

**FACULTY OF ARTS & SOCIAL SCIENCES**

**SYLLABUS**

**of**

**Bachelor of Arts (Journalism and Mass Communication)**

**(Semester- I-VI)**

**(Under Continuous Evaluation System)**

**Session: 2021-22**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

**Scheme and Curriculum of Examination of Three Year Degree Programme  
Bachelor of Arts (Journalism and Mass Communication)  
(Three Years Degree Course)  
(Session 2021-22)**

<b>Semester-I</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BJML-1421	Punjabi (Compulsory)/	C	50	40	-	10	3
BJML-1031	<sup>1</sup> Basic Punjabi/						
BJML-1431	<sup>2</sup> Punjab History and Culture						
BJML-1102	Communication Skills in English	C	50	40	-	10	3
BJML-1313	Principles of Communication	C	75	60	-	15	3
BJML-1314	Reporting and Editing-I	C	75	60	-	15	3
BJML-1315	Media and Politics	C	75	60	-	15	3
BJML-1316	Photo Journalism	C	75	60	-	15	3
BJMP-1317	Print Media Lab	C	25	-	20	5	3
BJMP-1318	Photo Lab	C	25	-	20	5	3
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
<b>Total</b>			<b>450</b>				

**\*Marks of these papers will not be added in total marks and only grades will be provided.**

**1. Special paper in lieu of Punjabi ( Compulsory)**

**2. Special paper in lieu of Punjabi ( Compulsory) for those students who are not domicile of Punjab.**

**C-Compulsory**

**E-Elective**

**AC-Audit Course**

**Scheme of Studies and Examination**  
**Bachelor of Arts (Journalism & Mass Communication) (Three**  
**Years Degree Course)**

(Session 2021-22)

<b>Semester II</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
			<b>Total</b>	<b>Ext</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BJML-2421 BJML-2031 BJML-2431	Punjabi (Compulsory)/ *Basic Punjabi/ **Punjab History & Culture	C	50	40	-	10	3
BJMM-2102	Communication Skills in English-II	C	50	25	10	15	3+ 3
BJML-2313	Press Laws & Media Ethics	C	75	60	-	15	3
BJML-2314	History of Print Media	C	75	60	-	15	3
BJML-2315	Mass Communication: Concepts & Processes	C	75	60	-	15	3
BJML-2316	Design & Graphics	C	75	60	-	15	3
BJMP-2317	Communication Lab	C	25	-	20	5	3
BJMP-2318	Design & Graphics Lab	C	25	-	20	5	3
AECD-2161	***Drug Abuse: Problem, Management and Prevention (Compulsory)	AEC C	50	40	-	10	3
SECM-2502	***Moral Education Programme	VBC C	25	20	-	5	1
<b>Total</b>			<b>450</b>				

\* Special Paper in lieu of Punjabi Compulsory

\*\*Special Paper in lieu of Punjabi Compulsory ( For those students who are not domicile of Punjab )

**\*\*\*Marks of these papers will not be added in total marks and only grades will be provided. C-Compulsory**

**E-Elective**

**AECC- Ability Enhancement Compulsory**

**Course VBCC- Value Based Compulsory  
Course**

**Scheme and Curriculum of Examination of Three Year Degree Programme  
Bachelor of Arts (Journalism and Mass Communication)  
(Three Years Degree Course)  
(Session 2021-22)**

<b>Semester-III</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination Time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>C A</b>	
				<b>L</b>	<b>P</b>		
BJML-3311	Cyber Journalism	C	75	60	-	15	3
BJML-3312	Reporting and Editing - II	C	75	60	-	15	3
BJML-3313	History of Broadcasting in India: Policies and Principles	C	75	60	-	15	3
BJML-3314	News Feature Writing	C	75	60	-	15	3
BJML-3315	Development and Communication	C	75	60	-	15	3
BJMP-3316	Reporting and Editing Lab	C	25	-	20	5	3
BJMP-3317	Cyber Lab	C	25	-	20	5	2
BJMP-3318	Feature Writing Lab	C	25	-	20	5	3
SECP-3512	*Gender sensitisation/ Personality Development	AC	25	25	-	-	1
<b>Total</b>			<b>450</b>				

**\*Marks of these papers will not be added in total marks and only grades will be provided.**

**C-Compulsory**

**E-Elective**

**AC- Audit Course**

Scheme of Studies and Examination  
**Bachelor of Arts (Journalism & Mass Communication) (Three  
Years Degree Course)**

**Session 2021-22)**

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext		C A	
				L	P		
BJML-4311	Media: Business Communication	C	75	60	-	15	3
BJML-4312	Programme Formats: Radio & TV	C	75	60	-	15	3
BJML-4313	Video Production: Idea to Screen	C	75	60	-	15	3
BJML-4314	Folk Media	C	75	60	-	15	3
BJML-4315	Advertising: Concepts & Principles	C	75	60	-	15	3
BJMP-4316	Radio & TV Production Lab	C	25	-	20	5	3
BJMP-4317	Operation & Handling of Video Equipment	C	25	-	20	5	3
BJMP-4318	Advertising Lab	C	25	-	20	5	3
AECE-4221	*Environmental Studies	AC	100	75	-	25	3
SECS-4522	*Social Outreach	AC	-	-	-	-	-
<b>Total</b>			<b>450</b>				

**\*Marks of these papers will not be added in total marks and only grades will be provided. C-Compulsory**

**E-Elective**

**ACC- Audit Courses**

**Bachelor of Arts (Journalism and Mass Communication)**  
**(Three Years Degree Course)**  
**(Session 2021-22)**

<b>Semester-V</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination Time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BJML-5311	Event Management: Principles and Methods	C	75	60	-	15	3
BJML-5312	Current Affairs: Contemporary Issue in Media-I	C	75	60	-	15	3
BJML-5313	Media Research Methodologies	C	75	60	-	15	3
BJML-5314	Social Media	C	75	60	-	15	3
BJML-5315	Public Relations	C	75	60	-	15	3
BJMP-5316	Event Management Lab	C	25	-	20	5	3
BJMP-5317	Operation and Handling of Video Equipment	C	25	-	20	5	3
BJMP-5318	Pilot Study	C	25	-	20	5	3
SECI-5541/ SECJ-5551	*Innovation Entrepreneurship and Development/ *Job Readiness Course	AC	-	-	-	-	-
<b>Total</b>			<b>450</b>				

