, C, D, E in a course indicate that the student has passed that examination.

The F grade denotes poor performance, i.e., failing in the course. A student has to appear at subsequent examination(s), if provided under the ordinances in all courses in which he/she obtains "F" grade, until a passing grade is obtained.

14. The Semester Grade Point Average (SGPA):

The performance of a student in a semester is indicated by a number called 'Semester Grade Point Average' (SGPA). The SGPA is the weighted average of the grade points obtained in all the courses by the student during the semester. For example, if a student takes five courses(Theory/Practical) in a semester with credits C1, C2, C3, C4 and C5 and the student's grade points in these courses are G1, G2, G3, G4 and G5, respectively, and then students' SGPA is equal to:

$$SGPA = \frac{C_1G_1 + C_2G_2 + C_3G_3 + C_4G_4 + C_5G_5}{C_1 + C_2 + C_3 + C_4 + C_5}$$

The SGPA is calculated to two decimal points. It should be noted that, the SGPA for any semester shall take into consideration the F and ABS grade awarded in that semester. For example if a learner has an F or ABS grade in course 4, the SGPA shall then be computed as:

$$SGPA = \frac{C_1G_1 + C_2G_2 + C_3G_3 + C_4 * ZERO + C_5G_5}{C_1 + C_2 + C_3 + C_4 + C_5}$$

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15. Cumulative Grade Point Average (CGPA):

The CGPA is calculated with the SGPA of all the VIII semesters to two decimal points and is indicated in final grade report card/final transcript showing the grades of all VIII semesters and their courses. The CGPA shall reflect the failed status in case of F grade(s), till the course(s) is/are passed. When the course(s) is/are passed by obtaining a pass grade on subsequent examination(s) the CGPA shall only reflect the new grade and not the fail grades earned earlier. The CGPA is calculated as:

$$\text{CGPA} = \frac{C_1S_1 + C_2S_2 + C_3S_3 + C_4S_4 + C_5S_5 + C_6S_6 + C_7S_7 + C_8S_8}{C_1 + C_2 + C_3 + C_4 + C_5 + C_6 + C_7 + C_8}$$

where C_1, C_2, C_3, \dots is the total number of credits for semester I,II,III,.... and S_1, S_2, S_3, \dots is the SGPA of semester I,II,III,....

16. Declaration of Division:

A student who has passed in all the papers/ courses of I, II, III, IV, V & VI Semesters of the 3-year BA-J&MC programme taken together shall be declared as 'Passed'. Such passed candidates may be awarded with the Division on the basis of CGPA according to the following criteria:

- First Class with Distinction = CGPA of 7.50 and above
- First Class = CGPA of 6.00 to 7.49
- Second Class = CGPA of 5.00 to 5.99

17. Award of Ranks:

Ranks and Medals shall be awarded on the basis of final CGPA. However, candidates who fail in one or more courses during the BA-J&MC program shall not be eligible for award of ranks. Moreover, the candidates should have completed the BA-J&MC program in minimum prescribed number of years, (Three Years) for the award of Ranks.

18. Award of Degree:

Candidates who fulfill the requirements mentioned above shall be eligible for award of degree during the ensuing convocation.

19. Duration for Completion of the Programme of Study:

The duration for the completion of the programme shall be fixed as double the actual duration of the programme and the students have to pass within the stipulated period, otherwise they have to get fresh registration.

BA-J&MC-Programme Objectives:

- Develop the requisite skills to work in various media houses.
- Instill the concept and process of communication including the theories and models of communication.
- Understanding the laws related to Media.
- To develop the relationship between Media and Society.
- Conducting Communication Research
- Understanding the theoretical and practical perspectives of Film and Media Studies
- Understanding the world of Public Relations
- Understanding the world of Corporate Communication
- To understand the relationship between Media and Society
- To understand the scenario of Indian Govt. and Politics

BA-J&MC-Programme Outcome:

After successful completion of the programme, a student will be able to:

- Comprehend, interpret and critique media coverage of local, national and international issues.
- Apply ethical and legal journalistic principles to the practice of journalism.
- Identify the stylistic differences between print, broadcast, mobile and online journalism.
- Master writing news leads, news story structure, beat reporting, and feature writing for a variety of mass mediums.
- Develop and present high-quality journalistic material in a variety of formats, including text, audio, video, still photography and Internet-based technologies—and in a combination of these formats.
- Demonstrate a familiarity with the basics of Public relations, advertising and corporate communication.
- Apply tools, techniques and technologies appropriate for the communications professionals in which they work.
- Anticipate and manage students to serve in the best media houses, channels, production houses, newspaper, and magazines etc.
- Analyze interpersonal skills to manage employees in a media industry with media management.
- Develop the quality of research and new thoughts.
- Build the relation between teaching and learning process, to understand the demand of the industry.
- Understand the human values/culture /and responsibility towards political and social development of the nation.
- Get the practical experience in news media or other media industry through internship.
- Develop a sense of belongingness towards the society in which they live in.

NOTE: Keeping in view the nature of the subject concerned, Practical classes will be conducted by the subject teachers if required.

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PROGRAMME COURSE STRUCTURE
BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION (BA-J&MC)

SEMESTER	COURSE CODE	COURSE NAME	CREDITS	TOTAL MARKS
I	BJMC-101	Introduction to Journalism	04	100
	BJMC-102	History and Growth of Media	04	100
	BJMC-103	Communication Theory	04	100
	BJMC-104	Introduction to Media and Communication	04	100
	BJMC-105	Communication Skills	04	100
			TOTAL CREDITS	20
II	BJMC-201	Print Media: Reporting and Editing	04	100
	BJMC-202	Introduction to Indian Political System and Govt.	04	100
	BJMC-203	Fundamentals of Advertising	04	100
	BJMC-204	Photo Journalism	04	100
	BEVS-205	Environmental Studies	04	100
			TOTAL CREDITS	20
III	BJMC-301	Electronic Media	04	100
	BJMC-302	Event Management	04	100
	BJMC-303	Fundamentals of Public Relations	04	100
	BJMC-304	Writing for Media	04	100
	BJMC-305	Basics to Computer Application	04	100
			TOTAL CREDITS	20

