

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Master of Arts (Journalism and Mass Communication)

(Semester: I-IV)

(Under Continuous Evaluation System)

Session: 2021-22



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme and Curriculum of Examination of Two Year Degree Programme

Master of Arts (Journalism and Mass Communication)

(Two Years Degree Course)

(Session 2021-22)

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-1311	Introduction to Communication	C	75	60	-	15	3
MJML-1312	History of Print Media in India	C	75	60	-	15	3
MJML-1313	Reporting and Editing	C	75	60	-	15	3
MJML-1314	Media Law and Ethics	C	75	60	-	15	3
MJMM-1315	Advertising	C	100	60	20	20	3+3
Total			400				

C-Compulsory

Master of Arts (Journalism & Mass Communication)

(Two Years Degree Course)

(Session 2021-22)

Semester II

Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-2311	Development Communication	C	75	60	-	15	3
MJML-2312	Media Management	C	75	60	-	15	3
MJML-2313	Current Affairs	C	75	60	-	15	3
MJML-2314	Communication Research-I	C	75	60	-	15	3
MJMM-2315	Radio & TV Programming	C	100	60	20	20	3+3
Total			400				

C-Compulsory

Master of Arts (Journalism and Mass Communication)

(Two Years Degree Course)

(Session 2021-22)

Semester- III							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-3311	Mass Communication Research-II	C	75	60	-	15	3
MJML-3312	New Media Technology	C	75	60	-	15	3
MJML-3313	Public Relation and Corporate Communication	C	75	60	-	15	3
MJML-3314	Science Journalism	C	75	60	-	15	3
MJMM-3315	Photography	C	100	60	20	20	3+3
Total			400				

C-Compulsory

Scheme of Studies and Examination
Master of Arts (Journalism & Mass Communication)
(Two Years Degree Course)
(Session 2021-22)
Semester-IV

Course Code	Course Name	Course	Total	Marks			CA	Examination time (in Hours)
		Type		L	P	Ext.		
MJML-4311	International Communication	C	75	60	-		15	3
MJML-4312	Human Rights	C	75	60	-		15	3
MJML-4313	Intercultural Communication	C	75	60	-		15	3
MJMD-4314	Dissertation	C	75	60	-		15	3
MJMM-4315	Film Studies (Practical)	C	100	60	20		20	3+3
Total			400					

C-Compulsory

PROGRAMME OUTCOMES

Master of Arts (Journalism and Mass Communication)

PO 1: Students will be introduced to the basic aspects of human communication and especially mass communication.

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 expression in India which have worked closely with local communities.

PO 4: With this basic grounding in place, 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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Introduction to Communication

Course Code: MJML-1311

(THEORY)

Course Outcomes:

- Students will come to learn about the details of communication, different types of communication patterns and uses in everyday life.
- The course will enable the students to know about the different theories and models of communication in detail.
- The students will come to know about the traditional modes of communication and its uses in everyday life as well as in societal relationship.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Introduction to Communication

Course Code: MJML-1311

(THEORY)

Time: 3 Hrs.

Maximum Marks

75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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 communication, definitions of communication, functions and barriers to communication, 7 Cs, Principles for effective communication. Types – intrapersonal, interpersonal, group, public & mass communication. Concept of Gate Keeping.

Unit- II

Communication models- linear, interactive and transactional models, models of Aristotle, Lasswell, Berlo, Osgood and Schramm, Dance's helical model, Newcomb's ABX model, Wesley and McLean model, DeVito's Interactive Model, Davis Foulger ecological model

Unit – III

Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention, Personal influence theories - Two-step flow and Multi-step flow, Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation, The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory.

Unit-IV

Traditional media, Media's role in society, New media technologies- satellite, cable, digital, internet. Spiral of silence, hot media and cold media.

Books recommended:

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

History of Print Media in India

Course Code: MJML-1312

(THEORY)

Course Outcomes:

- This course will enable the students to learn about the history of print media in detail, the role of press during the Independence movement and afterwards in the country.
- Students will come to know about the role of different national leaders through press in awakening the spirit of freedom among the people of India.
- This course will also help the students to learn about the role of different print media houses and their role in national development since their very birth.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

History of Print Media in India

Course Code: MJML-1312

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 Marks)

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

Origin and growth of newspapers in India - pre and post-independence era, Introduction to main newspapers and pioneers of Indian journalism: Robert K Night, James Augustus Hickey, Development of Indian news agencies.

Unit-II

The Indian press and freedom movement-Mahatma Gandhi and his contribution in journalism; issues before Independence and the Indian press, Important personalities of journalism - James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Sadhu Singh Hamdard, Lala Jagat Narayan & Narinder Mohan.

Unit -III

Important newspapers and magazines & their history- Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune -The Indian Express - The Telegraph - Dainik Jagran - Punjab Kesri - AmarUjala - Hindustan - Rajasthan Patrika.

Unit-IV

Press in Punjab: Origin & development of Punjabi Press. Brief History of Ajit, Present status of Punjabi press. Leading Punjabi newspapers - Jag Bani, Punjabi Tribune, NawanZamana. Short history of leading regional magazines.

Book Recommended:

RangaswamyParthasarthy: Journalism in India.

Conboy Martin: Journalism: A Critical History.

Natarajan J: History of Indian Journalism

Report of The First & Second Press Commission

Lovett Pat: Journalism in India.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Reporting and Editing

Course Code: MJML-1313

(THEORY)

Course Outcomes:

- Students will come to know about the very basic part of journalism i.e. reporting and editing of news through this course.
- Patterns of different types of reporting will enable the students to learn to represent various issues in a professional way.
- Editing techniques will help the students to polish the copy in a better form.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Reporting and Editing

Course Code: MJML-1313

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Basic concepts and principles of reporting, Characteristics and qualities of a reporter, Writing lead and sourcing facts, hard and soft news writing, Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration & rural etc.

Unit - II

Covering press conference and press briefing, Investigative, interpretative, in-depth reporting. Writing curtain raisers, interview techniques, reporting fashion and lifestyle.

Unit - III

Editing – meaning, principles and process; computer based editing, Structure and functioning of a newsroom. Role, responsibilities and qualities of an editor and news editor, sub editorHeadline – meaning, significance, types, writing effective headlines, Different types of copy - Agency copy, Bureau Copy, District Copy. News values and selection of news.

Unit - IV

Different methods of printing – letter press, Off-set and Gravure. Reproduction of graphics and photographs, Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc., Dealing with redundancies and importance of brevity, Copy writing.

Books recommended:

Vir Bala Agarwal: Essentials of Practical Journalism

K. M. Srivasthava: Reporting and Editing

TJS George: Editing

Maloney & Rubenstein: Writing for Media

Burack: The Writers Handbook

Cambell: Professional Writing

Dewbo and Pondrow: The Contemporary Writing

Usha Raman: Writing for media

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
SEMESTER-I
Media Law and Ethics
Course Code: MJML-1314
(THEORY)

Course Outcomes:

- This course will enable the students to learn about different laws related to journalism in detail so that they will not face any legal problems in their professional life later.
- Students will come to learn about ethical guidelines of journalism as a profession.
- This course will help the students to learn about constitutional guidelines in journalism as a profession.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Media Law and Ethics

Course Code: MJML-1314

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Basics of Indian Constitution—Preamble, Fundamental Rights and Duties, concept of PIL, Report of First and Second Press Commission, Need for Third Media Commission, PCI & Editor's Guild of India.

Unit-II

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Indecent Representation of Women Prohibition Act, Censorship Act, Official Secrets Act, Law of Defamation.

Unit-III

Right to Information Act, 2005. Cyber Laws - cyber awareness, advantages and disadvantages, Internet crime and fraud, IT Act 2000 and further amendments, Intellectual Property Rights and Copyright Act.

Unit-IV

Introduction to Yellow Journalism, Media and Human Rights and Civil Rights, NHRC, PHRC, Media Trial & Fake news. Right to Privacy, Sensationalism. Biasness, News Imbalance. Commercialisation of media

Books recommended:

A.G. Noorani: India's Constitution & Politics

Durga Das Basu: Constitution of India

Durga Das Basu: Law of the Press

B.N. Ahuja: History of Press and Press Laws

Press Institute of India: Press and the Law

Sita Bhatia: Freedom of the Press

PCI Reviews and Annual Reports.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

SEMESTER-I

Advertising

Course Code: MJMM-1315

(THEORY)

Course Outcomes:

- Students will learn about the challenging and competitive world of Advertising.
- This course will enable the students to eventually carve out a viable career in this field.
- The course has been designed to give students in-depth knowledge of the principles and practices of advertising.
- The mysteries of marketing, agency structures, advanced advertising practices like positioning, market segmentation and targeting will be explained.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
SEMESTER-I
Advertising
Course Code: MJMM-1315
(THEORY)

Time: 3 Hrs.

Maximum Marks

75

Theory: 60

CA: 15 Instructions for the Paper Setter (60 marks)

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

Advertising – definition, functions and classification, various media for advertising, National and global advertising scene; Structure and functioning of ad agency. AIDA. Advertising Appeals, classification of advertising.

Unit-II

National and global advertising scene, socio-economic effects of advertising, women in advertising, ad appeals, AAAI, ASCI and its code of conduct.

Unit-III

The Marketing Plan, Situation Analysis to the Marketing Mix, Introduction to the concepts, Market Share, Target Segment, Positioning Relationship of advertising to the marketing process.

Unit-IV

Ad agency management, various specialist departments in an ad agency and activities like account planning, account servicing, creative media planning & HRD.

Books recommended:

Sandage and others: Advertising Theory and Practice.

Sethia and Chunawala: Advertising- Principles and Practice.

Otto Kleppner: Advertising Procedure.

Cutlip& Center: Effective Public Relations.

Ravindran: Handbook of Public Relations.