**\*Marks of these papers will not be added in total marks and only grades will be provided.**

**C-Compulsory**

**E-Elective**

**AC- Audit Courses**



**Scheme of Studies and Examination  
Bachelor of Arts (Journalism & Mass Communication) (Three  
Years Degree Course)**

**Session 2021-22)**

<b>Semester VI</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
			<b>Total</b>	<b>Ext</b>		<b>C A</b>	
				<b>L</b>	<b>P</b>		
BJML-6311	Global Media	C	75	60	-	15	3
BJML-6312	Current Affairs: Contemporary Issue in Media- II	C	75	60	-	15	3
BJML-6313	Perspective of Audio Sound	C	75	60	-	15	3
BJML-6314	Video Electronic Film Production	C	75	60	-	15	3
BJML-6315	Specialized Reporting	C	75	60	-	15	3
BJMP-6316	Audio Lab	C	25	-	20	5	3
BJMP-6317	Specialized Reporting Lab	C	25	-	20	5	3
BJMP-6318	Film Project	C	25	-	20	5	3
<b>Total</b>			<b>450</b>				

**\*Marks of these papers will not be added in total marks and only grades will be provided. C-Compulsory**

**E-Elective**

**ACC- Audit Course**

**Programme Outcomes**  
**Bachelor of Arts (Journalism and Mass Communication)**

**PO 1:** Students will be introduced to the basic aspects of mass communication and its various components.

**PO 2:** Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood.

**PO 3:** In this course they will be introduced to the traditional modes of communication and as well as the digital modes of communication.

**PO 4:** During the course the students will be able to evaluate mass media within a wider context.

**PO 5:** Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**SEMSTER-I**  
**PRINCIPLES OF COMMUNICATION**  
**Course Code: BJML-1313**  
**(THEORY)**

**Course Objectives**

- Understand the role of communication in personal & professional success.
- Develop awareness of appropriate communication strategies.
- Prepare and present messages with a specific intent.
- Analyze a variety of communication acts.
- Ethically use, document and integrate sources.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**SEMSTER-I**  
**PRINCIPLES OF COMMUNICATION**  
**Course Code: BJML-1313**  
**(THEORY)**

**Time: 3 Hrs.**

**Max.  
Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

**Fundamentals of Communication:** Meaning, Concept, definition, Elements and functions, The seven C's of Communication, Communication- Objectives and Scope. Communication as a Social, Human & Universal process. - Objective and Scope, Barriers to communication.

**UNIT-II**

**Process of Communication:** Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).

**UNIT-III**

**Forms of Communication:** Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small, Medium and Large Group), Mass Communication, Verbal, Vocal & Non-Verbal Communication.

#### **UNIT-IV**

**Theories & Models of Communication:** Bullet theory/Hypodermic Needle Theory, Two-step & Multi-step, SMR Mode, SMRC Model, Shannon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

#### **Suggested Readings:**

1. Communication, C.S. Rayadu, (Himalaya Publishing House, Mumbai)
2. Perspective Human Communication: Aubrey B.Fisher, (Macmillan Publishing Co. New Delhi)
3. Communication – Concepts & Process: Joseph A. Devito,
4. Lectures on Mass Communication: S.S. Ganesh
5. The Process of Communication: David K. Berlo
6. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-21)**  
**SEMSTER-I**  
**Course Code: BJML-1314**  
**Reporting and Editing-I**  
**(THEORY)**

**Course Objectives**

- The unit will also teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-I**

**Reporting and Editing-I**  
**Course Code: BJML-1314**  
**(THEORY)**

**Time: 3 Hrs.**

**Max.**  
**Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks.

**UNIT-I**

Writing News- Definition, Parts of News- Headlines, Intro, Body, body - techniques of re-writing - news agency copy: Qualities of a reporter, News-Elements, Sources, Types, pitfalls and problems in reporting.

**UNIT-II**

**Reporting:** Principles of Reporting, Functions And Responsibilities. Reporting techniques  
**BEATS:** Crime, courts, health, civil administration, civic society, culture, politics, education.



### **UNIT-III**

**Editing:** Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, Functions of editor, associate editor, deputy editor, sub-editor and picture editor. □ Copy editing, preparation of copy for press, style sheet. Editing in digital age.

### **UNIT-IV**

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

#### **Suggested Readings:**

1. Reporting & Communication Skill- V.S. Gupta.
2. Reporting – B.N. Ahuja
3. Editing – B.N. Ahuja
4. On editing- NBT
5. Handbook on Journalism & Mass Communication- B.R. Gupta.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**SEMSTER-I**  
**Media and Politics**  
**Course Code: BJML-1315**  
**(THEORY)**

**Course Objectives**

- To understand role of press in freedom struggle of the India
- To impart knowledge about duties, responsibilities, principal and directions given by India constitution
- to understand the democratic setup and contribution of local, regional and national political parties for the development of the country
- to define the role and responsibilities of journalists for the upliftment of the society



**Administrative Set-Up:** Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections.

**Suggested Readings:**

1. Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
2. State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
3. Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
4. Om Heritage by Bhartiya Vidya Bhawan's series of Publications

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**SEMSTER-I**  
**PHOTO JOURNALISM**  
**Course Code: BJML-1316**  
**(THEORY)**

**Course Objectives**

- students will explore this immensely artistic as well as highly technical media in this unit.
- The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them.
- Functioning of Photo agencies and publicity units will be made clear to them

**(Session 2021-22)**  
**SEMSTER-I**  
**PHOTO JOURNALISM**  
**Course Code: BJML-1316**  
**(THEORY)**

**Time: 3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

Camera Operations – Shutter Speed, Aperture, Focal Length.

Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.

Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye

**UNIT-II**

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field.

Types of Shots- two shot, three shot, close up, wide angle, 360 degree shot, Angles & Composition.

**UNIT-III**

Photo Editing Techniques – Cropping, Color Correction, Manipulation- its Importance & relevance.

Qualities of a Good Photo Journalist. Ethical Aspects of Photo Journalism.

**UNIT-IV**

Photo Features and Caption Writing, Candid  
Glossary of Photography.