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IV	BJMC-401	Introduction to New Media Technologies	04	100	
	BJMC-402	Development Communication	04	100	
	BJMC-403	Media Ethics and the Law	04	100	
	BJMC-404	Communication Research	04	100	
	BJMC-405	Human Rights, Gender & Media	04	100	
		TOTALCREDITS		20	
V	BJMC-501	Advanced New Media	04	100	
	BJMC-502	Corporate Communication	04	100	
	BJMC-503	Introduction to Film Studies	04	100	
	BJMC-504	Media Management	04	100	
	BJMC-505	Multimedia Journalism	04	100	
		TOTALCREDITS		20	
VI	BJMC-601	Radio Programme Production	04	100	
	BJMC-602	Television Programme Production	04	100	
	BJMC-603	Summer Internship	04	100	
	BJMC-604	Dissertation	04	100	
	BJMC-605	Comprehensive Viva-voce	04	100	
		TOTALCREDITS		20	
		TOTAL SEMESTER CREDITS:		120	

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MC

1st Semester

BJMC101. Introduction to Journalism

BJMC102. History and Growth of Media

BJMC103. Introduction to Media and Communication

BJMC104. Communication Theory

BJMC105. Communication Skills

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SUBJECT CODE: BJMC101

Subject: Introduction to Journalism

COURSE OBJECTIVE – The course aims to give students an introduction to Journalism and its importance in early days. How the journalism has changed during ages and decades with the changing scenario will also be described to the students.

Unit I

Understanding News and Elements of News

News: Meaning, Definition, Nature, Values & Types

The news process: from the event to the reader, Hard news vs. soft news

Basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit II

Different forms of Print: A historical Perspective

Yellow Journalism, Penny press, tabloid press

Language of news- Robert Gunning: Principles of clear writing

Rudolf Flesch formula- skills to write news

Unit III

Understanding the structure and construction of news,

Organizing a news story, 5W's and 1H

Inverted pyramid Criteria for news worthiness

Principles of news selection

Use of archives, sources of news, use of internet

Unit IV

Different mediums-a comparison

Language and principles of writing

Basic differences between the print, electronic

Press and Democracy, Media & Society

Contemporary debates and issues related to Journalism.

Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication,2000.
- M.L. Stein, Susan Paterno& R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; BlackwellPublishing,2006.
- George Rodman. *Mass Media in a Changing World*; McGraw HillPublication,2007.
- Carole Fleming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications,2006.
- Richard Keeble. *The Newspaper's Handbook*; RoutledgePublication,2006.

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SUBJECT CODE: BJMC102

Subject: History and Growth of Media

Course Objective: Students will be able to understand the history and growth of the press. Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism

Unit I

The Origin of Press: Invention of Printing Press – Gutenberg Press – Role of Printing in evolution of modern newspapers; Growth of Newspapers in India: Hickey's Gazette, Early Journalism in Bengal, Bombay and Madras presidencies

Unit II

Growth of Press and Indian Independence Movement; Role of Newspapers in Indian Freedom struggle; Contribution of Anglo-Indian and Nationalist Press to the field of Journalism in India; Role and responsibility of press in Modern India.

Contribution of Eminent Personalities to Indian Journalism: Bala Gangadhar Tilak – Gandhi – Jawaharlal Nehru – S. Sadanand; Contributions of Eminent Personalities

Unit III

Emergence of Radio Technology

The coming of Gramophone

Early history of Radio in India History of AIR: Evolution of AIR Programming Penetration of radio in rural India-Case studies Patterns of State Control

The Demand for Autonomy FM: Radio Privatization, Music: Cassettes to the Internet.

Unit IV

The early years of Photography

Lithography and Cinema from Silent Era to the talkies, Cinema in later decades

The coming of Television and the State's Development Agenda Commercialization of Programming (1980s),

Invasion from the Skies: The Coming of Transnational Television (1990s), Formation of Prasar Bharati.

Suggested Readings:

- Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press , 2010)
- ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press,(New Delhi, Oxford 2003)
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993)
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991)
- David Page and William Crawley, Satellites Over South Asia, (Sage, 2001)
- Parthasarthi, Vibhodh, Constructing a New Media Market: Merchandising the Talking Machinein Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower, VibhodhParthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, Indian Film, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, —The Socio Cultural dynamics of Indian Television: From SITE to Insight toPrivatisation,in Television in Contemporary Asia by David French and Michael Richards (Ed) (Sage, 2000).
- Elen McDonald —The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra|| Asian Survey, 8-7, (1968)
- Melissa Butcher Transnational Television, Cultural Identity and Change, (New Delhi, Sage, 2003)

SUBJECT CODE: BJMC103

SUBJECT: Communication Theory

Course Objective- The course aims to give students an introduction to mass communication and its elements with communication process. How Models effect on communication by help of their process, students can better understand communication with theories.

Unit I

Communication: Definition, Meaning, Concept
Types of Communication, Intra, Inter, Group, Mass, Verbal & Non-Verbal Communication
Function of Mass Communication
A brief history of communication.

Unit II

Elements and Tools of Mass communication: Press, Radio, Television, Internet,
Advertising, as Mass Communication
Need for Communication as Public Relations, Social, Communication tools
Communication Process
Importance and need of Communication
Barriers of Communication.

Unit III

Models: Meaning & Definition,
Western Models of Communication: Laswell's Models, Aristotle Model, Westley & Maclean Models,
Shannon and Weaver Model, Gate Keeping Model, Mass Media & Democracy

Unit IV

Normative Theory, Four Press Theories
Various Theories of Communication
Indian Theories of Communication
Hypodermic Theory of Mass Communication, Personal Influence Theory, Cultivation Theory

Suggested Readings:

- Mass communication and Journalism in India: D.S. Mehta
- George T.J.S, Lessons in Journalism: The Story of Pothan Joseph 2007, Publisher-Viva Books
- Basic Journalism: Rangaswami Parthasarthy
- Media and Mass Communication: An Introduction: Shyamali Bhattacharjee
- McQuail, D., McQuail's Mass Communication Theory, Vistar Publications New Delhi, 2009
- Baran, J.S. and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Thomson Wadsworth, Noida, 2007
- Becker, S. L., Discovering Mass Communications, Scott, Foresman, Glenview, 1987
- Berger, A. A., Essentials of Mass Communication, Sage, New Delhi, 1995
- McLuhan, M., Understanding Media, Mentor, London, 1980
- Wright, C. R., Mass Communication and Sociological perspectives, Random House, New York, 1986 Kumar, K. J., Mass communication in India, 1995
- Fiske, J, An introduction to Communication, Routledge, 1990



Subject Code: BJMC104

SUBJECT: Introduction to Media and Communication

Course Objective: Students will be able to understand the theories related to the communication.