Ahuja and Chandra: Public Relations.

Sam Black: Practical Public Relations

M.A. JMC

(Session 2021-22)

SEMESTER-II

MJML-2311 Development Communication

Course Code: MJML-2311

(THEORY)

Course Outcomes:

This course will help the students to know about the role of communication in development perspective.

Students will come to know about the uses of communication by various national and international organisation in bringing development in the society.

Knowledge on development communication and its various stakeholders and policy makers, assessment of risks and opportunities through development communication will be learnt by the stude

M.A. JMC

(Session 2021-22)

SEMESTER-II

MJML-2311 Development Communication

Course Code: MJML-2311

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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 and underdevelopment - meaning, definition, concept. Development vs Growth, Theories and models of development, approaches and issues. Development dichotomies, gap between developed and developing societies - strategies. Cultural, political & economic barriers. Dominant paradigm, modernization, empowerment, Gender bias, participation, sustainable development, HDI - concept and criticisms.

Unit - II

Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Food Security, NITI Aayog, LPG, MGNREGA.

Unit - III

Nature and concept of development communication. Development Support Communication. Role of different media in development communication—print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development-support-communication. Issues -Education, health, agriculture, environment, women and child development.

Unit- IV

India's rural scene, rural social structure, social change, patterns of rural communication. Panchayati Raj-planning at national, state, regional, district, block and village levels. Agricultural

communication and rural development, The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of innovation model of agricultural extension.

Books recommended:

O.P. Bhatnagar: Education, Communication and Development

Srinivas R.Melkote: Communication for Development in Third world Countries

K.N.Singh & S.N.Singh: Effective Media for Rural Audience

P.R.R. Sinha: Communication and Rural Development

B.Balaswamy: Communication for Sustainable Development

J.B.Ambedkar: Communication and Rural Development

L.Vinod Kumar: Rural Development in India

Shyam Parmar: Traditional Folk Media in India

R.K.Samanta: Development Communication for Agriculture.

Alan Hancock: Technology transfer and Communication

Journals: Kurukshetra, Yojana Village, Journal of Rural Development, Social Action

Uma Narula: Development Communication.

M.A. JMC
(Session 2021-22)

SEMESTER-II

MEDIA MANAGEMENT

Course Code: MJML-2312

(THEORY)

Course Outcomes:

Media management is the strategic formulation of activities designed to carry out the objectives of the media program. Students are involved in research to become proficient in media analysis and hone their negotiation skills.

This course will familiarize students with the most important aspects of all media managerial activities.

Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands.

M.A.JMC

(Session 2021-22)

SEMESTER-II

MEDIA MANAGEMENT

Course Code: MJML-2312

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Principles of Media Management, Functions & Significance, Media as profession and industry, Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Cross Media Ownership, Partner, Trust, Society.

Unit-II

Organisation / Theories, Organisational Structure, Policy Formulation, Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting. FDP.

Unit-III

Advertising, PR, Brand Promotion & Marketing Strategies, Employee / Employer relationship (Customer Relation) Human Resource Development, (Space / time, circulation) reach-promotion market survey techniques

Unit-IV

Management of TRP and related issues, Editorial Staff Management: Changing role of editorial staffs and other media persons, Media Circulation & Distribution. Ethical issues in media management.

Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
SamacharPatarParbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala

Newspaper Organisation& Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13

Audience measurement- TRP, RRP and GRP. DAVP, INS, RNI, ABC, Editorial Management: Changing role of editorial staffs and other media persons,Media Circulation & Distribution.

Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
SamacharPatarParbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala

Newspaper Organisation& Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13

M.A. JMC

(Session 2021-22)

SEMESTER-II

Current Affairs

Course Code: MJML-2313

(THEORY)

Course Outcomes:

This course will enable the students to update themselves on national and international issues and events.

Students will learn about various kinds of political, business and sports related activities around the world, which will enhance their career in future as a media professional.

M.A. JMC

(Session 2021-22)

SEMESTER-II

Current Affairs

Course Code: MJML-2313

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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.

This paper would cover events of regional, national and international importance during the preceeding year effecting Indian, social, political, sports, health, entertainment, economic and security concerns. - Latest six months issues -

Suggested Readings - CSR - India Today - Chronicle - Pratiyogitadarpan, Newspapers and other magazines.

M.A. JMC

(Session 2021-22)

SEMESTER-II

Communication Research-I

Course Code: MJML-2314

(THEORY)

Course Outcomes:

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 as a group in a clear and imaginative manner and in oral and written mediums.

This course will teach students to learn how to access, analyze and use information by using a range of research tools for their projects in different subjects.

M.A. JMC

(Session 2021-22)

SEMESTER-II

Communication Research-I

Course Code: MJML-2314

(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Communication Research- Meaning, concept, scope and definition. Pure and applied research, scientific approach to social science research - Concept and scope of communication research, Difference between Communication research and other research.

Unit-II

Research problem, criteria for selecting a research problem - Formulation of research problem, Research Design, its types and components - Synopsis, its meaning and importance - Concept, variables and hypothesis. Statistical Tools: SPSS

Unit-III

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation - Sampling – Probability and Non-Probability sampling. Random sampling, Stratified sampling, Snowball sampling, Cluster sampling. Survey Design.

Unit-IV

Writing the research report, significance of bibliography & its styles, index, Appendices & footnotes, Latest trends in MCR

Books

Research Methodology, C.R.Kothari.

SancharKhojVidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

Arthur A Berger, Media Research Techniques, Sage, New Delhi, 1996

Gupta S. C., and Kapoor K. V., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, Delhi, 1994

M.A. JMC

(Session 2021-22)

SEMESTER-II

Radio & TV Programming

Course Code: MJMM-2315

(THEORY)

Course Outcomes:

This course will help the students to learn about the basic concepts and fundamental elements of Radio and TV production.

Students will be familiarized with the broadcast equipments and their proper uses.

This course will enable the students to inculcate in themselves various types of creative techniques

M.A. JMC

(Session 2021-22)

SEMESTER-II

Radio & TV Programming

Course Code: MJMM-2315

(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter (60 marks)

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 medium & its characteristics, Radio vs other mediums, radio in modern times: challenges & prospects, organization structure of Radio station. -Making of a radio station - Acoustics – Microphones. Formats of writing for radio.

Unit-II

Voice modulation - Announcement, talks, features-documentaries, plays, dialogue writing, newsreel, discussion, interviews, news-writing,

commercial/jingles, Importance of silence, Internet radio. Synchronization between audio and video.

Unit-III

Television Characteristics, History, development, organization structure of TV station - Making of a television studio, crew - Key elements of television writing, Television news, documentary/feature, discussions, interview, drama Commercials Programme presentation.

Unit-IV

Picture composition -Logging, editing, dubbing graphics, special effects - Lighting - Art direction - Costumes, Make up. Types of video cameras, Camera placement- camera shots ,angles, movements.

Practical: Each student should make programme on any format of both Radio & TV on the subject.

Books recommended:

P.C. Chatterji: Broadcasting in India

Lynne Gross: An Introduction to Radio, TV and the Developing Media

Herbert Zettle: Television Production

Campbell, Meath & Johnson: A Guide to Radio, TV Writing

Robert McLeish: The Technique of Radio Production

Pane Sureyat: Broadcast News Writing

S.P.Jain: The art of Broadcasting

Awasthy: Broadcasting in India

H.R.Luthra: Indian Broadcasting

Millerson,Gerald: Effective TV Production

Hilliard: Writing for Television and Radio

Zeltl, Herbert: Television Production

B.N.Ahuja: Audio-Visual Journalism

Welsch: Handbook for Scriptwriters

ThotaBhavannarayana: Television Journalism

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Mass Communication Research-II
Course Code: MJML-3311
(Theory)

Course Objectives:-

- The students will be given an overview of different aspects and issues involved in using quantitative methods independently and in conjunction with qualitative methods
- The course will teach students the art of research writing and provide detailed insight into undertaking a research project.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Mass Communication Research-II
Course Code: MJML-3311
(Theory)

Time: 3 Hrs.

Maximum 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

Longitudinal Studies comprising Cohort and panel Study methods, Payne Fund Studies, Psychology of panic, Chapelhill study, Medium is the message.

Unit-II

Psychoanalysis-Social learning theory, Cognitive Dissonance, Normative theories, Theory of logical positivism, functionalism and functionalist theory in the age of media.

Unit-III

Semiotic Analysis, Rhetoric Analysis, Textual Analysis, Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media, such as, Frankfurt School and American Empirical school.

Unit-IV

Research in Newspaper and Magazines, Research in Cinema- Analyzing the moving image and New Media, Basic understanding of Internet and its use in MCR & Discourse analysis.

Books:

1. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
2. Mass Media Research: An Introduction, Dominick & Wimmer, 2010, Wadsworth publishing company.
3. Horning Priest Susanna - Doing Media Research, SAGE, 1996
4. David E Gray, Doing Research in the real world, SAGE, 2014

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
New Media Technology
Course Code: MJML-3312
(Theory)

Course Objectives:-

- The limitless potential in the field of New media will be revealed in this unit.
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
New Media Technology
Course Code: MJML-3312
(Theory)

Time: 3 Hrs

Maximum 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

New Media- Evolution, Definition, Characteristics. Using technology in Journalism. The Changing landscape of Media , New Media Vs Traditional Media.

Unit-II

Blogs, Micro Blogs, Social Networking, Mobile Communication-Governance.
Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks Elements of digital storytelling Blogging and Journalism; Live blogging Podcasting, Video casting.

Unit-III

- Impact of New Media Technology on Media Messages
- New Media & freedom of speech & expression.
- Online Media regulation.