**Book Recommended**

- |                                    |   |                 |
|------------------------------------|---|-----------------|
| 1. Digital Photographer's Handbook | - | Tom             |
| 2. The Photography                 | - | Graham Clarke   |
| 3. Creative Photography Work Book  | - | John Hedgecoe's |
| 4. Photography                     | - | Bill Apton      |

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-I**

**PRINT MEDIA LAB**

**Course Code: BJMP-1317**

**(PRACTICAL)**

**Time: 3 Hrs.**

**Practical:20**

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Writing Letter to Editor, Hard Story, Soft Story.
4. Covering various beats.
5. Field assignments and their evaluation



**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-I**

**PHOTO LAB**

**Course Code: BJMP-1318**

**(PRACTICAL)**

**Time: 3 Hours**

**Practical: 20**

**Practical exercises involving:**

- Camera Components – Shutter Speed, Aperture, Focal Length.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Use of Lights, Role of Thirds, Depth of Field.
- Types of Shots & Angles & Composition.
- Photo Editing Techniques – Cropping, Editing

**B.A. JMC**

**Session 2021-22**

**SEMSTER-II**

**Press Laws and Media Ethics**

**Course Code: BJML-2313  
(THEORY)**

**Course Objectives**

- To understand the laws related to press.
- To gain legal perspective on various media issues.
- To aware the students about the role of press in lawmaking.
- To understand the basic concepts related to Indian judicial system

**B.A. JMC**  
**Session 2021-**  
**22SEMSTER-**  
**II**  
**Press Laws and Media Ethics**  
**Course Code: BJML-2313**  
**(THEORY)**

**Time:3Hrs.**

**Max. Marks:75**

**Theory:60**

**CA:15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

- Article-19 (1)- freedom of speech and expression.
- Ethics, Self-Regulation & Freedom of Expression
- Social Responsibility of Media
- Constitutional Safeguards to Freedom of Media

**UNIT-II**

- Vernacular Press Act, Gagging Act
- Press, Law, Society & Democracy
- Press Commissions & their Recommendations
- Press Council of India

**UNIT-III**

- Law of Defamation
- Contempt of Court
- Official Secrets Act

- Right to Information

#### **UNIT-IV**

- Copyright Act
- Working Journalist Act
- Code of Conduct: AIR, TV and Cable

#### **Suggested Readings:**

1. Mass Media Laws&Regulations : C.S. Rayudu, S B NageshwarRao
2. Press in theIndianConstitution : R.K. Ravindran
3. Principles &EthicsofJournalism : Dr. Jan R. Hakemuldar, Dr. FayAC deJouge, P.P.Singh

**B.A. JMC**  
**(Session 2021-22)**  
**SEMSTER-II**

**History of Print Media**  
**Course Code: BJML-2314**  
**(THEORY)**

**Course Objectives**

- To trace the history of Indianpress.
- To understand the evolution of various Indiannewspapers.
- To aware the students about the role of Indian Press in freedomstruggle.
- To understand the history of VernacularPress.

**B.A. JMC  
(Session 2021-22)  
SEMSTER-II**

**History of Print Media  
Course Code: BJML-2314  
(THEORY)**

**Time:3Hrs.**

**Max. Marks:75**

**Theory:60**

**CA:15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

- History of Indian Journalism, The Tribune; The times of India
- History of News Agencies: PTI, UNI

**UNIT-II**

- The origin of Print Media in India, James Augustus Hickey, James Silk Buckingham; Raja Ram Mohan Roy,
- Young Bengal Movement,
- Role and contribution: Mahatma Gandhi, DyalSinghMajithia, Gurbax Singh.

**UNIT-III**

- Adam's Press Gagging Act
- Charles Metcalfe Act
- Vernacular Press Act
- Amrita Bazar Partika

**UNIT-IV**

- History of Punjabi Journalism: Daily Ajit, Nawazamana, Jagbani, Punjabi Tribune.

## **Books Recommended**

- |                                  |   |                                |
|----------------------------------|---|--------------------------------|
| 1. Mass Communication in India   |   | Keval J Kumar                  |
| 2. Mass Media Laws & Regulations | : | C.S. Rayudu, S B Nageshwar Rao |
| 3. Journalism in India           |   | Rangaswamy Parthasarthy        |
| 4. Mass Communication            |   | Vir Bala Aggarwal              |

**B.A. JMC**  
**(Session 2021-22)**  
**SEMSTER-II**

**Mass Communication: Concepts and Processes**  
**Course Code: BJML-2315**

**(THEORY)**

**Course Objectives**

- To understand the basic concepts related to MassCommunication.
- To understand the various functions of MassCommunication.
- To understand the characteristics of variousaudience.
- To understand the various tools of MassCommunication.



**B.A. JMC**  
**(Session 2021-22)**  
**SEMSTER-II**

**Mass Communication: Concepts and Processes**  
**Course Code: BJML-2315**

**(THEORY)**

**Time:3Hrs.**

**Max. Marks:75**

**Theory:60**

**CA:15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

**Mass Communication:** Meaning & definitions, Characteristics & features, the concept of Mass & Mass Culture

**Mass Communication and other forms of Mass Communication:** Interface between Intra personal, Interpersonal, Group and Mass Communication, New Media as a tool for Mass Communication.

**UNIT-II**

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

**Audience:** Topologies and Characteristics,

**UNIT-III**

Theories of Mass Communication:

Bullet theory and two step flow theory.  
Concept of Demassification.

## UNIT-IV

### Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films
- (b) Internet: e-Paper, Online Paper and Offline Paper, Blogs, Microblogs, other social networking sites

### Suggested Readings:

- |   |                               |
|---|-------------------------------|
| 1. Mass Communication&Development       | Dr. Baldev Raj Gupta          |
| 2. Communication Technology&Development | I.P.Tiwari                    |
| 3. Mass CommunicationinIndia            | KevalJKumar                   |
| 5. Cinema&Television                    | Jacques Hermabon&KumarShahani |
| 6. Mass Communication JournalisminIndia | D SMehta                      |
| 7. MassMediaToday                       | SubirGhosh                    |
| 8. TheCommunicationRevolution           | NarayanaMenon                 |

**B.A. JMC**  
**(Session 2021-22)**  
**SEMSTER-II**  
**DESIGN AND GRAPHICS**

**Course Code: BJML-2316**  
**(THEORY)**

**Course Objectives**

- To understand the Printing methods & techniques.
- To understand the basic concepts of various design software.
- To understand the basic rules of design.
- To understand the rules of Page designing and Pagemaking.