Unit I

Media and Everyday Life

Mobile phones, Television

Ring tones, Twitter, The Internet- discussion around media and everyday life

Discussions around mediated and non-mediated communication

Unit II

Communication and Mass Communication

Forms of Communication

Media and the Public Sphere

Unit III

Mass Communication and Effects Paradigm Direct Effects

Mass Society Theory, Propaganda, Limited Effects,

Four Models of Communication, Transmission models

Ritual or Expressive models Publicity Model, Reception Model

Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects

Agenda Setting, Spiral of Silence

Cultivation Analysis

Critique of the effects Paradigm and emergence of alternative paradigm

Suggested Readings:

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981)
- John Fiske, Introduction to Communication Studies, (Routledge 1982)
- Dennis McQuail, Mass Communication Theory, (London, Sage, 2000)(fourth Edition)
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coen gate Learning,2006)
- Kevin Williams, Understanding Media Theory, (2003)
- Robin Jeffrey, Cell Phone Nation: How Mobile Phones Have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
- Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in No Limits: Media Studies from India, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

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Subject Code: BJMC105

Subject: Communication Skills

Course Objective: To Interact skillfully and ethically. Students will be able to develop and deliver professional presentations.

Unit I

Basics of Grammar, writing effective sentences

Style and Structure, Enhancing listening,

Forms of Communication: one-to-one, informal and formal

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones, Idioms & phrases, foreign words in English

Unit II

Inter - office communication: Business Letter, E mails, Netiquette

Intra – office communication: Memos, Notices, Circulars, Minutes, Report Writing

Unit III

Listening Skills, Effective Listening: Principles and Barriers

Listening Comprehension on International Standards Pronunciation and Accent,

Reading excerpts from News Dailies & Magazines

Storytelling, Extempore & Role Plays.

Unit IV

Business Letter, Writing Paragraphs, Précis Writing, Letter writing, Coherence and structure, Essay writing, social correspondence, Writing resume and Job applications, Conversational English, Guidelines for effective Presentation.

Suggested Readings:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge
- Working in English, Jones, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

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2nd Semester

BJMC201. Print Media: Reporting and Editing

BJMC202. Introduction to Indian Political System and Govt.

BJMC203. Fundamental of Advertising

BJMC204. Photo Journalism

BEVS205. Environmental Studies

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Subject Code: BJMC201

Subject: Print Media: Reporting and Editing

Course Objective: To understand the basics of news and its impact on society.

Unit I

Covering news, Reporters' - Role, Functions and Qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences, Covering of Beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports.

Unit II

Interviewing/Types of news leads Interviewing: doing the research, setting up the interview

Conducting the interviews

Structure of the News Story–Inverted Pyramid style

Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human-interest stories, leads for features

Difference between articles and features.

Unit III

The Newspaper Newsroom

Organizational setup of a newspaper

Editorial department

Introduction to editing: Principles of editing

Headlines; importance, functions of headlines, typography and style, language, types of headlines, style sheet, importance of pictures, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page.

Unit IV

Trends in Sectional News, Week-end pullouts, Supplements & Backgrounders Columns and Columnists

Neutrality and Bias in News

Suggested Readings:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper's Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing, Mencher, Melvin. MC Graw Hill, NY. 2003
- Mass Communication Theory, Denis McQuail, Sage Publications
- **Reporting for the Print media_ (2nd ed) .;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979**

Subject Code: BJMC202

Subject: Introduction to Indian Political System and Govt.

Course Objective: Working knowledge of the Indian Political system is mandatory for any aspiring Journalist. Knowledge about the government, legislatures, judiciary and political parties is vital for those wishing to enter the media. Students are introduced to the Indian Constitution and electoral system all of which form the foundation of a working democracy like India.

Unit I:

Basic understanding of the Indian political Party System and Coalition Govt.
Parliamentary versus Presidential form of government, federal and unitary government
Making of Indian Constitution, philosophy, unity in diversity
Main features of Constitution, preamble, directive principles, fundamental rights, citizenship
Major alliances UPA, NDA etc.

Unit II:

Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences,
State legislative assemblies and legislative councils
Election Commission, powers and structure, model code of conduct, election process General elections,
midterm election, constituencies
Electoral Reforms

Unit III:

President, election, powers, advice of council of ministers binding (figurehead), circumstances in which
President actually uses his powers
Prime minister and council of ministers, their appointment after elections, powers of the prime minister,
collective responsibility of the council of ministers
Governor-powers, functions, responsibilities, relations with Central govt. State Governments, chief
minister and state council of minister
Centre-state relations

Unit IV:

Supreme Court, appointment of Chief Justice of India Judicial review
Public Interest Litigation, Writ petitions
High Courts

Suggested Readings:

- Indian Polity: M. Laxmikanth
- Constitutional Questions in India; Noorani, A.G.
- Constitution of India: Durga Das Basu
- Indira Gandhi, The Emergency and Indian Democracy; Dhar, P.N.
- Political Parties and Party Systems: Ajay Mehra and D.D. Khanna
- Constitution of India: Subhash C. Kashyap



Subject Code: BJMC203

Subject: Fundamentals of Advertising

Course Objective: This course is designed to introduce the fundamental knowledge of advertising. The study of this course will help the students to understand the various types of advertising and its elements.

Unit I

Advertising: Meaning, Definition, Concept
History and growth of advertising in India
Social and economic effects of advertising, types of advertising.

Unit II

Role of advertising in Society and Business Development
Need, Nature, & Scope of advertising,
AIDA, DAGMAR, DRIP etc.
Advertising Appeals, Advertising Budget
Advertising Research: Copy research, Market research.

Unit III

Advertising Agency: Structure, Types and Functions
Advertising Production Technique, Copy writing
Advertising Laws & Ethics
Advertising Apex Bodies

Unit IV

Advertising Campaign: Meaning, Definition & Concept,
Pre-testing and Post-testing,
Campaign Planning
Communication Channels & Media Selection.