Unit-IV

Social media – meaning, definition, characteristics and functions, Evolution and growth of social media, Important social networking sites, blogging and micro-blogging, Social media

literacy, Uses/Abuses of Social Media, Ethics of Online Journalism, Online Journalism Glossary, Online Journalism in India

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Books:

1. Handbook of New Media, Liverow.
2. Understanding Media by Marshall McLuhan (1964), McGraw-Hill, paperback
3. Journalism & New Media by John V Pavlik (2001), Columbia University Press
4. Introduction to Online Journalism, Publishing news and information by Roland De Wolk (2001), Allyn and Bacon
5. Journalism Online by Mike Ward (2002), Taylor & Francis

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Public Relation and Corporate Communication
Course Code: MJML-3313
(Theory)

Course Objectives:-

- This unit provides an introduction to the principles, concepts and objectives of PUBLIC RELATION & CORPORATE COMMUNICATION.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained Instructions for the Paper Setter

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Public Relation and Corporate Communication
Course Code: MJML-3313
(Theory)

Time: 3 Hrs.

Maximum 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

Public Relations: Concept and definition, Evolution and growth of Public Relation, PR in India, Tools of PR: Press release, House Journals, Exhibitions, Brochures, Audio Visual presentations, Public Relations and Advertising, Public Relations and Propaganda

Unit-II

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers, Corporate culture, corporate philosophy, corporate citizenship, Media Planning, Creativity-Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

Unit-III

Groupware

-Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks, HRD Practices, Recruitment, Selection & Training

Unit-IV

Brand Management:

-Definition, concepts and evolution

-Component of a brand

-Strategy & structure- brand equity and corporate brands

PR as a profession; qualities required for PRO

Crisis management; PR strategy and campaign

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.

2. PR Management, JayshreeJethwani, 2015, Sterling Publishers.

3. Al Ries Al, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000

4. S A Chunawala, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Science Journalism
Course Code: MJML-3314
(Theory)

Course Objectives:-

- This unit provides an introduction to the principles, concepts and objectives of Science Journalism.
- Various domains of Science Journalism will be unveiled to the students.
- A new domain, i.e. Agriculture Communication will be taught to the students.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Science Journalism
Course Code: MJML-3314
(Theory)

Time: 3 Hrs.

Maximum 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

Need for Science Journalism: Science has potential for breaking news, Role of science and technology in human development. Science communication for popularization of science.

Unit-II

Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Writing a feature story on science and technology. Interviewing scientists, science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, HIV/AIDS, COVID-19 etc., Epidemics, Pandemics and response of government, society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc.

Unit-IV

Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc. Green Revolution, uses & abuses of Fertilizers & pesticides, bio-technology, Genetically Modified (GM) seeds, Global warming and climate change

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2021-22)
Semester-III
Photography
Course Code: MJML-3315
(Theory)

Course Objectives:-

- The 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.
- The unit will expose them to the intricacies of developing, printing and enlarging photographs

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2021-22)

Semester-III

Photography

Course Code: MJML-3315

(Theory)

Time: 3 Hrs.

Maximum 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

Basic process of professional still photography; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Relationship between shutter speed, film speed (ISO) and aperture for different genres of photography.

Unit-II

Depth of field, Circles of confusion and their role in photography, Multiple exposure photography, Sources of light-Natural and artificial; Flash photography and its use in professional photography. Fashion Photography.

Unit-III

Principles of composition -Focal points, Rule of thirds, Framing and fitting the frame; Diamond Gaze, Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm. Golden Mean Ratio, Headroom, Noserroom, Aesthetics in Photography. Principles of cropping and photo editing. Photography in the age of I.T.

Unit-IV

Photo journalism: Definition and concept, Text Vs Photograph; Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition.

Books Recommended:

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.
3. Mass Communication in India, Keval J. Kumar, 2018, Jaico Books, Mumbai.

M.A. JMC

(Session 2021-22)

Semester-IV

International Communication

Course Code: MJML-4311

(Theory)

Course Objectives:

The students will explore the Political, economic and cultural dimensions of international communication.

The organizational structure and functions of various international news agencies and syndicates will be explained in detail.

M.A. JMC

(Session 2021-22)

Semester-IV

International Communication

Course Code: MJML-4311

(Theory)

**Time: 3 Hrs.
Marks: 75**

Max.

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

Definition, Scope & Characteristics of International Communication, Political, economic and cultural dimensions of international communication-communication international news flow-imbalance. New World Information Order, Collaboration of Indian and international news agencies.

Unit-II

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

Unit-III

Satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news. New Media and its role.

Unit-IV

Issues in international communication~ democratization of information flow and media systems- professional standards; cultural imperialism; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

Recommended Books:

1. Handbook of International Communication, William B. Gudykunst Bella Mody, 2002, Sage Pub. India Pvt. Ltd., New Delhi

M.A. JMC

(Session 2021-22)

Semester-IV

Human Rights

Course Code: MJML-4312

(Theory)

Course Objectives:-

This unit provides an introduction to the principles, concepts and objectives of Human Rights.

The relationship between Human Rights and Media will be explained.

The organizational structure of various organizations related to Human Rights will be explained.

(Session 2021-22)

Semester-IV

Human Rights

Course Code: MJML-4312

(Theory)

Time: 3 Hrs.

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

- Concept of Human Rights
- Human Rights and Media

Coverage of Human rights by media

- Human Rights in Indian Context
- Human Rights & Education

Unit-II

- Human Rights and environmental issues
- Social Problems of Human Rights in India
- Constitutional aspects of Human Rights in India

Unit-III

- Human Rights of Accused persons
- Human Rights for children, women and Dalit.
- Human Rights and death, torture in police lockups
 - State Commission for Human Rights

Unit-IV

- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression
- Conflicts & violation of human rights, war & human rights.

Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
3. Jeremy Waldron, (ed) 1984, Theories of Rights, Oxford University Press.
4. Richard Tuck, Natural Rights Theories, Their origin and Development, 1979, Cambridge University Press.
5. Rene Provost, 2005, International Human Rights and Humanitarian Law, Cambridge university Press.
6. Prof. H. Sanajaoba, 2004, Human rights in the New Millennium, Manas Publications, New Delhi.

7. MohiniChateerjee, 2004, Feminism and Women's Human Rights, Aaviskkar, Publishers, Distributors, Jaipur.

M.A. JMC

(Session 2021-22)

Semester-IV

Intercultural Communication

Course Code: MJML-4313

(Theory)

Course Objectives:-

The students will explore the various dimensions of intercultural communication.

The students will be explained in detail the concept of Communication in western and eastern cultures

M.A. JMC
(Session 2021-22)

Semester-IV

Intercultural Communication

Course Code: MJML-4313

(Theory)

Time: 3 Hrs.

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

Culture: definition-process-culture as a social institution. Inter-region Migration; World Capitalistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Diversity in Indian culture.

Unit-II

Communication as a concept in western and eastern cultures- Culture and Civilization, Intercultural Communication; Human Communication, Identities; Socio-linguistic exchange, Ethos and Values; Subcultures; Global culture.

Unit-III

Inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry-- mass media as a cultural institution.

Unit-IV

Culture, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication: UN efforts in the promotion of intercultural communication.

Suggested Readings:

1. An Introduction to Intercultural Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
3. Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)
4. Handbook of International & Intercultural Communication, Willam .Gudykunstella Mody, 2002, Sage Pu. India Pvt., New Delhi.

M.A.JMC
(Session 2021-22)

Semester-IV

Dissertation

Course Code: MJMD-4314

(Theory)

Course Objectives:-

This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.

Students will be able to conduct research individually in a clear and imaginative manner in written mediums.

Students will learn how to access, analyse and use information by using a range of research tools for their projects in different topics.

M.A. JMC
(Session 2021-22)
Semester-IV
Dissertation
Course Code: MJMD-4314
(Theory)

Max. Marks: 75

Theory: 60

CA: 15

Time: 3 Hrs.

Since M.A. (Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will choose her guide.

The student will finalize the title of their dissertation within a month of the start of the second semester. The college will submit the synopsis by the 31 march of the fourth semester to the university. Each student will have to submit three copies of the dissertation by the 31 march of the fourth semester in the department of the concerned college. The dissertation will be evaluated by the external examiners during the viva-voce. Guide will be allotted to the students.

Guidelines for Dissertation:

-Review of Literature

Mentioning minimum 5-8 books, 5 Research Journals/Newspapers/Magazines -
Minimum 4 Chapters with minimum 60 Pages.

-UGC guidelines-Times Roman 12 Font Size printed on both sides of pages.

-Bibliography should be in specified format (APA/MLA)

- References

M.A. JMC

(Session 2021-22)

Semester-IV

Film Studies

Course Code: MJMM-4315

(Theory)

Course Objectives:-

This course focuses on the language of filmmaking and its techniques.

Film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.

The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genre.

M.A. JMC

(Session 2021-22)

Semester-IV

Film Studies

Course Code: MJMM-4315

(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

Practical: 20

CA: 20

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

Film Aesthetics, Film Studies: Marxist, feminist, structuralism, psychoanalysis and post-colonialism. Realist Theory, Auteurist, Ideological. How to read films, Film Criticism/ Appreciation

Unit-II

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theatre and other performing arts. Technical process of film making- Scripting, Shooting, Editing in filmmaking

process.Hindi cinema and Indian society. Social issues and Indian cinema.
“New wave” in Indian cinema.

Unit-III

A Brief History of Indian Cinema. Regional and National Cinema in India,A Brief History of World cinema, Film Movements; The rise of Multiplex cinema in India.

Unit-IV

The Development of Punjabi Cinema

The Parallel Cinema

Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology

Writing Film Reviews.

Practical:- Max.Marks-20

Make assignment/ file on various aspects of cinema

Suggested Readings:

Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).

1. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
2. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).

4. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).