**B.A. JMC  
(Session 2021-22)  
SEMSTER-II**

**DESIGN AND  
GRAPHICS**

**Course Code: BJML-2316  
(THEORY)**

**Time: 3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**UNIT-I**

- Design and Graphics: Elements & Principles
- Visualization,
- Convergence and Divergence - Conceptualizations, Functions and significance

**UNIT-II**

- Design Lay-Out and Production
- Typeface families & Kinds
- Principles of Good Typography: Spacing, Measurement, Point System

**UNIT-III**

- DTP
- Use of various Computer Softwares
- Character generation
- Use of Multi-Media.

**UNIT-IV**

- Types of Papers
- Printing Methods - Cylinder, Rotary, Gravure-Screen, Offset.

**Suggested Readings:**

1. Art and Production- N.N.Sarkar
2. Newspaper & Magazine Layout- S.S.Kumar
3. Principles of Printing Technology- N.Ghosh

**B.A. JMC**  
**(Session 2021-22)**  
**SEMSTER-II**  
**COMMUNICATION LAB**

**Course Code: BJMP-2317**  
**(PRACTICAL)**

**Time:3Hrs.**

**Max. Marks:25**

**Practical:20**

**CA:05**

**1. Micro Communication Lab on Communication Dynamics**

- Simplicity & Complexity
- Has the message been received
- Use of Emphasis
- Formality
- Humor
- Emotion
- Staying in control

**2. Communication Skills/Perception**

- Speaking
- Listening
- Writing
- Reading

**3. Verbal Communication**

- Verbal Language
- Public Speaking

**4. Non-Verbal Communication**

- Body movement
- Eye movement, posture
- Silence
- Sign language

**5. Methodology**

- Each student will prepare & present six minutes presentation on the given topic
- Face the Audio System/Camera
- Record & Pre-listen/Pre-view
- Pre-review
- This Exercise will be repeated three times

**B.A.  
JMC  
(Session  
2021-22)  
SEMSTER-II**

**Design & Graphics  
Lab Course Code:  
BJMP-2318  
(PRACTICAL)**

**Time:3Hours**

**Max.  
Marks:25**

**Practical:20**

**CA:05**

- Visualizing concepts and ideas
- Designing, Layouting and Illustrations
- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Developing storybooks
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flipcharts
- Visit to printing press of various kinds

**Session 2021-22**  
**Semester-III**  
**Cyber Journalism**  
**Course Code: BJML-3311**  
**(Theory)**

**Course Outcomes:**

- The unit will aware the students about the basic concepts of Cyber Journalism and its fundamental concepts.
- Students will be given hands-on training as to how to write for Web Media.
- Students will be taught the analysis of various web news portal and their impact in the media industry.



**Session 2021-22**  
**Semester-III**  
**Cyber Journalism**  
**Course Code: BJML-3311**  
**(Theory)**

**Time: 3 Hrs.**

**Theory: 60**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

**Unit-I**

- Cyber Journalism:** Introduction to Cyber Space. Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

**Unit-II**

- Writing for Web Media:** Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Impact of Web Journalism, Recent Trends.

**Unit-III**

- Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism
- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.

**Unit-IV**

- e-Paper, Blogs, Citizen Journalism, Online News Portals, Fake News
- MOJO, Virtual Reality, Information, Misinformation & Disinformation through New Media

**Suggested Readings:**

1. Cyberspace Aur Media : Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium : V.D. Dudeja
5. IT : S L Sah
6. Electronic Media & the Internet : Y K D'souza

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**Semester-III**  
**Reporting and Editing-II**  
**Course Code: BJML-3312**  
**(Theory)**

**Course Objectives:**

- The unit will teach the basics of journalism and news reporting.
- News structure, interview skills and news values will be made clear
- Agency and magazine journalism will also be taught.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**Reporting and Editing-II**

**Course Code: BJML-3312**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

**Unit-I**

- **Reporting:** Interpretative, investigative, advocacy, Yellow Journalism, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programme reviews.

**Unit-II**

- **News Bureau:** Functions of news bureau, special beats like embassies, politics, ministries, public sector undertakings.

**Unit-III**

- **Editorial & Op-Ed Page:** structure and purpose, Editorial and middle, special articles, columns and letters to the editor, edutainment.
- **Specialized Writing/Editing:** Supplements, Pullouts, Features, Interviews, News Analysis, Backgrounders.

**Unit-IV**

- Columnist, Syndicate Writers, Freelancers
- Difference between broadsheet & tabloid.
- City Reporting Room, Wire Services, Understanding Style book/style sheet
- **Suggested Readings:**
  1. News Writing – George A. Hough

2. Editing – B.N. Ahuja
3. Reporting – B.N.Ahuja
4. Reporting & Editing – V.S.Gupta

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**History of Broadcasting in India: Policies and Principles**

**Course Code: BJML-3313**

**(Theory)**

**Course Objective:-**

- Students will be taught the inception of broadcasting in India
- The commencement of AIR in India will also be unveiled to the students.
- The beginning of Television and Doordarshan in India will be taught in the course.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**History of Broadcasting in India: Policies and Principles**

**Course Code: BJML-3313**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

- **Radio as a Mass Medium:** Strength & Limitations, Characteristics & Advantages of Radio, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Radio Studio, Microphones, Recording, Editing.

**Unit-II**

- **History of Broadcasting:** Development of Radio in India, Diversification of broadcast, Edutainment, Commercial attempt, 3-tiers of Radio Broadcast, Community Broadcast, Different Services.

**Unit-III**

- **Policies & Principles:** Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, Guidelines for Election Broadcast,

**Unit-IV**

- **Autonomy for Broadcast Media, Prasar Bharti, Convergence, Media Policy, Radio in the age of TV & New Media.**

**Suggesting Readings:**

1. Broadcast Journalism– Jan R Hakemuldaer, PPSingh
2. SatelliteInvasion– S.CBhatt
3. Broadcasting in India–H.R.Luthra
4. Broadcasting in India–P.CJoshi
5. Mass Communication in India–Kewal J.Kumar



**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**News Feature Writing**

**Course Code: BJML-3314**

**(Theory)**

**Course Objectives:-**

- The students will be taught the basic concepts of feature writing.
- The students will be taught the process of research needed for feature writing.
- Students will be given hands-on training as to how to write a well-balanced feature

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**Semester-III**  
**News Feature Writing**  
**Course Code: BJML-3314**  
**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

- Defining a feature: Difference between feature and news report, from facts to narratives; Originality and literary quality, Types of Features, Language of a Feature.