Suggested Readings:

- Advertising planning: Implementation and Control: Deepak Kumar & S Sharma
- Advertising Management: Jaishri Jethwaney & Shruti Jain
- Trends in Advertising Management: Savita Mohan
- Advertising Management: Concept & Case: Mohan Mahender
- Aadhunik Vigyapan: Premchand Patanjali
- Foundation of Advertising; Chunawalla, S.A. & Sethia, K.C.
- Advertising Management; Manendra Mohan
- Advertising; Ahiya, B.N. & Chhabra, S.S.
- Advertising; O'Guinn, Thomas C



Subject Code: BJMC204

Subject: Photo Journalism

Course Objective: This course will give an overall knowledge about photography and camera operation, lighting techniques.

Unit I

Definition and origin of Photography
The birth of Camera and its evolution
Modernization of Photography and its use in Mass Media
Invention of Digital Photography.

Unit II

Cameras Lenses, Tripods, Monopods, Camera bags Digital storage
News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography.
The Basics of Photojournalism and Importance of context in Photojournalism.

Unit III

The different types of lighting-Natural lighting-and Artificial Lighting,
The reflection of light, Recommended Equipments for outdoor lighting,
Introduction to indoor lighting and Photographing.

Unit IV

Editing Photo editing software: Microsoft Office Picture Manager,
CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud),
Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

Suggested Readings:

- The Photography Book by Editors of Phaidon Press, 30 April 2000.
- All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
- Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
- The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
- Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet
- Basic Photography: JJ Langford
- Manual of Photography: Focal press
- Five Cs of Cinematography: Joseph V. Mascelli



Subject Code: BEVS205

Subject: Environmental Studies

Course Objective: This course will help students aware of the various environmental phenomenon eventually making them aware about climate change and other environmental issues.

Unit I

The multidisciplinary nature of environmental studies, Definition, scope and importance Evolution of Environmental studies as a discipline, Environmental studies and Environmental awareness

Unit II

Natural Resources: Renewable and non-renewable resources, Natural resources, Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, Concept of ecosystem

Unit III

Biodiversity and its conservation, Environmental Pollution: Definition, Cause, effects and control Environmental ethics: Issues and possible solutions, Human Population and the Environment, Role of IT in Environment and Human Health, Types of Pollution.

Unit IV

Climate change, Global warming, Acid rain, Ozone layer depletion, nuclear accidents, Wildlife Protection Act, Forest Conservation Act

Suggested Readings:

- <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
- The Sixth Extinction: An Unnatural History, by Elizabeth Kolbert (2014)
- Gaia: A New Look at Life on Earth, by James Lovelock (1979)
- Our Final Warning: Six Degrees of Climate Emergency, by Mark Lynas (2020)
- Half-Earth: Our Planet's Fight for Life, by Edward O. Wilson (2016)

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3rd Semester

BJMC301. Electronic Media

BJMC302. Event Management

BJMC303. Fundamentals of Public Relations

BJMC304. Writing for Media

BJMC305. Basics to Computer Application

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Subject Code: BJMC301

Subject: Electronic Media

Course Objective: Students will be able to understand the nuances and basics of TV & Radio Journalism

Unit I

Radio as a Medium of Mass Communication

Public broadcasting: All India Radio (AIR) as an institution, Role of BBC radio in India

The radio revolution in India: Private Players

Different types of radio stations Concept of Community Radio

Present Scenario: Role of Prasar Bharati Corporation

Unit II

Radio formats and genres, Voice modulations,

News bulletins, live talk shows, & interviews

Radio features, radio documentaries Jingles, radio plays, Commentaries and magazines, countdowns

Basics of sound: frequency, amplitude, wavelength

Radio frequencies: AM and FM transmission

Importance of speech (or human voice) in broadcast media Sound effects and its functions

Unit III

Basics of TV Journalism, Qualities of a TV Journalist

Developing sources of News Gathering

Process of a report from the idea till its final implementation

Essentials during reporting, Live reporting and presenting the final story

Different styles of functioning for different beats,

Basic Interview Skills: Different types of interviews, approach, arrangements, research

Stages of production: pre, shoot and post.

Unit IV

Functioning of a TV organization

Hierarchy of a TV set up, Television Personnel – director, floor manager, audio technician, controller, cameraman, Role of a producer

Technical Process of news from initial stages to telecast

Working process involved during live bulletin and recorded programme,

Hierarchy of a News organization, Role/ contribution of each department and personnel.

Suggested Readings:

- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Television Production Handbook; Zettl, Herbert
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Basic Radio Journalism: Paul Chantler&Peter Stewart
- Radio Journalism: Guy starkey& Andrew Crisell
- Radio Production worktext: studio & equipment; Reese, D.E. & Gross, Lynne S
- Acoustics And Psychoacoustics, David Howard and Jamie Angus
- Television and Radio Announcing ; Hyde, Stuart W

Subject Code: BJMC302

Subject: Event Management

Course Objective: The students will essentially be taken through the fundamentals of event management, concept and design, logistics, marketing and promotion, stagecraft etc.

Unit I

Event Management: Meaning & Definition,
Activities in Event Management
5c"s of Event, Designing, Scheduling,
Pre, During Post Event Activities Logistic Suppliers,
Technical requirements-Lighting, Audio/Video.

Unit II

Event Theme,
Venue& Theme
Target Audience Layout
Backdrop, Banner Décor.

Unit III

Entertainment, Catering, Various media for event promotion
Understanding the relevance of each media to event promotion, Comparison and strengths and
weaknesses of each Sponsorships
Event marketing and event promotion

Unit IV

Event Evaluation, Basic Evaluation
Process Establishing tangible objectives and sensitivity in evaluation,
Evaluation from Event Organizers"Point of View Evaluation from Clients"

Suggested Readings:

- Managing Presentations; Wakhlu, SavitaBhan
- Stage Management, Lighting and Sound; Palmer's
- Stage Lighting step-by-step; Walters, Graham
- Scene Design and Stage Lighting; Parker, W.Oren& Wolf, R.Craig
- Event Marketing & Management; Gaur, Sanjaya S &Saggere,S.V.
- Event Marketing; Hoyle Jr., Leonaed H.
- Event Management; Lynn Van Der Wagem
- Planning, Performing & Controlling; Angus, Robert B



Subject Code: BJMC303

Subject: Fundamentals of Public Relations

Course Objective: The unit provides a broad introduction to the principles of Public Relations practice in India. Students will explore the role of public relations in marketing and its contribution to public and private sectors. It teaches techniques of written presentation for a range of specific purposes focusing chiefly on the importance of the overall campaign brief of writing objectives, internal and external communications, issuing statements and press releases, dealing with crises, and the role of the public relations practitioner.