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)**

Semester-I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BJML-1421	Punjabi (Compulsory)/	C	50	40	-	10	3
BJML-1031	¹ Basic Punjabi/						
BJML-1431	² 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
Total			450				

*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)

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext		C A	
				L	P		
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
Total			450				

* 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)**

Semester-III							
Course Code	Course Name	Course Type	Marks				Examination Time (in Hours)
			Total	Ext.		C A	
				L	P		
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
Total			450				

***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	-	-	-	-	-
Total			450				

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

E-Elective

ACC- Audit Courses

**(Three Years Degree Course)
(Session 2021-22)**

Semester-V							
Course Code	Course Name	Course Type	Marks				Examination Time (in Hours)
			Total	Ext.		CA	
				L	P		
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	-	-	-	-	-
Total			450				

***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)

Semester VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext		C A	
				L	P		
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
Total			450				

***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

Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament. Emergency Powers- Article 352, 356 & 360.

UNIT-IV

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

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(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

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.

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,

Unit-II

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-III

- Business Correspondence in Media Organization**

- o Principles of Letter Writing
- o Types of Business Letters –
Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry
appeals
- o Resume Writing
- o 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 S Retail**

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,
- Shooting schedules
- 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

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

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

Max Marks:25

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.

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

**Bachelor of Arts (Journalism & Mass Communication as a
Subject)**

(Semester I-VI)

(Under Continuous Evaluation System)

Session: 2021-22



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Programme Outcomes:

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.

Semester I

Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-1313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts
SEMESTER-I
(Session 2021-22)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-1313
(THEORY)

Course Objectives:

- i. Students will be able to learn the basics of Communication Skills.
- ii. The course will enable the students to have an understanding of different Models & Theories of Communication.
- iii. The course will improve the Communication skills & Soft skills of the students.

(Session 2021-22)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-1313
(THEORY)

Max Marks: 100

Time: 3 Hrs Theory Marks: 60

Practical Marks :20

CA:20

Instructions for the Paper Setters: 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

Communication- Definition, Meaning, Nature, Need, Process and Functions

Types of Communication (Intrapersonal, Interpersonal, Group and Mass Communication)

UNIT-II

7C's of Communication, Barriers of Communication

Verbal and Non-Verbal Communication

Latest trend (Internet)

Invasion of Satellite Channels

UNIT-III

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Wilbur Schramm, Berlo, Osgood, Dance, Gatekeeping Model

UNIT-IV

Theories of Communication: Hypodermic Needle Theory, Two-step and Multi step theory, Uses and Gratification Theory

Practical:

- Training in Communication Skills Classroom Discussions and Seminars
- Making a Power point presentation and presenting it (Time limit 5 Minutes)

Books Recommended:

Mass Communication in India Keval J. Kumar Jaico, Bombay.

Mass Communication, Uma Narula Harvard, N. Delhi.

Theory & Practical Media

Communication and Management C.S. Rayudu

Semester II							
Course Code	Course Name	Course Type	Marks			Examination time (in Hours)	
			Total	Ext.			CA
				L	P		

BARM-2313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)	E	100	60	20	20	3+3
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E-Elective

Bachelor of Arts
Semester –II
(Session 2021-22)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-2313
(THEORY)

Course Objectives

- ☐☐ To understand the basic concepts related to Mass Communication.

- ☐☐ To understand the various functions of Mass Communication.
- ☐☐ To understand the characteristics of various audience.
- ☐☐ To understand the various tools of Mass Communication.

Bachelor of Arts
Semester –II
(Session 2021-22)
JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)
Course Code: BARM-2313
(THEORY)

Time: 3 Hrs

Max Marks: 100
Theory Marks: 60
Practical Marks :20
CA:20

Instructions for the Paper Setters: 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

-Development of Radio, TV, Cinema and Cable in India over the years. Basics of different formats for Radio and TV

Unit-II

Organs of I & B Ministry: FTII, NFAI, DAVP, Field Publicity, Song and Drama Division,
Directorate of film festivals, NFDC, RNI, Film Division

Unit-III

-Fundamentals of Hardware of electronic media (Studios, Microphones, Recording and editing equipments)

- Audio-Visual media and its characteristics

Unit-IV

-Print Media, its characteristics (News concept, elements, types, Basics of News reporting, Sources of News, Hard and soft news, specialized reporting, Problems in reporting)

Practical:

- Reporting the College Events.
- Visit to Newspapers Offices
- Rewriting the news (at least 10)

Books Recommended:

Professional Journalism M.V. Kamath Vikas

The Journalist's Handbook M.V. Kamath Vikas

Here is the News Rangaswamy Sterling Parthasarthy Sterling Press

Semester III

Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-3313	Journalism and Mass Communication Writing for Print Media	E	100	60	20	20	3+3

E-Elective

**Bachelor of Arts
SEMESTER–III
(Session 2021-22)
Journalism and Mass Communication
Writing for Print Media
Course Code: BARM-3313
(THEORY)**

Course Objectives:

- i. The course will enable the students to learn how to write for Print media.
- ii. The course will enable the students to learn the working style & organizational structure of the newspaper office.
- iii. The course will acquaint the students with the latest technology in the field of Print media.

Bachelor of Arts
SEMESTER–III
(Session 2021-22)
Journalism and Mass Communication
Writing for Print Media
Course Code: BARM-3313
(THEORY)

Max Marks: 100

Time: 3 Hrs Theory Marks: 60

Practical Marks :20

CA:20

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

News: Writing a News Story; Chronological, Inverted Pyramid Styles, Headlines: Types of Headlines. Leads; Types of Leads, Sources of News, Elements of News.

Unit-II

Organisational setup of a newsroom of a Newspaper; Role of Editor, Deputy Editor, News Editor.

Unit-III

Newspaper Production Process, Registration of Newspaper, Various Newspaper Printing Processes, Qualities of a Journalist

Unit-IV

New Technology in Print Media, Editing the news story: Editing symbols, Structure of a newspaper office. Middles, Editorial, Columns and Letter to Editor, Online Journalism

PRACTICAL:

Writing news stories in various news writing styles Writing features and articles Writing letter to editor and getting it published

Books Recommended:-

1. Newspaper Editing: K.M. Srivastava, Sterling Publishers Pvt. Ltd. (1987).
2. Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-4313	Journalism and Mass Communication Mass Media and Photography	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts
Semester –IV
(Session 2021-22)
Journalism and Mass Communication
Mass Media and Photography
Course Code: BARM-4313
(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

Bachelor of Arts
Semester –IV
(Session 2021-22)
Journalism and Mass Communication
Mass Media and Photography
Course Code: BARM-4313
(Theory)

Time: 3 Hrs.

Max. Marks: 100
Theory: 60
Practical: 20
CA: 20

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

Traditional and Folk Media: Characteristics, Role in the age of Electronic Media. Radio: Characteristics & Principles of Broadcasting, Popular Radio Genres.

Unit-II

Television: Characteristics, Objectives of the medium, Advantages over other mediums, Educational TV, Satellite Invasion and Cable Television, Internet TV.

Unit-III

Photography: Introduction to Photography, Aperture, Shutter speed& ISO. Types of cameras Types of lens& their applications. Rules of Composition: Framing, Lighting control, depth of field, Rule of Thirds. Types of shots and angles.

Unit-IV

Photojournalism: Qualities of a good photo journalist, ethics of photo journalism.

Photo editing techniques &photo features. Candid.

PRACTICAL

Preparing an album of minimum 20 photographs on the given topics.

Books Recommended:-

- Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi.
- Photography: Barbara Upton, 1981, Little Borwn & Co., Boston.

Semester-V

Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BARM-5313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL) ADVERTISING	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts

SEMESTER-V

(Session 2021-22)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

ADVERTISING

Course Code: BARM 5313

(THEORY)

Course Objectives:

- i. The course will enable the students to learn the basics of Advertising.
- ii. The course will enable the students to learn as to how to write for an ad & how to design a successful ad campaign.
- iii. The students will learn the concept of Online Advertising & its application in today's world.

Bachelor of Arts

SEMESTER-V

(Session 2021-22)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

ADVERTISING

Course Code: BARM 5313

(THEORY)

Max Marks: 100

Time: 3 Hrs

Theory Marks: 60

Practical Marks :20

CA:20

Instructions for the Paper Setters: 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

Advertising: Concept, Definition, Need, and Role; Difference between Publicity, Advertising, Propaganda.

Unit-II

Advertising and its impact, Types of advertising, Ad agencies-Organisational setup and functions

Unit-III

Parts of an advertisement ,Copy Writing, Attributes of an effective copy, types, design and layout.

Unit-IV

Modes of Advertising, Advertising appeals, Advertising Code, Advertising in Various media, Online advertising

PRACTICAL

Making 10 advertising portfolios

Books Recommended:-

1. Newspaper Editing: K.M. Srivastava, Sterling Publishers Pvt. Ltd. (1987).

2. Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi.

Semester-VI

Course Code	Course Name	Course Type	Marks			Examination time
			Total	Ext.	CA	

				L	P		(in Hours)
BARM-6313	JOURNALISM AND MASS COMMUNICATION (VOCATIONAL) PUBLIC RELATIONS	E	100	60	20	20	3+3

E-Elective

Bachelor of Arts

Semester–VI

(Session 2021-22)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

PUBLIC RELATIONS

Course Code: BARM-6313

(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

Semester–VI

(Session 2021-22)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

PUBLIC RELATIONS

Course Code: BARM-6313

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

CA: 20

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

PR-Definition, Concept and Role, Qualities of a PR professional, PR practices in public & private sector.

Unit-II

Difference between PR & Advertising, Various PR Organisations, Organising a Press Conference.

Unit-III

Various tools of PR, Writing Press Releases, Need for PR; Objectives & its Code of Ethics.

Unit-IV

Crisis management in PR, Public Relations Society of India, Event Management & Public Relation.