**Unit-II**

- Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

### **Unit-III**

- Elements of feature: Interview, utility, personal experiences, confessions, narrative, columns and columnists; Human interest story, news features, sidebars, personality profiles, sensational features, seasonal features, enterprise features, saturation feature stories, Fact box, Chronology, Backgrounder, Testimony.

### **Unit-IV**

- Writing the features: Gathering and organizing information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

### **SUGGESTED BOOKS:**

1. The art of Feature Writing by Contractor, Huned (Icon Publication)
2. Feature Writing for Newspapers by Williamson, Daniel R. (Hastings House)
3. Feature Writing by Prassan Kumar (Shri Vidya Publication)

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**Development and Communication**

**Course Code: BJML-3315**

**(Theory)**

**Course Objectives:-**

- This course will develop an understanding of developmental issues in the mind of students
- Will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**Development and Communication**

**Course Code: BJML-3315**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

**Development- Concept &Process**

- (a) Definition &Meaning
- (b) Concept of development: Historical background in India
- (c) Concept in Third World Context
- (d) Models of development: Eastern, Western and Gandhian Model
- (e) Priority areas in development
- (f) Process of development
- (g) Difference between Growth & Development

**Unit-II**

**Development & Communication-Concepts &Theories**

- (h) Development: a bottom-up approach
- (i) Communication: a trickle-down approach
- (j) Four Approaches-
  - Development Communication
  - Communication for development
  - Communication support for development
  - Development support for communication

### **Unit-III**

#### **Development Communication**

- (k) Concept, significance of development communication
- (l) Roadblocks, future of development communication

#### **Media & Development**

- (m) Mass Media as tool for development; Media as partner in development
- (n) Problems with use of media for development
- (o) Creativity in media presentation of development issues
- (p) Role & performance record of each medium-Print, Radio & TV in Indian context.

### **Unit-IV**

#### **Development Issues & Concepts**

##### Concepts

- Sustainability
- Poverty Reduction
- Social Relation (Inequality)
- Human Development
- Participation
- Institutional Development
- Structural Adjustment
- Environmental Protection

#### **Suggested Readings:**

- |   |   |                       |
|---|---|-----------------------|
| 1. Media & Development  | : | M.R. Dua & V.S. Gupta |
| 2. Mass Communication & Development   | : | Dr. Baldev Raj Gupta  |
| 3. Mass Communication in India  | : | Keval J. Kumar        |
| 4. Modern Media in Social Development   | : | Harish Khanna         |
| 5. The Changing Conceptions of Development                                      | : |                       |
| An Article by S.L. Sharma in the Journal of National Development, Vol. 1, 1980. |   |                       |
| 6. Lectures on Mass Communication   | : | S. Gane               |

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**Semester-III**  
**Reporting and Editing Lab**  
**Course Code: BJMP-3316**  
**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

1. Exercises in bureau beats-political, diplomatic
2. Visit to Parliament, State Legislature and coverage of their proceedings
3. Assignments of covering sports events, business reporting
4. Writing book reviews, film reviews, TV programmes, theatre performances
5. Re-writing the copies of stringers, editing political and foreign copy.
6. Exercises in on-line editing
7. Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**Semester-III**  
**Cyber Lab**  
**Course Code: BJMP-3317**  
**(Practical)**

**Time: 2 Hrs.**

**Theory: 20**

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding Media
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper



**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-III**

**Feature Writing Lab**

**Course Code: BJMP-3318**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

- Writing features /Articles
- Types of features (Overview); discuss various feature stories published in newspapers and magazines
- Primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources;
- Developing focus themes and newspegs.
- Gathering and organizing information; Structure: Title, body

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Media: Business Communication**  
**Course Code: BJML-4311**  
**(Theory)**

- This unit provides an introduction to the principles, concepts and objectives of Media and Business Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained.

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**

**Media: Business Communication**  
**Course Code: BJML-4311**  
(Theory)

**Time:3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12Marks

Unit-I

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Communication Models
- Barriers to effective communication,

**Classification of Communication-**

- Formal & Informal
- Personal, Inter-personal, Group and Mass
- Vertical & Horizontal
- Upward & Downward
- One-way & Two-way
- Verbal & Non-verbal
- Online & Offline

## Unit-II

## Unit-III

- **Business Correspondence in Media Organization**
  - Principles of Letter Writing
  - Types of Business Letters—  
Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals
  - Resume Writing
  - Report Writing

#### Unit-IV

- Cross Cultural Communication**
- Importance of Dressing, Manners & Etiquettes in Business Communication.**
- Importance of Communication:**
  - o Negotiation
  - o Conflict & Crisis Management

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Programme Formats: Radio & TV**  
**Course Code: BJML-4312**  
**(Theory)**

**Course Objectives:-**

- The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Programme**  
**Formats: Radio**  
**&TV**  
**Course Code: BJML-4312**  
(Theory)

**Time:3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

Unit-I

- Writing for Radio:** Writing for the ear, Spoken word
- Radio Talk, News, Interview, Discussion, Feature & Documentary, Drama & Serial, Special audience
- Music Programmes, Voice Cast, Phone In, Radio Bridge, Chat Show, Outside Broadcast (OB), Commentary, Radio Commercial- Types, Copy Writing, Slogans

Unit-II

**Concept of Good Presentation :**

- Link Announcement & Continuity Presentation
- Pronunciation, Use of silence, Voice Culture
- Keeping Rapport with the Listener, Forming a personality for the programme/station.