Unit I

Basics of Public Relations, Definition, Meaning and Concept
Role and Objectives of PR
Public Relations in India
Changing trends in PR
Internal & External Public
Globalisation & PR
PRO as a Crisis Manager

Unit II

Public Relations & Media Affairs
PR Campaign Planning
Media Relations and Media Planning
Press kit
Press Conference
Publicity Campaign

Unit III

PR Writing
Writing for Press
Press release, Press Briefing
Writing company Profile
Contents for the Newsletter

Unit IV

PR for Social Development
Public Relations, NGO's & Socio-economic Development
PR in Journalism and Advertising
PR Laws and Ethics

Suggested Readings:

- Public Relation Practices; Center, Allen H. & Jackson, P.
- Public Relations; Jethwaney, J.N. & Sarkar, N.N.
- The Practice of Public Relations; Seitel, Fraser P
- Public Relation; Moore, H. Frazier & Frank B.K
- Applied Public Relations and Communications; Balan, K.R.
- News, Public Relations and power; Cottle, Simon
- Practical public Realties; Black, Sam
- Effective Public Relations; Cutlip, S. M. & Center, Allen H.
- Marketing Public Relations; Henry Jr. & Rene, A.
- Management of public relations & communication; Sengupta, Sailesh



Subject Code: BJMC304

Subject: Writing for Media

Course Objective: Through this course students will learn basics of Media Writing. Writing skills will be enhanced through this subject. This writing will be focused on Print, Radio, TV and new media.

Unit I

Writing for Print Media
Writing news for Newspapers
Writing news for magazines
Writing Book Reviews
Writing Film Reviews
Writing Editorial, Writing Features

Unit II

Writing for Television
Writing News for TV, Script for News
Selection of words for TV news
TV Interview question preparation
Writing for Soap Operas
Writing for Documentaries

Unit III

Writing for Radio
Writing for Radio News
Writing for Radio Drama, Radio Feature, Radio Interview
Writing for different type of radio programs

Unit IV

Writing for PR and Advertising
Writing Press Release, Pre and Post Press Release
Writing Reports
Writing for Newsletter, Writing for Ad-Copy
Preparation for Ad Copy, Slogan Writing, Punch line Writing
Tag line Writing

Suggested Readings:

- Taylor, Shirley, Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
- Thomas S. Kane, Oxford Essentials Guide To Writing
- Robey, L Cora, New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando
- Usha Raman, Writing for Media. Oxford Edition 2009.
- The Basics of Media Writing: A Strategic Approach, Scott A. Kuehn, James Andrew Lingwall (2016)
- Broadcast News Writing Stylebook, Robert A. Papper (1994)
- Dynamics of News Reporting and Writing Foundational Skills for a Digital Age, Vincent F. Filak (2021)



Subject Code: BJMC305

Subject: Basics to Computer Application

Course Objective: This unit will give students a broad knowledge of the basics of computer usage in publication houses. Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text.

UnitI

History of Computer, Types of Computers
Beginning of Computer and evolution of Computer
Computer Hardware and Software
Characteristics of Computer and its application

UnitII

Meaning and purpose of input and output Devices.
Multimedia: CD-ROM, Multi business applications.
Analog Technology.
Digital Technology, Video editing

UnitIII

Operating System: Introduction
Windows
MS Office: MS Word, Excel, Power point.
Animation: principles of animation, image, Drawing

UnitIV

Corel Draw
Photoshop
InDesign

Suggested Readings:

- Fundamental of Computer, BPB Publication or Tech Book Publication
- Desktop Publishing on PC By M.C. Sharma
- Adobe Page Maker 7.0 Classroom in a book by BPB Publication or Adobe Publication
- Adobe InDesign CS 3 Classroom in a book by BPB Publication or Adobe Creative Team
- Adobe InDesign CS 4 Classroom in a Book by Adobe Creative Team
- Adobe Illustrator CS 4 Classroom in a book by BPB Publication or Adobe Creative Team
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Photoshop 7 Killer Tips; Kelby, Scott & Nelson, Felix
- Photoshop 7 The Ultimate Reference; Ulrich, Laurie Ann
- Photoshop CS4 Bible by Stacy Cates
- Adobe Photoshop CS4 for Photographers: The Ultimate Workshop (Paperback) by Martin Evening
- Corel DRAW: The Official Guide by Gary David Bouton
- Corel DRAW X4 Essential Training by David Rivers



4th Semester

BJMC401. Introduction to New Media

BJMC402. Development Communication

BJMC403. Media Ethics and the Law

BJMC404. Communication Research and Methods

BJMC405. Human Rights, Gender & Media

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Subject Code: BJMC401

Subject: Introduction to New Media

Course Objective: The power of the Internet has penetrated every nook and corner of life. Journalism has also been revolutionized with the inclusion of the World Wide Web for newsgathering and news dissemination. Aspiring Journalists today need to be familiar with New Media.

Unit I

Defining New Media

Terminologies and their meanings – Digital media, new media, online media, Information Society and New Media

Technological Determinism, Computer- mediated-Communication (CMC), Networked Society.

Data Journalism

Unit II

Internet and its Beginnings, Remediation and New Media technologies,

Online Communities, User Generated Content and Web 2.0

Networked Journalism

Alternative Journalism & Citizen Journalism

Social Media in Context, Activism and New Media

Artificial Intelligence

Brief intro to Algorithms

Unit III

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

Unit IV

Linear and Non-linear writing

Contextualized Journalism

Writing Techniques, Linking, Multimedia, Storytelling structures

Website planning and visual design,

Content strategy and Audience Analysis,

Brief history of Blogging, Creating and Promoting a Blog, Blog Writing Skills

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011
- Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press.
- Siapera, Eugenia. Understanding new media. Sage, 2011.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Goldsmith, Jack, and Tim Wu. 2006.
- Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.O'Reilly, Tim. (2005)
- What is web 2.0: Design patterns and business models for the next generations software.
- Grossman, —Iran Protests: Twitter, the Medium of the Movement, Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalist



Subject Code: BJMC402

Subject: Development Communication

Course Objective: It will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject through which they can contribute to the development of the country as future mass communicators.