Practical:

1. PR report of an organisation/industry etc. organise an event of the institution
2. Preparing the PR report of an organization.
3. Organizing an event of institution.

Books Recommended:-

• Handbook of Journalism & Mass Communication: Virbala Aggarwal, 2004, Concept Publishing Co., New Delhi.

- The Journalist's Handbook M.V. KamathVikas

FACULTY OF VOCATIONAL STUDIES

SYLLABUS of

B. Voc. Photography & Journalism (Semester: I -VI)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2021-22



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme of Studies and Examination

Semester I

Course Code	Course Name	Course Type	Credits			Marks				Examination time (in Hours)
			L-T-P			Total	Ext.		CA	
			Hours/ week	LTP	Total		L	P		
BVPL-1421/ Or BVPL-1031/ ¹ Or BVPL-1431	Punjabi (Compulsory) Basic Punjabi ² Punjab History and Culture	C	2	2-0-0	2	50	40	-	10	3(Theory)
BVPL-1102	Communication Skills in English	C	4	4-0-0	4	50	40	-	10	3(Theory)
BVPL-1313	Trends of Journalism	S	4	4-0-0	4	50	40	-	10	3(Theory)
BVPL-1314	Reporting Techniques	S	4	4-0-0	4	50	40	-	10	3 (Theory)
BVPM-1315	Basics of Computer-1	C	2	1-0-1	2	50	25	15	10	3(Theory) 3(Practical)
BVPM-1316	Introduction to Photography	S	4	2-0-2	4	75	30	30	15	3(Theory) 3(Practical)
BVPP-1317	Reporting Lab	S	8	0-0-4	4	50	-	40	10	3(Practical)
BVPI-1318	Field Visit and Report	S		0-0-2	2	50	-	50	-	-

AECD-1161	Drug Abuse (Compulsory Paper)	C	2	2-0-0	2	50	40	-	10	3(Theory)
SECF- 1492	Foundation Programme	C	2	2-0-0	2	25	20	-	5	1(Theory)
		Total				30	500			

1 Special Papers in lieu of Punjabi (Compulsory)

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

C- Compulsory

S-Skill Enhancement

Semester II											
Course code	Course Name	Course Type	Hours/week	LTP	Marks					Examination time (in Hours)	
					Total	Total	Ext.		CA		
							L	P			
BVAL-2421/ Or BVAL-2031/ Or BVAL-2431	Punjabi (Compulsory) ¹ Basic Punjabi Or ² Punjab History and Culture	C	2	2-0-0	2	50	40	-	10	3 (Theory)	
BVAM-2102	Communication Skills in English	C	4	3-0-1	4	50	25	15	10	3 (Theory) 3 (Practical)	
BVPL-2313	Basic of Journalism	C	2	2-0-0	2	50	40	-	10	3 (Theory)	
BVPL-2314	Press Laws & Media Ethics	S	4	4-0-0	4	50	40	-	10	3 (Theory)	
BVPM-2315	Audio/Visual Media	S	4	2-0-2	4	50	25	15	10	3 (Practical) 3(Theory)	
BVPM-2316	Television Production- Idea to Screen	S	4	2-0-2	4	75	30	30	15	3 (Practical) 3(Theory)	
BVPP-2317	Design & Graphics	S	6	0-0-3	3	50	-	40	10	3 (Practical) 3(Theory)	
BVPI-2318	Compulsory Training	S	-	0-0-3	3	50	-	50	-	-	

AECD-2161	*Drug Abuse (Compulsory Paper)	C	2	2-0-0	2	50	40	-	10	3 (Theory)
SECM- 2502	Moral Education Programme	C	2	2-0-0	2	25	20	-	5	1 (Theory)
	Total				30	500				

1 Special Papers in lieu of Punjabi (Compulsory)

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

C- Compulsory

S-Skill Enhancement

Semester III

Course Code	Course Name	Course Type	LTP	Total	Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
BVPL-3311	Radio Journalism and Programme Format	S	4-0-0	4	50	40	-	10	3
BVPL-3312	Event Management	S	4-0-0	4	50	40	-	10	3
BVPL-3313	Basics of Camera light and Sound	S	4-0-0	4	50	40	-	10	3
BVPL-3314	Cyber Journalism	S	4-0-0	4	75	60	-	15	3
BVPP-3315	Radio Lab	C	0-0-4	4	50	-	40	10	3
BVPP-3316	Event Management Lab	S	0-0-2	4	50	-	40	10	3
BVPP-3317	Cyber lab	S	0-0-4	4	50	-	40	10	3
BVPI-3318	Project	S	0-0-2	2	50	-	50	-	-
SECP-3512	Gender Sensitization/ Personality Development Program	C	2-0-0	2	25	10	10	5	1
Total				30	425				

Special Papers in lieu of Punjabi (Compulsory)

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

C- Compulsory

S-Skill Enhancement

Semester-IV

Course Code	Course Title	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	L	P	CA	
BVPL-4311	Introduction of Camera Operations	C	3	50	40	-	10	3
BVPM-4312	Brand Management	C	3	50	25	15	10	3
BVPM-4313	Broadcasting Techniques	S	4	75	30	30	15	3+3
BVPM-4314	Lighting Techniques	S	4	75	30	30	15	3+3
BVPD-4315	Minor Project	S	4	50	-	40	10	3
BVPI-4316	Compulsory Training	S	6	100	-	100	-	3
AECE-4221	Environmental Studies(Compulsory)*	AC	4	100	60	20 (Project work)	20	3
SECS-4552	Social Outreach*	AC	2	25	20	-	5	1
	Total			400				

Special Papers in lieu of Punjabi (Compulsory)

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

C- Compulsory

S-Skill Enhancement

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Course Code	Course Title	Course Type	Credits	Marks				Examination Time (in Hours)
				Total	L	P	CA	
BVPL-5311	Feature Writing	C	3	50	40	-	10	3
BVPL-5312	Photo Editing Techniques	C	4	100	80	-	20	3
BVPL-5313	Media Research Methodologies	C	4	100	80	-	20	3
BVPM-5314	Shooting Techniques & Process	S	4	100	60	20	20	3+3
BVPM-5314	Photoshop	S	4	100	60	20	20	3+3
BVPP-5315	Feature Writing Lab	S	3	50	-	40	10	3
BVPP-5316	Photo Editing Lab	S	3	50	-	40	10	3
BVPP-5317	Pilot Study	S	3	50	-	40	10	3
SECI-5541/SECJ-5551	Innovation, Entrepreneurship and Venture Development/ Job Readiness Course	AC	2	25	20	-	5	1
	Total			600				

Semester-V

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

C-Compulsory (General)

S- Skill

AC- Audit Course

Semester-VI

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

Course Code	Course Title	Course Type	Credits	Marks				Examination Time (iHours)
				Total	L	P	CA	
BVPL-6311	Video Production	C	4	100	80	-	20	3
BVPL-6312	Video Editing	C	4	100	80	-	20	3
BVPL-6313	Onset Production Process-I	C	4	100	80	-	20	3
BVPL-6314	Onset Production Process-II	S	4	100	60	20	20	3+3
BVPP-6315	Video Editing Lab	S	3	50	-	40	10	3
BVPP-6316	Production Lab	S	2	50	-	40	10	3
BVPI-6317	Video Project	S	3	50	-	40	10	3
BVMD-6318	Compulsory Training	S	6	100	-	100	-	3
	Total			650				

C-Compulsory (General)

S- Skill

AC- Audit Course

Bachelor of Vocation (Photography and Journalism)

Semester-IV

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound. They will learn the techniques of Still Photography and Videography.

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPL-1313)

TRENDS OF JOURNALISM

L-T-P

Max. Marks 50

4-0-0

Theory: 40

IA:10

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 8 marks.

Unit -1

Early Anglo Indian newspapers, Hickey's gazette, Buckingham's journal,
Press Legislations during freedom struggle

Unit-2

Birth and spread of Vernacular Press in India, Invention of Printing Press

Unit-3

News Agencies: growth and development

□International Agencies: PTI, Reuters, AFP, AP and their Current Scenario

Unit-4

□Current trends in English and language journalism in India

□New technology in Indian Media and globalization

References

1 Handbook of Journalism and Mass communication, Vir Bala Aggarwal, Concept Publishing Company.

2. Mass Communication in India, Keval J Kumar, Jaico Publishing House

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-I)

(Course No.BVPL-1314)

REPORTING TECHNIQUES

Theory

L-T-P

Max. Marks: 50 4-0-0

Theory: 40

IA: 10

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 8 marks.

Unit-1

News- Meaning of news, Elements of news, sources of news, cyber Laws

Unit-2

Editorial page- Functions of chief editor, define the concept of editorial page, editorial page setup, How to differentiate between facts and opinion.

Backgrounder, stringer, correspondence, How to verify information, undertake background checks and confirm the accuracy of any facts that are gathered.

Unit-3

Interview- How to conduct an interview for news story, How to define the purpose/ objective of the interview, How to correctly read and interpret the interview brief, How to conduct background research on the interview,

Unit-4

How to prepare a list of interview questions and talking points, How to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview, How to plan for interviews (outdoor or in the studio) - including choice of setting, time, budget, resources and equipment required, Different interview styles.

Suggested Readings:

- Reporting & Communication Skill-V.S. Gupta, Neha Publisher
- Reporting-B.N.Ahuja, Surjit publisher
- Editing-B.N Ahuja On Editing-NBT

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-I)

(Course No. BVPM-1315)

BASIC OF COMPUTERS-I

L-T-P

Max. Marks 50

1-0-1

Theory:25

Practical:10

Internal Assesment:15

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 5 marks.