Unit-III

- Programme objectivity:** Information, Entertainment & Education
- Fixed point & Flexible point
- Intimacy with listener, knowing the target, Channel Identity

## Unit-IV

- Television:** Understanding the medium and Scope
- Writing for visuals, Piece to Camera, Presentation
- Reporting, Interview, Reportage, Live Shows, Anchoring a Show
- Programme Production, Packaging for a channel, Packaging Stories

### **Suggested Readings:**

1. Radio & TV Journalism : KMSrivastva
2. TV Production : GeraldMillerson
3. Broadcast Journalism: PP Joshi



**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Video Production: Idea to Screen**  
**Course Code: BJML-4313**  
**(Theory)**

**Course Objectives:-**

- The basic concepts and fundamental elements of Video Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the video production equipment and inculcate in them the creative techniques to use them.
- The concept of Editing and its practical aspect will also be taught to the students

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**

**Video Production: Idea to Screen**  
**Course Code: BJML-4313**  
**(Theory)**

**Time:3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

Unit-I

- Camera:**
  - (a) Video camera, Types of videocamera
  - (b) Different types of shots, camera movements, Track, Crane movements etc
  - (c) Lenses: Different types of lenses and their application
- Lighting:** Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors

Unit-II

- Selection of the Programme Topic:** Developing programme briefs (Objectives, Contents, Duration etc),
- Researching the topic, Programme Resources,
- Style, format and structuring the programme,
- Storyboard, Script Designing and Script Layout.

Unit-IV

- Video Recording and Editing:** Editing: Meaning and Rules
- Editing sound: U-matic, Beta & VHS, Types of editing,
- Cut to cut, A/B roll, Assembly and insert editing.

#### Unit-IV

- Media Research Methodology:** Writing support materials,
- Designing Evaluation Tools and Techniques
- Evaluation and field testing of programme
- Preview and Analysis of programme

#### **Suggested Readings:**

1. TV Production: GeraldMillerson
2. Media Writing:Samuelson
3. Modern Radio Production: Carl HansmanDonnel.
4. Modern Radio Production: CarlHansman

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Folk Media**

**Course Code: BJML-4314**  
**(Theory)**

**Course Objectives:-**

- This unit provides an introduction to the various forms of Folk Media available in ourcountry.
- The students will be made to trace the historical significance of various Folk Media of ourcountry..

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Folk Media**  
**Course Code: BJML-4314**  
(Theory)

**Time:3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

Unit-I.

- Introduction to folk media.
- Categorization of folk forms in India,
- Relevance of folk media in the age of modern media

Unit-II

- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Telling forms. Folk forms in India and their relevance, Nakal.

Unit-III

- Flexibility of folk media
- Folk media vis-a-vis the modern message (areas of conflict and compromise)
- Integrated use of Folk and Mass Media
- 

Unit-IV

- Punjabi Folk: Bhangra, Gidha and Vaar

□ Units of Ministry of I & B:, PIB,FTII,NFAI, Bureau of Outreach and Communication

### **Suggested Books**

- 1. Mass Communication in India by KewalJKumar**
- 2. HandbookofJournalism&MassCommunicationbyVirBalaAggarwal**
- 3. FolkDance–TribalRichval&MartialFormsbyAshishMohankhokar**
- 4. Forms with A Smile by W SRetail**

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Advertising:**  
**Concepts &**  
**Principles**  
**Course Code: BJML-4315**  
**(Theory)**

**Course Objectives:-**

- The challenging and very competitive world of Advertising will be unveiled in this module.
- This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field.
- The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Advertising:**  
**Concepts &**  
**Principles**  
**Course Code: BJML-4315**  
**(Theory)**

**Time:3Hrs.**

**Max. Marks:75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

Unit-I

**Introduction to Advertising**

- (a) Definition
- (b) Growth of advertising in India
- (c) Scope ( Effects on Economy/Industry)
- (d) Facets of advertising ( As an act of commerce, as hidden persuader)

Unit-II

**Purpose of Advertising**

- (e) Need for advertising
- (f) Functions of advertising
- (g) Benefits of advertising: To Seller, Buyer & Media
- (h) Relationship between advertising & marketing



## Unit-III

### **Types of Advertising**

- (i) Commercial & Non-commercial
- (j) Product & Consumer
- (k) Classified & Display
- (l) Retail & Wholesale
- (m) Surrogate advertising
- (n) Regional, National & Co-operative
- (o) Govt. advertising

## Unit-IV

### **Advertising as a Communication Tool**

- (p) Communication Process & Advertising
- (q) Communication Principles, Theories applied to advertising
- (r) AIDA Model

### **Role & Effects of Advertising**

- (s) Negative & Positive Effects
- (t) Advertising & Society
- (u) Advertising & Development
- (v) Role of Advertising in National Economy
- (w) Social/Public Advertising

### **Suggested Readings:**

- |                            |   |                                       |
|----------------------------|---|---------------------------------------|
| 1. Indian Broadcasting     | : | H.R. Luthra (Publications Division)   |
| 2. Television Techniques   | : | Hoyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | : | Frank Jefkins (Rupa & Co.)            |
| 4. Ogilvy on Advertising   | : | David Ogilvy (Pan Books)              |
| 5. Advertising Management  | : | Aaker, Myers & Batra                  |

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Radio & TV Production Lab**  
**Course Code: BJMP-4316**  
**(Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory: 20**

**CA: 05**

**Radio**

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama

**Practical exercises involving:**

**Television**

- Storytreatment,
- Scripts,
- Storyboards,
- Budgets,
- Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals,
- Shootingschedules
- Post-Production editing

**B.A. JMC**  
(Session 2021-22)  
**Semester-IV**  
**Operation & Handling of Video Equipment**  
**Course Code: BJMP-4317**  
**(Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory: 20**

**CA: 05**

**Practical exercises involving:**

**Camera:**

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Videorecording

**Lights:**

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Proper placement of lights & lighting equipment for principles subjects and sets; both on location and in the studio.

**Sound:**

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracks

BA JMC  
(Session 2021-22)  
Semester-IV  
Advertising Lab

**Course Code: BJMP-4318 (Practical)**

**Time:3Hrs.**

**Max. Marks:25**

**Theory:20**

**CA:05**

**Practical exercises involving:**

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- Understanding different types of Advertising:
  - (a) Commercial & Non-commercial
  - (b) Product & Consumer
  - (c) Classified & Display
  - (d) Retail & Wholesale
  - (e) Regional, National & Co-operative
  - (f) Govt. advertising
  - (g) Comparative advertising

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Event Management: Principles and Methods**

**Course Code: BJML-5311**

**(THEORY)**

**Course Objectives:**

- To understand the scope & concept of Event Management
- To understand the practical dimensions of Event Management.
- To understand the role of PR in Event Management
- To acquaint the students about various tools, concepts & strategies of Event Management

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Event Management: Principles and Methods**

**Course Code: BJML-5311**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

- Definition and scope of event management
- Understanding Various events: Online and offline Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc
- Importance of budget and buffer
- Concept of clean zone

**Unit-II**

- Role & importance of exhibitions
- Objectives of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact

**Unit-III**

- Choosing the right exhibition-Where to participate
- Concept of neutral territory
- PR for an exhibition
- Role of the Media in promotion of an event

**Unit-IV**

- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design
- Trade Fair: Uses & Abuses
- Gauging Cost Effectiveness

**Suggested Readings:**

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.