Unit I

Development: Meaning, Definition, Concept, Concerns

Development Measures & Approaches, Development versus growth, Human development

Models of Development, Panchayati Raj, Niti Aayog

Developing versus Developed Countries

MDG's & SDG's

Unit II

Development Communication: Concept and approaches

Paradigms of development: Dominant paradigm, dependency, alternative paradigm Dev comm.

approaches – Diffusion of innovation, empathy, Magic multiplier, Alternative Dev comm. approaches:

Sustainable Development, Participatory Development, Inclusive Development, Gender and development,

Development Support Communication – definition, genesis, area woods triangle

Unit III

Role of Media in Development

Mass Media as a tool for Development

Cyber Media and Development

E-governance, E-chaupal, National knowledge Network

Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

Latest Development Initiatives of the Govt. of India

Unit IV

Practicing development communication, Strategies for designing messages for Print, Radio & TV

Television Programmes for Rural India (Krishi Darshan),

ICT for development.

Development Journalism and rural reporting in India

Traditional Media & Development

Suggested Readings:

- Manual of Development Journalism – Alan Chalkley
- Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joseph Ascroft.
- Development Communication and Media Debate – Mridula Meneon. India, the Emerging Giant – Arvind Panagariya.
- Participatory Video, Images that Transform and Empower – Shirley A.White
- The Art of Facilitating Participation – Shirley A . White (Editor). Television and Social Change in Rural India – Kirk Johnson
- Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K.Pillai.
- Everybody Loves a Good Drought – P.Sainath.
- Designing messages for development communication: An audience participation-based approach (communication and human values) – by Bella M Mody.
- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000

- Srinivas R.Melkote & H. Leslie Steeves-Communication for Development In The Third World, Sage Publications.
- Belmont CA- Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- UNDP - Human Development Report (published every year), Oxford University Press, New Delhi.

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Subject Code: BJMC403

Subject: Media Ethics and the Law

Course Objective: Today's media is increasingly market driven, and the students in this section will learn the regulation and practices of various ownership patterns. Legal implications of news, and other legal issues and laws, which rule the everyday lives of newsmen, will be discussed. Students will learn in detail about the contempt of court, defamation legislation, copyright and issues of privacy.

Unit-I

Law: Concept, Meaning and Definitions
Law and Justice, Society, Press and Law
Media Laws and press
Freedom of Speech and Expression

Unit-II

Parliamentary Privileges, Contempt of Court
Press and Registration of Book Act
Official Secrets Act, Defamation, Copy Right Act
Working Journalist Act,
Right to Privacy, Intellectual Property Rights

Unit-III

RTI Act -2005
Prasar Bharti Act, Cable TV Regulation Act
Digitations and Conditional Access System
Cinematography Act

Unit-IV

First and Second Press Commission of India
PCI, I.P.C, CRPC
Media Associations and Org. INS, Editors Guild
ABC Commissions: Chanda, Nayyar, Varghese, Joshi
Media Ethics
Latest updates on Media Law, Social media, Censor Board

Suggested Readings:

- Justice: Rama Joshi
- Legal and Constitutional History of India: Vivek Kumar
- Legal Profession and off shoring in India: D.D Basu
- Law of the Press in India. N.K. Trikha
- Press Vidhi: Srikant Singh
- Janmadhyam Kanoon evam Uttardayitva: S.Swaroop.Singh
- Facets of media Law; Divan, Madhavi Goradia
- Media Ethics; Cristians, G. Clifford
- Media ethics; Shrivastava
- Media Ethics and Laws; Hakemulder, R. Jan
- Media and Society; Ravindran, R.K



Subject Code: BJMC404

Subject: Communication Research and Methods

Course Objective: This paper will increase knowledge about communication research. Student will understand the various tools of data collection

Unit-I

Research: Definition, Meaning and Concept
Types of research, Process of Research
Research design: Meaning and Types
Importance of Communication Research

Unit-II

Defining research problem, research objective, Content Analysis.
Historical research, Experimental research, Scientific research.
Hypothesis.
Qualitative research and Quantitative

Unit-III

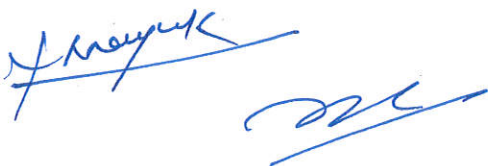
Research Elements: Variables, Types of variables.
Measurement: Levels of measurement, Nominal, Ordinal, interval, ratio)
Data: source of data, primary & secondary data
Data collection tools, observation, sampling
Questionnaires and interview schedule

Unit-IV

Statistical Tools: Data analysis, Research report writing.
Ethics in conducting research, Research Publication Ethics

Suggested Readings:

- Research Methodology: C R Kothari
- Research in Mass Media: S.R.Sharma& Anil Chturvedi
- Research Methodology in social science: Sadhu Singh
- Research methodology: Dr. S munjal
- Mass media research: Dominick and Wimmer Research Methodology, Ranjeet Kumar
- Mass Communication Theories, Denis McQuail
- Communication Research: Issues & Methods, Anderson J.A.



Subject Code: BJMC405

Subject: Human Rights, Gender & Media

Course Objective: Students will be able to understand the pertinent issues related to gender and human rights.

Unit I

Media and the social world
Media impact on individual and society
Democratic Polity and Mass Media, Media and Cultural Change
Rural-Urban Divide in India: Grass-roots Media

Unit II

Gender Studies
Conceptual Frameworks in Gender studies, Feminist Theory
History of Media and Gender debates in India,
Media and Gender - Theoretical concerns.
Media and Masculinity
Media: Power and Contestation Public Sphere and its critique
Public Sphere of the disempowered

Unit III

Media and Social Difference: class, gender, race etc.
Genres – Romance, Television, Soap Opera, Sports
Presentation:Representation of Family in Indian TV Soap Opera /reality show
Use of internet by the marginalized groups.

Unit IV

Human Rights- Theoretical perspectives
Critique Universal Declaration of Human Rights
Human Rights and Media,
Representation of Human Rights issues and violations in International and national media

Suggested Readings:

- Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
- Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches: A global perspective. Palgrave-Macmillan. 2009
- Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999
- Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press.
- Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
- Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996)
- McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991
- Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012
- Nichols, Joe & Price, John, Advanced Studies in Media, Thames Nelson, 1999
- Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010)
- Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009
- Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential Introduction. Psychology Press, 2004.