THEORY

1. Introduction to Computer, Data Processing, Concept of data and information 2.

Introduction of computer hardware and software

3. Introduction to MS- Word- General- Formatting, Editing, Spell-grammar check, Printing and saving, Mail Merge.

PRACTICAL(10)

1. Introduction to Ms Word.

Suggested Readings:

> Windows based computer courses by Gurvinder singh and Rachhpal singh.

>Introduction to computers by PK Sinha.

> Fundamentals of information technology by Anshuman Sharma.

>MS-office - BPB Publications.

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-I)

(Course No.BVPM-1316)

INTRODUCTION TO PHOTOGRAPHY

L-T-P

2-0-2

Max. Marks 75

Theory: 30

Practical:30

IA:15

Instructions for Examiner/Paper setter:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 6 marks.

Unit-1

- Introduction to light, Meaning of Photography and its nature
- Different types of Camera angles and shots, camera movements

Different Types of lights

Unit-2

Types Of Photography: Product Photography, Nature photography, Sports Photography, Event Photography, Aerial Photography

Unit-3

□ Camera lens and its types. Types of still camera, Aperture, Shutter Speed, Depth of Field.

Unit-4

Composition : Rule of thirds, Head room, Reflectors, Point of Interest

Practical

- Shutter speed oriented photography
- Aperture oriented photography
- Depth of field oriented photography.
- Use different camera shots and angles.
- Use different lights.
- Use different compositions.

Suggested Readings:

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 Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPP-1317)

REPORTING LAB

Practical

L-T-P

Max. Marks 50 0-0-4

Practical:40

IA:10

Instructions to the Examiners/Paper Setters:

- Viva
- Assignments and File Work.
- Cover an interview and write it for a magazine.
- Cover and Write five types of beats
- How to write a Press Note
- How to write for web
- How to create Blog
- How to work on web Portal
- Writing analytical pieces about current events

Bachelor of Vocation (B.Voc.)
Photography & Journalism (Semester-I)

(Course No.BVPI-1318)

FIELD VISIT AND REPORT

L-T-P

Max. Marks 50 0-0-2

Practical:50

The Marks will be awarded to the candidate on the basis of report submitted of the visit

□□Forms of Journalism- Online Journalism, Yellow Journalism, Citizen Journalism, Crony Journalism, Photo Journalism, MOJO, Use of Gimble

Unit -4

□□E- newspaper, internet editions,

Suggested Readings:

1. Warren Carl. Modern news reporting: Harper and Bros
2. Journalism in India, R Parthasarathy
3. Mudgal Rahul. Emerging trends in Journalism: Sarup and Sons

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-II)

(Course No.BVPL-2314)

Press Laws and Media Ethics

L-T-P

Max. Marks: 50

4-0-0

Theory:40

IA : 10

Instructions for Examiner/Paper setter:

Question paper shall consist of four sections. Candidate shall attempt five Questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four sections. Each question will be of 8 marks.

Unit-1

Freedom of press

• Article-19 (1) (a)

Vernacular Press Act, Gagging Act,

Unit-2

Press, Law, Society & Democracy

Constitutional Safeguards to Freedom of Press

PCI, Press Council Act 1978, Parshar Bharti

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-II)

(Course No.BVPM-2315)

AUDIO/ VISUAL MEDIA

L-T-P

Max. Marks 50

2-0-2

Theory:25

Practical:15

IA-10

Instructions for Examiner/Paper setter:

Question paper shall consist of four sections. Candidate shall attempt five Questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four sections. Each question will be of 5 marks.

Unit-1

- Meaning of audio-visual media.
- Audio-visual aids.

Unit-2

- How audio-visual aids can be used to deliver information in a simple, interesting manner.
- How to undertake research and collect information to generate ideas for a programme.

Unit-3

- Brief history of Radio and TV in India.
- Production- stages of production.
-

Unit-4

- Importance of voice modulation in Radio.
- Structure of story and screenplay.

Note: Paper will be set on the spot by examiner

Radio:

Writing for different formats of radio

Radio recording of different formats: RJ, interview, Radio Talk, Drama

Television: Any T.V based video project

Suggested Readings:

Radio & TV Journalism: KM Srivastva

TV Production- Gerald Millerson: Focal Press

Broadcast Journalism: PP Joshi

Bachelor of Vocation (B.Voc.)

Photography & Journalism (Semester-II)

(Course No.BVPM-2316)

TELEVISION PRODUCTION-IDEA TO SCREEN

L-T-P

2-0-2

Max. Marks :75

Theory:30

Practical:30

IA:15

Instructions for Examiner/Paper setter:

Question paper shall consist of four sections. Candidate shall attempt five Questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four sections. Each question will be of 6 marks.

Unit-1

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

Unit-2

Storyboard and Script Designing, Script Layout Video Recording and Editing: What is editing?

Unit-3

Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing.

Cut to cut ,A/B roll, Assembly and Insert Editing

Unit-4

Sound: Meaning, Characteristics`

Audio Editing: Linear and Non-Linear Audio Editing

Types of Sound Effects

Mixing and Dubbing Techniques

Voice Modulation, Mono, Stereo and Surround Sound

Practical:

- Budget Planning (News, Film, Serial, Documentary)
- Preparation of Storyboard
- Preparation of Script
- Piece to camera, Walk Through, Vox-Pop
- Editing using various effects

Suggested Readings:

1. TV Production: Gerald Millerson: Focal Press
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel: Cengage Learning
Publication.
4. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal
Publications.
5. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar:
Guru Nanak Dev University.
6. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi:
Shipra.
7. World Drug Report 2011, United Nations office of Drug and Crime. 8. World Drug Report
2010, United Nations office of Drug and Crime.

B.Voc Photography and Journalism

(Semester-III)

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound . They will learn the techniques of Still Photography and Videography

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

PO5: Students will develop creative behaviour that will help them to engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3311)

Radio Journalism and Programme Format

Course outcomes:

CO1. Students will understand the basics of radio journalism and news reporting.

CO2. They will know about the news structure, interview skills and news values etc.

CO3. Students will learn about the basic concepts and fundamental elements of Radio programme production.

CO4. This subject will make students familiar with broadcasting equipments and their proper use.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3311)

Radio Journalism and Programme

Format

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Understanding of Radio: Radio as a medium of mass communication, Characteristics and Objectives of radio, Explain principles of Broadcasting, History of Radio in India

Unit-II

Principles For Formatting: Variety is the password, Menu for everybody, Music has the priority, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, Knowing the target, Channel Identity, Special audience.

Unit-IV

Writing for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, CopyWriting.

Unit-IV

Concept of Good Presentation : Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.

Suggested Readings:

1. T.V Journalism – KMSrivastva
2. Radio Production– Robert Macleish
3. Broadcast Journalism- PCChatterjee

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3312)

EVENT MANAGEMENT

Course outcomes:

CO1:Students will learn about the Event Management skills.

CO2: Students will understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, security and entertainment.

CO3: Students will come to know about the various dimensions of event management.

CO4: They will learn the techniques of event planning, marketing, producing and promotion technique.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3312)

EVENT MANAGEMENT

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Event management- definition, concept and principles
Organizing an event and its promotion
Marketing- definition, marketing mix, marketing tools

Unit-II

Concepts of sponsorship and role of sponsor
Seven point formula for writing a report
Media tools- press conferences, press release, Junkets, Communique

Unit-III

Exhibitions – meaning, types and importance
Importance of budget and buffer
Role & importance of exhibitions
Objectives of the exhibitions
Advantage of exhibition over other devices

Unit-IV

Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc

References:

1. Event management by Swarup K Goyal, Adhyayan publisher
2. Event Management and PR by Savita Mohan, Enkay Publishing House

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

Course outcomes:

CO1: This subject will develop basic understanding of Camera.

CO2: Students will understand different types of lights, use of filters and reflectors.

CO3: Students will come to know about the different types of lenses and their applications.

CO4: Students will understand the functions of microphone , use of audio mixer for recording & Editing of sound.

CO5: This subject will throw a light onthe basic principles of light and sound.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

Camera: Introduction to Camera , Parts of Video Camera and their Functions ,Types of Cameras, Depth of field, aperture control,.

Unit-II

Different types of film formats, Different types of shots, camera movements, Tilt, Track, Crane movements etc, Lenses: Different types of lenses and their application

Unit-III

Lighting: Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors, Lights and lighting

Unit-IV

Sound: What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Different audio equipments for studio and Location Recording

Suggested Readings:

1. Single Camera Video: Michael H. Adams
2. Modern Radio Production: Carl Hansman
3. Broadcast Technology: Srivastava

B.Voc Photography and Journalism

(Semester-III)

(Course Code:BVPL-3314)

CYBER JOURNALISM

Course outcomes:

CO1:This subject will make students understand about the basic concepts of Cyber Journalism and its fundamental concepts.

CO2: Students will come to know about the writings for Web Media.

CO3: Students will be able to analyse the various web news portals and their style of writing.

B.Voc Photography and Journalism

(Semester-III)

(Course Code.BVPL-3314)

CYBER JOURNALISM

L-T-P

Max. Marks: 75

4-0-0

Theory: 60

CA:15

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

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 Websites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws

Unit-IV

E-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

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 System: Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium: V.D. Dudeja
5. Electronic Media & the Internet: Y K D'souza

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3315)

RADIO LAB

Course outcomes:

CO1:Students will come to know about the writing styles for different radio formats.

CO2: Students will learn the basic functions of audio equipment and software.

CO3: Students will develop understanding for Professional radio procedures and practices.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPP-3315)

RADIO LAB

L-T-P

Max. Marks 50

0-0-4

Practical: 40

CA:10

1. Identifying & Working with equipment: Microphones, its type & usage, Recording equipment & handling Recording, Dubbing & Editing in Studio Working with Computer.
2. Production Techniques of Programme: Recording of voice Selection & use of Effects & Music Dubbing & Editing Preparation of Final Programme.
3. Production of Commercial/Drama, Feature/NewsReel/Music
4. Writing for different formats of Radio

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

Course outcomes:

CO1:Students will understand the essentials of planning of event.