2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Current Affairs: Contemporary Issue in Media-I**

**Course Code: BJML-5312**

**(THEORY)**

**Course Objectives:**

- To understand the various political & social issues of the country.
- To inculcate newspaper reading habit in the students.
- To understand the functioning of various International organizations.
- To prepare the students for various competitive examinations



**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Current Affairs: Contemporary Issue in Media-I**

**Course Code: BJML-5312**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

**Political and Social Issue:** Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

**Unit-II**

**Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security  
Current issues in health, Women and Child Rights, Human Rights and Education System

**Unit-III**

**International organization:** SAARC, ASEAN, G-8, G-20, WHO, UNESCO.

**Unit-IV**

**National organizations:** CIC, NSG, FICCI, CII, RBI, CVC.

**NOTE: Issues pertaining to last six months only**

**Suggested Books / Magazine**

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Media Research Methodologies**

**Course Code: BJML-5313**

**(THEORY)**

**Course Objectives:**

- This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will learn about how to conduct research individually and in a group in a clear and imaginative manner.
- To make the students learn how to access, analyze and use the information by using a range of research tools for their projects

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Media Research Methodologies**

**Course Code: BJML-5313**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data,

**Unit-II**

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

**Unit-III**

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation & Participatory Observation, Content Analysis etc.

**Unit-IV**

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation Statistical Analysis & Interpretation of data, Findings, Report Writing.

**Suggested Readings:**

1. Social Research : S.R. Vajpayee
2. Doing Your Research Project : Judith Bell
3. Research Methodology–Methods & Techniques : C.R. Kothari
4. Research Methodology in Social Sciences : Sandhu & Singh
5. Communication & Research for Management : V.P. Michael
6. Research in Mass Media : S.R. Sharma & Anil Chaturvedi

7. Research-How to Plan, Speak & Write About It : Clifford Hawkins & Marco Sorgi

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Social Media**

**Course Code: BJML-5314**

**(THEORY)**

**Course Objectives:**

- The limitless potential of Social Media in today's world will be revealed in this course
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication.
- To understand the functioning & mechanism of various social media platforms.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Social Media**

**Course Code: BJML-5314**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

Social Media : Meaning, Concept and Scope, Social Media for developing nations Like India..

**Unit-II**

Social Media Platforms : Facebook, Twitter, Instagram, Youtube, Wikipedia, Snapchat etc. Impact over mainstream media.

**Unit-III**

Uses & Abuses of social Media, Challenges for Mainstream Media, Social Media & PR, Social Media Advertisement, Marketing & information for Mainstream & traditional Media.

**Unit-IV**

Social Media for Breaking news, Social Media as a source of information for journalists, Social Media & citizens journalism.

**Suggested Readings:**

1. Cyberspace Aur Media: Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems: Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium: V.D. Dudeja
5. IT: S L Sah
6. Electronic Media & the Internet: Y K D'souza

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2021-22)**  
**SEMSTER-V**  
**Public Relations**  
**Course Code: BJML-5315**  
**(THEORY)**

**Course Objectives:**

- This course provides an introduction to the principles, concepts & objectives of Public Relations.
- To understand the concept of Media Planning & Handling which are integral parts of successful Public Relation strategy.
- To understand the mechanism of Public Relation in the context of New Media.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**SEMSTER-V**

**Public Relations**

**Course Code: BJML-5315**

**(THEORY)**

**Time: 3 Hrs**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 Marks

**Unit-I**

- Public Relations- Definition & Concept
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct

**Unit-II**

- Functions of PR Department & Manager-Advantages & Disadvantages
- PR Process
- PR consultancy-Its advantages & disadvantages
- Press Relation & its principles

**Unit-III**

- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations

**Unit-IV**

- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR
- Role of Photography In PR

- Importance of Marketing Research for the PR Practitioner

**Suggested Readings:**

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Business Public Relations – S.R. Sardana
5. Public Relations – Jaishree Jethwaney

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-V**

**Event Management Lab  
Course Code: BJMP-5316  
(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

- Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.
- Organizing different events at department level along with publicity and promotion



**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-V**

**Social Media Lab**

**Course Code: BJMP-5317**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

Creating account on Social Media Platforms Facebook, Instagram, Twitter etc.

Writing for social media: Articles, News story Photographs etc.

Facebook Live- Interviews, Discussions, Reporting.

Creating account on twitter & understanding media.

**BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2021-22)**

**Semester-V**

**Pilot Study**

**Course Code: BJMP-5318**

**(Practical)**

**Time: 3 Hrs.**

**Theory: 20**

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester. The study can be conducted in any of the following areas for example:

1. Media: Advantages and Disadvantages
2. Popular Newspaper
3. Popular TV Channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Global Media**

**Course Code: BJML-6311**

**(Theory)**

**Time:-3 Hours**

**Total Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Unit-I**

- Introduction to main International Newspapers : Wall Street Journal, New York Times, Dawn & The Washington Post, The Times London.
- Major international television channels: BBC, CNN, AL JAZEERA,IBN
- Major International Radio channels: BBC, Voice of America, AIR

**Unit-II**

- **Media Scenario**
  - Introduction to major Global News Agencies (Reuters, AP, AFP, Xinhua, CNA)
  - Present Media scenario in Asia ( Special reference to SAARC, NAM Countries)
  - Concept of Media Imperialism

### **Unit-III**

- **Media and Market Force**
  - Misinformation and information war
  - Role of Media in promoting humanity and peace
  - Market forces and Media

### **Unit-IV**

- **Global Technology**  
Global satellite system  
Global internet service  
IPTV

UNESCO Mass Media Declaration (year)