5th Semester

BJMC501. Advanced New Media Technologies

BJMC502. Corporate Communication

BJMC503. Introduction to Film Studies

BJMC504. Media Management

BJMC505. Multimedia Journalism

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Subject Code: BJMC501

Subject: Advanced New Media Technologies

Course Objective: This will enable the students to dive more in to the field of New Media. They will understand the latest developments in new media.

Unit I

Understanding New Media Ecologies

Trans-medial Storytelling

Genres – Digital art, Digital Cinema – New Media Fiction and Documentary

Gaming and Player Culture, Virality and Memes, guerrilla media; curating media, festival, media spaces

Unit II

Social Construction of Technology

Utopian-Dystopian Interface

Digital inequalities – Digital Divide and Access

Economy of New Media - Intellectual value, digital media ethics, new media and popular culture.

Unit III

Who controls New Media, Questions surrounding net neutrality and related issues,

Surveillance and the state

Cyber security and issues of privacy, the Internet and public sphere

Politics and public sphere in the digital age

Blog and Vlog

Unit IV

Convergence Culture - social media and participatory media culture, digital fandom and online communities, Convergent Journalism

Identity, Gender and new media- digital media and identities, new media campaigns

Fake News, Understanding Misinformation, Disinformation

Fact Checking Tools

Latest Developments in Technologies

Suggested Readings:

- NewMedia and Newtechnologiesby ListerDovey,Giddings,Grant&Kelly. (2003).
- Rosen, J. -The People Formerly Known as the Audience,What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.
- Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007
- Bosker, -Randi Zuckerberg: Anonymity online has to go away|Negroponte, N. (1996)
- Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York,NY: NYU Press.
- May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair



Subject Code: BJMC502

Subject: Corporate Communication

Course Objective: Students will understand the concepts and evolution of corporate communication in the context of organisations and the scope of it in the corporate brand management and image factors.

Unit I

Definitions, concept and genesis of Corporate Communication,
Difference and similarities between PR and CC,
Present status of Corporate Communication,
Areas of strategic thinking in Corporate Communication
Ethics and laws in Corporate Communication

Unit II

Defining Structure & Kinds of Organizations
Management Hierarchy, Various kinds of Communication in an organization,
Role and scope of corporate communication
Interface of Corporate Communication department

Unit III

Corporate Communication Tools, Lobbying, Sponsorship, Corporate Reputation, Corporate Identity
Principles of Crisis Communication

Unit IV

Definition and role of Corporate Image, Corporate Social Responsibility and Corporate Communication,
Integrating corporate identity into communication process,
Corporate Philosophy, Philanthropy and Culture,
Corporate Brand Management
Future of Corporate Communication
Major CSR initiatives by the Corporate Houses

Suggested Readings:

- Communication skill for effective management: Hargie O, Dickson D, Tourish Denis
- Management principles & practices: Dr. Sakthivel Murugan
- Media economic: Albarran Alan B
- Anne Gregory, Planning and Managing a Public Relations Campaign: A step by Step guide, The institute of Public Relations, London, Kogan Page 1999
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990
- BaldevSahai, Public Relations a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi
- J.N. Kaul, Public Relations in India ,NyayPrakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing , London
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti, Paul, A &Forman , Janis
- Event Management: Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate Communication: Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary

Subject Code: BJMC503

Subject: Introduction to Film Studies

Course Objective: This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make films.

Unit I

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

Unit II

Stages of Film Production

Development stage, Pre-production Production, Post Production

Distribution, Promotion & Release

Unit III

Scriptwriting

Narrative Composition: 3 plot structure, Characterization & Dramatic Structure

Scriptwriting formats, step outline & shot break down Screen Play, Storyboarding & shooting script.

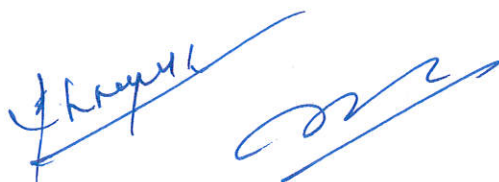
Script selection, Writing proposal

Unit IV

Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob etc); The Indian New Wave; Globalisation and Indian Cinema; Film Culture.

Suggested Readings:

- Andre Bazin, The Ontology of the Photographic Image from his book What is Cinema Vol. I
- Berkeley, Los Angeles and London: University of California Press: 1967
- Sergei Eisenstein, —A Dialectic Approach to Film Form from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films
- Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986
- Paul Schraeder, Notes on Film Noir in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell, Publishers: 2000
- Richard Dyer ,Heavenly Bodies: Film Stars and Society in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000
- Ideology of Hindi Film by Madhava Prasad. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and Aswin Punanthebkar Eds. New York: New York University Press. 2008



Subject Code: BJ504

Subject: Media Management

Course Objective: Students of Mass Communication will be learning the importance & need of Media Management and how the ownership has changed during the due course of time.

Unit I:

Media Management: Meaning, Principle, Functions & Need

Ownership pattern in media: Sole proprietorship, Partnership, Joint Stock Company, Trust and franchises,

Cross Media Ownership, and Media Conglomerates -Media Giants

Media as an industry and profession, Journalists becoming managers

Unit II:

Hierarchy, function and organizational structure of different departments: Editorial, Circulation, Advertising, Personnel Management, General management

Unit III:

Policy Formulation: planning and control, process and prospects of launching media venture.

Organization theory, circulation (sales promotion including pricing and price war aspects)

Government Media Organization: Publication division, Photo division, PIB, Film Division.

Unit IV:

Quality Control

Cost effective technique

Employee and customer relationship

Media marketing, Brand Promotion

Suggested Readings:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala
- Media Prabandhan: Dr. Sudhir Soni
- Principle of marketing: CN Sontakki
- Marketing Management: Arun kumar, Neenakshi
- Herbert Williams, Newspaper Organization and Management, Books on Demand
- Rayadu CS, Media and Communication Management, Himalaya Publishing House

Subject Code: BJMC505

Subject: Multimedia Journalism

Course Objective: Students will be able to understand the basics of Multi Media & Mobile Journalism.

Unit I

Introduction to Multimedia

Multimedia and interactivity, Basics of multimedia reporting

Importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online

Unit II

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs

News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

Unit III

Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.


Unit IV

Mobile Journalism

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users Vs linear narratives, elements of an interactive writer.

Suggested Readings:

- Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
- Christin, Anne-Marie, ed. A History of Writing: From Hieroglyph to Multimedia. Flammarion-Pere Castor, 2002.
- Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
- Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.