CO2: They will get knowledge of legal and ethical issues involved in event management.

CO3: They will come to know about the practical aspects of organizing events of various forms.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

L-T-P

Max. Marks 50

4-0-0

Practical: 40

CA:10

Instructions to the Examiners/Paper Setters: Practical will be taken on the basis of Assignments and File Work

1. Assignments and File Work on organization of an event in campus or outside campus by the students,
2. Organize or attend pressconference
3. Viva Voce
4. Visit-press conferences, event managementoffice

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3317)

CYBER LAB

Course outcomes:

CO1: This subject will develop an understanding of legal and ethical issues for online media.

CO2: Students will understand the digital work environment for journalists.

CO3: They will learn regarding how to search on Internet to

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3317)

CYBER LAB

L-T-P

Max. Marks 50

0-0-4

Practical: 40

CA:10

- 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

B. Voc Photography and Journalism

(Semester-III)

(Course Code:BVPI-3318)

PROJECT

Course outcomes:

CO1: Students will practically use the camera, light and sound system.

CO2: Students will be able to shoot their own program.

CO3: They will learn different steps of production of

B. Voc Photography and Journalism

(Semester-III)

(Course Code:BVPI-3318)

PROJECT

L-T-P

Max. Marks 50

0-0-2

Practical: 40

CA:10

Students will submit a project at the end of the semester on two different radio formats. It can be based on interview programme, discussion, debate, anchoring a show, feature story, documentary etc.

\Bachelor of Vocation (Photography and Journalism)

Semester-IV

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound. They will learn the techniques of Still Photography and Videography.

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

PO5: Students will develop creative behaviour that will help them to engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different working styles of camera.

CO2: To enhance the shooting skills.

CO3: To develop the role and function of cameraman.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

L-T-P

3-0-0

Time: 3Hrs.

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

The principles of cinematography. Understanding of optical theory, Principles of camera composition and continuity. The focus requirements and camera position(s) for each shot. The relationship between the distance of the camera from the subject, the height at which the camera is placed and movements and how these effect the shot composition.

UNIT-II

The aspect ratio required for each shoot and the aspect ratio in which the final product will be

seen by the audience. How to judge focus lengths to ensure that the shot view will be sharp and achieves the desired framing and composition.

UNIT-III

The various types of cameras, lenses and equipment available in the market.

How to place set, props and equipment so as to capture the required frame in the shot and ensuring that they do not obstruct the camera view.

UNIT-IV

Creative and visual requirements of the shot with the DOP. ND Filters & their applications. Filters & Reflectors.

Suggested Readings:

Long, John, Ethics in the Age of Digital Photography, September, 1999,

Macrumors, Video iPod Fake, 26 February, 2006,

The Media History Project, 20th Century: Last Decade

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different styles of Branding.

CO2: To enhance the management skills.

CO3: To develop the role and function of Brand Manager.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Theory

L-T-P

2-0-1

Time: 3Hrs.

Max. Marks: 50

Theory: 25

Practical: 15

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Understanding brand, brand vs products, benefits of branding, Advertising- definition, meaning & types.

UNIT-II

□Advertising agencies- meaning, importance and types, Branding attributes, significance of branding to consumers and firms.

UNIT-III

□Brand equity, Brand ambassadors- meaning and importance.

UNIT-IV

□Public relations- meaning and importance, PR Officer and his functions & importance.

References:

1. Strategic brand management, Keller, 3 rd edition, Prentice Hall
2. Best practices cases in branding, , Keller, 3 rd edition, Prentice Hall
3. Urban, hauser and Dholakia, , N. Essentials of new product management
4. Donald Lehman, Product Management. Tata Mac Graw Hill

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Practical

Practical Marks: 15

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Advertising Campaigns, Themes and Promotions

Newspaper Brands

Television Ad: Writing Script, Shooting and Editing

Understanding different Types of Advertising

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of broadcasting its applications.

CO2: To develop the practical knowledge of broadcasting techniques.

CO3: To enhance the knowledge of broadcasting equipments.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Theory

L-T-P

2-0-2

Time: 3Hrs.

Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Define the scope, objectives, goals of the technical departments, Fundamentals of broadcasting and broadcast technologies.

UNIT-II

Fundamentals of Information technology. Broadcast technologies and equipment across content gathering, media management, production and post-production.

UNIT-III

The technical equipment and infrastructure used in broadcasting such as personal computers, cables, switchers, converters, routers, systems, servers, WAN, LAN, MPLS lease lines, recovery systems and networks. The types of audio cables and various connectors.

UNIT-IV

How to diagnose and resolve operational issues using tools root cause analysis, process improvement techniques etc. Legal and regulatory norms of broadcasting.

Suggested Readings:

1. Kennedy, Dan, A Tabloid's New Low, 22 October, 2004, The Boston Phoenix,
2. Kobre, Kenneth. 2004. Photojournalism, the Professionals' Approach. Burlington, MA: Focal Press.
3. Kobre, Kenneth, Positive/Negative: The Long Tradition of Doctoring Ph

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Broadcasting Equipments

Demonstration of Audio cables & connectors

Technical aspect of Information Technology

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of lighting and its application.

CO2: To develop the practical knowledge of lighting techniques.

CO3: To enhance the knowledge of different lighting equipments.

CO4: To understand and apply various composition techniques of lighting

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Theory

L-T-P

2-0-2

Time: 3Hrs.

Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Operating the lights and lighting, console for a shoot at a media organization that may operate as television channels, advertising agencies or film/television/photography production houses. Different types of lights (spot, broad, flood, soft, dimmer, etc.). Different types of bulbs (HMI, Fluorescent, LED)

UNIT-II

Adjusting the lighting balance to meet requirements, whether for TV, live event or a corporate/studio shoot, adjusting the changes in lighting consistently, controlling out of sight lighting operations, and maintaining communications with programme staff.

UNIT-III

Coordinating activities within the lighting team on the day of shooting in order to facilitate the production process and achieve the desired results. Adhere to safety instructions while handling lights/equipment to ensure the safety of everyone on the set/location.

UNIT-IV

Understand the different aspects of lighting. Identify important members of the production team (in relation to the lighting department) and their roles and responsibilities.

The film-making/photography process, and all the activities involved in the process.

How light levels can affect the mood of the production.

Suggested Readings:

1. Dunleavy, Dennis, Camera Phones Prevail: Citizen Shutterbugs and the London Bombings, 9 July, 2005,

2. Faas, Horst et. al. (ed.). Requiem: By The Photographers Who Died In Vietnam And Indochina. London: Jonathan Cape.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Demonstration of Lighting equipments

Understanding the different techniques of lighting

Understand the lighting balance for different programmes

Understanding the studio lights & reflectors

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVMD-4315

MINOR PROJECT

Course Outcomes:

CO1: Students will practically use the light system.

CO2: Students will be able to shoot with different lights.

CO3: Students will learn the different lighting techniques.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVMD-4315

MINOR PROJECT

L-T-P

0-0-4

Time: 3Hrs.

Max. Marks: 50

Practical: 40

CA: 10

Students will submit a project at the end of the semester on different lighting techniques. It can be based on studio interview program, anchoring and facing the camera with studio lights & outdoor shooting etc.

Following points should be taken care of while working on project:

1. Students can choose themselves the subject matter and scenes
2. A project can be done jointly by maximum of two students
3. Minimum of 3 minutes duration
4. Effective use of lights, focus on viewers' attention
5. Project report showcasing the stages of the project

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPI-4316

COMPULSORY TRAINING

Course Outcomes:

CO1: Students will get a chance to enhance their skill by working in the field.

CO2: Students will be able to understand the challenges of working in media organization.

CO3: Students will learn the art & craft of team work while working in the field.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPI-4316

COMPULSORY TRAINING

L-T-P

0-0-6

Time: 3Hrs.

Max. Marks: 100

Practical :100

The student will have to attend one month compulsory training after completion of 4th semester of course in a reputed institute related to Media Industry. On the completion of the training, each student will submit his performance report and the certificate from where he has done his compulsory training.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: AECE: 4221

ENVIRONMENTAL STUDIES (Compulsory)

Course Outcomes:

CO1: Reflect upon the concept and need of environmental education.

- **CO2.** Define major eco-systems and their conservation.
- **CO3.** Understand the role of different agencies in the protection of environment.
- **CO4.** Develop desirable attitude, values and respect for protection of environment.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different working styles of camera.

CO2: To enhance the shooting skills.

CO3: To develop the role and function of cameraman.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPL-4311

INTRODUCTION OF CAMERA OPERATIONS

L-T-P

3-0-0

Time: 3Hrs.

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Introduction to Camera Operations, Principles of cinematography, Understanding the optical theory, Principles of camera composition and continuity, Focus Distance, Camera Placement: Movement and Shots and Angles .

UNIT-II

The Aspect Ratio: Camera and Post Production, focus length, Shot framing and composition.

UNIT-III

Types of cameras, lenses and equipment Required for camera operations. Set Designing: Indoor and Outdoor, Props and Equipment.

UNIT-IV

Creative and Visual requirements of the shot with the DOP. ND Filters, Flags, Reflectors & their applications.

Suggested Readings:

Long, John, Ethics in the Age of Digital Photography, September, 1999,

Macrumors, Video iPod Fake, 26 February, 2006,

The Media History Project, 20th Century: Last Decade

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To identify the different styles of Branding.

CO2: To enhance the management skills.

CO3: To develop the role and function of Brand Manager.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Theory

L-T-P

2-0-1

Time: 3Hrs.