#### **Suggested Books:**

1. New Media Nation – Indigenous People & Global Communication by ValerieAlia
2. HandbookofGlobalMedia&CommunicationPolicybyRobinMansell&MarcRaboy.
3. The No-Nonsense Guide to Global Media by PeterSteven
4. Escaping the Global Village: Media, Language & Protest byNiamhHourigan

One world many voices, Macbride commission

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Current Affairs: Contemporary Issue in Media-II**

**Course Code: BJML-6312**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**UNIT-I**

• **Events and happening of last six months with special referenceto:**

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on socialissues

**UNIT-II**

- **Health and Education:** Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in educationsystem,

**UNIT-III**

□

**Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and externalsecurity

**UNIT-IV**

- **Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalizedgroup

## **Suggested Books / Magazine**

1. Competitor SuccessReview
2. Manorama YearBook
3. FocalStudy

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Perspective of Audio Sound**

**Course Code: BJML-6313**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

### **Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

### **Unit-I**

- **Sound:** Meaning, Characteristics, Propagation, Acoustic Reverberation
- **Microphones:** Selection of Microphones, Types of Microphones on the basis of principles, uses and polarization, Wireless Microphones

### **Unit-II**

- **Principles of Magnetic Recording and Digital Recording Systems**
- **Audio Cables & Connectors:** Types & Uses

### **Unit-III**

- **Understanding various terms and concepts in Audio**  
Noise & Distortion Ratio, Dope Sheet/Exposure Sheet, Sound Recordist's role in production crew, Audio console, Voice Modulation, Mono, Stereo and Surround Sound

### **Unit-IV**

**Audio Editing:** Linear and Non-Linear Audio Editing

**Types of Sound Effects**

**Mixing and Dubbing Techniques**

### **Suggested Books**

1. Basic of Video Sound by DasLyver
2. Radio Production by RobertMcLeish
3. Audio Production & Critical Listening: Technical Ear Training by JasonGorey

**B.A. JMC (Session 2021-22)**  
**Semester-VI**  
**Video Electronic Film Production**  
**Course Code: BJML-6314**  
**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

**Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Unit-I**

- **Process of Film Production:** Pre-Production, Production and Post-Production
- **Pre-Production:** Programme Proposal, Budgeting, Casting, Location Survey, Indoor and Outdoor Shooting, Shooting Script, Pre-Production Meetings

**Unit-II**

- **Production:** Understanding various concepts of Production, Single Camera and Multi Camera Shooting, Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer) and other technical staff,
- Understanding the use of EDL, Continuity, Log Sheets etc

**Unit-III**

- **Post-Production:** Editing- Meaning, Need, Types (Online, Offline, Linear & Non-linear)
- Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe & Montage)
- **Special Effects & Narration:** Audio Special Effects, Video Special Effects, Recording Special Effects

**Unit-IV**



- **Sound Mixing:** Basics, Dubbing, StudioMixing,
- Film Review, Film Criticism, FilmJournalism
- **Film distribution &Marketing**

### **Suggested Books**

1. Production Management for Film & Video by RichardGates
2. Video: Digital Communication& Production by JimStinson
3. Television Production by GeraldMillerson
4. Production Algebra: Handbook of Production Assistant by MarkAdl

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Specialized Reporting**

**Course Code: BJML-6315**

**(Theory)**

**Time:-3 Hours**

**Max. Marks: 75**

**Theory:60**

**C.A.: 15**

### **Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

### **Unit-I**

- **Specialized Reporting:** Concepts and Its relevance in the field of journalism
- **Area of Specialized Reporting:** Science Reporting, Health Journalism, Development, Journalism, Page 3 Reporting, Science & Technology, War & Sports, Environment Reporting and Issues of Gender bias and Human Rights

### **Unit-II**

□

- **Concept of Investigative Journalism:** Origin and growth, Pioneers, Role and Scope. Modern Techniques in investigative Journalism, Duties and responsibilities of investigative Journalist, Problems and obstacles faced by investigative Journalists
- **Features:** Definition and scope in specialized reporting, Effective Specialized Reporting, Celebrating Journalism, Tabloid Journalism

### **Unit-III**

□

- **Advocacy Journalism:** History, Objective and Criticism
- **Environment Journalism:** History, Scope, Advocacy Debate, Genres (Nature Writing, Science Writing, Environmental Interpretation)
- **Gonzo Journalism:** Definition and origin
- **New Journalism:** History, Characteristic, Criticism

## Unit-IV

□

- **Embedded Journalism:** History, Characteristic, Criticism
- **Video Game Journalism:** Ethics, New Media and video game journalism
- Reporting social events and mal practices like corruption, Manual Scavenger and their Rehabilitation Act 2013.

### Suggested Books

1. Journalism: Editing, Reporting & Feature Writing by N. Basu, N. Prabhakar
2. Handbook of Reporting & Communication Skills by V. S. Gupta
3. News Reporting & Editing: An Overview by Suhas Chakravarthy  
Specialized Reporting by David Remick

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Audio Lab**

**Course Code: BJMP-6316**

**(Practical)**

**Time:3Hours**

**Max Marks:25**

**Practical:20**

**C.A.:05**

- **Microphones:** Uses and selection ofMicrophones,
- **Understanding different types ofMicrophones**
- **Digital RecordingSystems**
- **Audio Cables & Connectors:** Use andSelection
- **Working on Audio console, Mixing Audio**
- **Understanding techniques of VoiceModulation**
- **Audio Editing:** Linear and Non-Linear AudioEditing
- **Types of SoundEffects**

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Specialized Reporting Lab**

**Course Code: BJMP-6317**

**(Practical)**

**Time:3Hours**

**Max Marks:25**

**Practical:20**

**C.A.:05**

- Understanding different areas of specialized reporting, writing stories on various areas of specialized reporting like science, health, page 3, environment, gender and humanrights
- Writing feature on celebrities
- Reporting various events of city / college for your in-house publication
- Editing and designing in-house publication

**B.A. JMC (Session 2021-22)**

**Semester-VI**

**Film Project**

**Course Code: BJMP-6316**

**(Practical)**

**Time:3Hours**

**Marks:25**

**Max**

**Practical:20**

**C.A.:05**

Each student will prepare a 5-10 minutes film on any subject or theme keeping in mind the process and technicalities of film making. The student must also submit the copy of script and the budget along with filmCD.