6th Semester

BJ601. Radio Programme Production

BJ602. Television Programme Production

BJ603. Dissertation

BJ604. Internship

BJ605. Comprehensive Viva-voce

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Subject Code: BJMC 601

Subject: Radio Programme Production

Course Objective: This paper will introduce the student to mass approaches like Radio, television and related to its broadcast techniques.

Unit I

Radio as Mass Media, Characteristics of Radio: Historical perspective of radio in India, Types of Ownerships, Commercial radio

Unit II

Emerging trends of FM/AM/SW, Community radio.

Radio Journalism: Qualities of anchor and voice modulation with pronunciation

Unit III

Radio format: Meaning, Radio News, Radio Discussion, Radio features

Unit IV

Reporting for Radio, Scripting for Radio, introduction to radio equipment

Radio News room structure

Finer aspects of radio language, Radio Interview.

Projects

1. Commercial/PSA package. - Produce a 60sec. and a 30sec. spot package using the theme of your choice. The commercial or public service announcement may be for a fictitious product or service or for an actual organization, product or company. The 60sec. And 30sec. spots should demonstrate your ability to produce a spot for the same client in each of these formats. Typed script and tapes/minidisks must be submitted.
2. Format Proposal Aircheck - Produce an aircheck tape for your "dream format." Tape should include: Station ID, dial position, music, promotional package, slogans, jingles, announcing style, commercials/PSAs/promos, promotional package, slogans, stop sets, etc. The aircheck should be telescoped. Do not play full versions of musical selections. This project should complement your "dream proposal paper". Commercials/PSA's produced for the earlier assignment may be used. Should be submitted on cassette or minidisks. Length 10 minutes to 30 minutes.



Subject Code: BJMC602

Subject: Film and Television Production

Course Objective: Students will gain hands on knowledge of Film and Television programme production and also learn the nuances of scripting, camera handling, pre and post production work in details.

Unit I

History of films, Types of films

Process of Filmmaking

Various departments in films, pre-production, Production, Post-Production

Film Language (Shot, Scene, Camera Movements)

Unit II

Television as Mass Medium, History of Television

Organizational Structure of TV Channels

Objective & Principles of TV Broadcast, Cable TV

Elements of TV News, PTC: Opening, Bridge and Closing

Unit III

Television News, Script Writing. Reporting for Television

Basic thought, Story, Screenplay, Shooting Script

Revisualization (Shot Division, Story Boarding)

Project Designing & Planning

Unit IV

Planning and structuring copy for various audio-visual inputs.

Work of Sound recordist & boom operator

Recording equipments, types of microphones & headphones, their qualities, mic techniques

Terminologies & aspects of audiography

Sound recording/Dubbing & voice over techniques

Final Projects:

1. Advertisement 2. Documentary

3. Short Film 4. Video Song 5. News

Film Appreciation sessions - Screening of short, documentary& feature films for analysis.

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Subject Code: BJMC603
Subject: Summer Internship

Course Objective: The basic objective of a Summer Internship is to refine the practical exposure of the corporate functioning. This summer training will provide an opportunity to the students to apply their theoretical understanding while working on the concerned project in the industry. Thus, this summer internship programme is an attempt to bridge the gap between theory and practice. This will also enhance the students' intellectual ability and attributes related to data handling, decision making, report writing, oral presentation and imbibing an interdisciplinary approach.

General Guidelines:

Every student of BA-J&MC shall be required to undergo a practical training in a media organization approved by the Institute for 4 to 5 weeks, normally in the Summer Vacation, after the end of the semester examinations. The candidates shall be required to undergo training in the various areas of the media organization concerned. The work done by the candidate during the training period shall be submitted in form of a training report.

The last date for the receipt of training report in the department shall be one month after the date of completion of training, i.e., at the beginning of the next semester.

Components of the Internship Report:

The outcome of Summer Internship Report. A internship report should have the following components:

Cover Page: This should contain the title of the report with the name of the name of the media organization where the student interned, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the internship work, name of the University.

Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during his/her internship.

Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

Body of the Report: The body of the report should have these four logical divisions

Introduction: This will cover the overview of the media organization in which the student has interned, rationale/ need / justification for interning with the organization, expectations from the internship and Chapter Planning.

Conceptual Framework / National and International Scenario: (relating to the media domain in which the organization functions).

*Work Profile/ Assignments*Handled by the Student using the tools and techniques mentioned in the methodology).

Conclusion and Recommendations and Skill Sets Learnt during Internship: In this section, the concluding observations based on the main findings and suggestions are to be provided.

Bibliography or References:

This section will include the list of books and articles which have been used in the project work, and in writing a project report.

Annexure: Questionnaires (if any), relevant reports, etc. Conclusion and Recommendations and skill sets learnt during internship

The report has to be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 50 to 70 pages and has to be submitted in two copies.

Note: For evaluation, please refer the page no-08, 2.12(a)

Subject Code: BJMC604

Subject: Dissertation

Course Objective: This paper will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to the media industry. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for the Dissertation:

The project may be based on any of the following major media streams:

Print Media

Electronic Media

Advertising

Event Management

Corporate Communication & Public Relations

Brand Management

New Media

Photography

Any other topic related to Media

Guidelines for Dissertation:

It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by Dean/HoD. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.

The student may also choose to undertake a live project in any of the major media streams.

Before the end of the semester, the student will be expected to submit the dissertation. The project report shall have the following components:

Title page

Index

Introduction

Industry Overview

Objectives

Methodology

Findings

Conclusion

Annexures (questionnaires, if any)

Bibliography

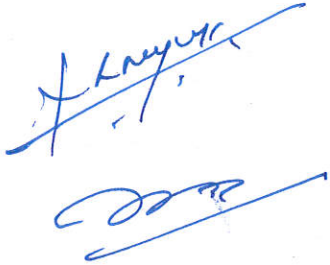
Note: For evaluation, please refer the page no-08, 2.12(b)



Subject Code: BJMC605

Subject: Comprehensive Viva

It would be conducted by one External Examiner (*appointed by the Dean/HoD of the Department*) at the end of the final semester. It would be based on the comprehensive learning over the entire BA-J&MC Course. The Viva-Voce shall be evaluated out of 100. The external examiner may ask questions related to the entire syllabus. Students may show their previous reports based on their learning during the entire programme.

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