Max. Marks:50

Theory: 25

Practical: 15

CA: 10

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Understanding Brand, Brand vs Products, Benefits of Branding, Advertising- definition, meaning &types.

UNIT-II

□ Advertising Agencies: Meaning, Importance and Types, Branding Attributes, Significance of Branding to Consumers and Firms.

UNIT-III

Image Building, □ Brand Equity, Brand Ambassadors- Meaning and Importance, Role of Media in Brand Management.

UNIT-IV

□ Public relations: Meaning and Importance, PR Officer and his functions & Importance, Role of PR in Brand Management.

References:

1. Strategic brand management, Keller, 3 rd edition, Prentice Hall
2. Best practices cases in branding, , Keller, 3 rd edition, Prentice Hall
3. Urban, hauser and Dholakia, , N. Essentials of new product management
4. Donald Lehman, Product Management. Tata Mac Graw Hill

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4312

BRAND MANAGEMENT

Practical

Practical Marks: 15

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Advertising Campaigns, Themes and Promotions

Newspaper Brands

Television Ad: Writing Script, Shooting and Editing

Understanding different Types of Advertising

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of broadcasting its applications.

CO2: To develop the practical knowledge of broadcasting techniques.

CO3: To enhance the knowledge of broadcasting equipments.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Theory

L-T-P

2-0-2

Time: 3Hrs.

Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Broadcasting Techniques: Definition, Scope & Objectives, Goals of the Technical Departments, Fundamentals of broadcasting and broadcast technologies.

UNIT-II

Fundamentals of Information technology. Broadcast Technologies and Equipment across content gathering, Media Management, Production and Post-production.

UNIT-III

The Technical Equipment and Infrastructure in broadcasting: personal computers, cables, switchers, converters, routers, systems, servers, WAN, LAN, MPLS lease lines, recovery systems and networks, Types of audio cables and Connectors.

UNIT-IV

To Diagnose and Resolve Operational Issues using Tools root cause analysis, Process Improvement Techniques etc. Legal and Regulatory Norms of Broadcasting.

Suggested Readings:

1. Kennedy, Dan, A Tabloid's New Low, 22 October, 2004, The Boston Phoenix,
2. Kobre, Kenneth. 2004. Photojournalism, the Professionals' Approach. Burlington, MA: Focal Press.
3. Kobre, Kenneth, Positive/Negative: The Long Tradition of Doctoring Ph

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPM-4313

BROADCASTING TECHNIQUES

Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Broadcasting Equipments

Demonstration of Audio cables & connectors

Technical aspect of Information Technology

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Course Outcomes

On the completion of this course, the student will be able to:

CO1: To make students clear about the importance of lighting and its application.

CO2: To develop the practical knowledge of lighting techniques.

CO3: To enhance the knowledge of different lighting equipments.

CO4: To understand and apply various composition techniques of lighting

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Theory

L-T-P

2-0-2

Time: 3Hrs.

Max. Marks: 75

Theory: 30

Practical: 30

CA: 15

Instructions for the Paper setters:

The question paper will have 4 units, namely unit I,II,III & IV

Question paper shall consist of four units. Candidates shall attempt 5 questions in all, by at least selecting one question from each unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

UNIT-I

Operating the lights and lighting, Console for a shoot at a Media Houses, Different Types of lights (spot, broad, flood, soft, dimmer, etc.). Types of bulbs (HMI, Fluorescent, LED.)

UNIT-II

White Balance and Colours, Adjusting the changes in lighting, controlling out of sight lighting operations, and maintaining communications with programme staff.

UNIT-III

Coordinating activities within the lighting team during shooting , safety instructions, handling lighting equipment .

UNIT-IV

Understanding the different aspects of lighting. Identify important members of the production

team and their roles & responsibilities for Lighting, film-making/photography process, light levels and mood of the production.

Suggested Readings:

1. Dunleavy, Dennis, Camera Phones Prevail: Citizen Shutterbugs and the London Bombings, 9 July, 2005,
2. Faas, Horst et. al. (ed.). Requiem: By The Photographers Who Died In Vietnam And Indochina. London: Jonathan Cape.

Bachelor of Vocation (Photography & Journalism)

Semester-IV

Course Code: BVPM-4314

LIGHTING TECHNIQUES

Practical

Practical Marks: 30

Instructions for Practical Examiners:

Question paper to be set on the spot by Internal & External examiners

Practical exercises involving:

Demonstration of Lighting equipments

Understanding the different techniques of lighting

Understand the lighting balance for different programmes

Understanding the studio lights & reflectors

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVMD-4315

MINOR PROJECT

Course Outcomes:

CO1: Students will practically use the light system.

CO2: Students will be able to shoot with different lights.

CO3: Students will learn the different lighting techniques.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVMD-4315

MINOR PROJECT

L-T-P

0-0-4

Time: 3Hrs.

Max. Marks: 50

Practical: 40

CA: 10

Students will submit a project at the end of the semester on different lighting techniques. It can be based on studio interview program, anchoring and facing the camera with studio lights & outdoor shooting etc.

Following points should be taken care of while working on project:

1. Students can choose themselves the subject matter and scenes
2. A project can be done jointly by maximum of two students
3. Minimum of 3 minutes duration
4. Effective use of lights, focus on viewers' attention
5. Project report showcasing the stages of the project

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPI-4316

COMPULSORY TRAINING

Course Outcomes:

- CO1:** Students will get a chance to enhance their skill by working in the field.
- CO2:** Students will be able to understand the challenges of working in media organization.
- CO3:** Students will learn the art & craft of team work while working in the field.

Bachelor of Vocation(Photography & Journalism)

Semester-IV

Course Code: BVPI-4316

COMPULSORY TRAINING

L-T-P

0-0-6

Time: 3Hrs.

Max. Marks: 100

Practical :100

The student will have to attend one month compulsory training after completion of 4th semester of course in a reputed institute related to Media Industry. On the completion of the training, each student will submit his performance report and the certificate from where he has done his compulsory training.

Bachelor of Vocation (B. Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5311

FEATUREWRITING

(Theory)

Time: 3 Hours

Max.Marks:50

Theory: 40

C.A.:10

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 Vocation (B. Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5311

FEATUREWRITING

(Theory)

Time:3Hours

Max.Marks:50

Theory:40

C.A.:10

InstructionsforthePaperSetters

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

Defining a feature: What is a feature?, Difference between feature and news report, discuss various features stories published in newspapers and magazines, Elements of 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

Types of features, columns and columnists, human interest story, news features, sidebars, color stories

ies, personalities profile, professional profiles, seasonal stories, backgrounder, fly on the wall/behind the scenes, testimony, vox-pop/expert views, opinion poll, reviews, analysis, feature syndicates.

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, question lead, tools and techniques of writing: focus, anecdotes, description, quotations.

Suggested Books:

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

Bachelor of Vocation (B. Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5312

PHOTOEDITING TECHNIQUES

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.: 20

Course Objectives

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

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5312

PHOTOEDITING TECHNIQUES

Time: 3 Hours

Max.Marks:100

Theory:80

C.A.:20

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

Photography, Photo Composition, Photo Editing, Importance of Photo Editing, Cropping, Color Grading

UNIT-II

Cloning, Editing Softwares, Role of Sharpness in Photo

Editing Framing, Differentiate Between Image size and resample

UNIT-III

Removing Noise and Artifacts, Formats of Pictures, How to manipulate image color depth, Histogram

UNIT-IV

HealingBrush,LevelAdjustmentlayer,BlendingModes,LightRoom

SuggestedBooks:

1. TheDigitalPhotography-ScottKelby
2. ThePhotographer'sHandbook-Tom
3. DigitalPhotography-MukeshSrivastava

Bachelor of Vocation (B.Voc.)Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5313

Media Research Methodologies

(THEORY)

Time: 3 Hrs

Max. Marks: 100

Theory: 80

CA: 20

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 Vocation (B.Voc.)Photography & Journalism

(Semester-V)

Session-2021-22

BVPL-5313

Media Research Methodologies

(THEORY)

Time: 3 Hrs

Max. Marks: 100

Theory: 80

CA:20

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, Statistical Analysis, Findings, Report Writing.

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. Research Report Writing.

Unit-IV

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

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 Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPM-5314

SHOOTING TECHNIQUES AND PROCESS

Time: 3Hrs

Max. Marks: 100

Theory: 60

Practical: 20

C.A.: 20

Course Objectives:-

- The basic concepts and fundamental elements of shooting will be introduced to the students.
- The purpose of the whole exercise is to familiarize the students with the video shooting equipment and inculcate in them the creative techniques to use them.

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPM-5314

SHOOTING TECHNIQUES AND PROCESS

Time:3Hrs
Max.Marks:100

Theory:60

Practical:20

C.A.:20

InstructionsforthePaperSetters

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

Know about the camera: Working with different camera, focusing, use of aperture and shutter speed, use of camera lenses. manual and automatic exposure. zoom in-zoom out, camera movements, camera angles, image resolution for final output, rule of third, depth of field.

UNIT-II

Reflectors: Basic knowledge of reflectors, types of reflectors, how to choose the reflectors, the reflectors.

Filters: Using of filters, types of filters- polarizing filter, neutral density filters, warming & cooling filters, enhancement filters, graduated color filters.

UNIT-III

Lighting: Three point of lighting techniques, Types of lights used according to the shoot. **Location:** Understand the location for shooting, indoor shoot, outdoor shoot, importance of location for shooting.

UNIT-IV

Use of Flash: Concept and nature of flash in photography, bounce flash, off camera without a trigger. **Crew:** Handling the camera and its equipments, clapperboard, use of monitor during shoot.

(Practical)

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of

- A project: a video advertisement on social awareness.
- Presentation on the given video project
- Dubbing and Mixing of audio project.

Suggested Readings:

2. The Photographer's Handbook-Tom
3. Digital Photography-Mukesh Srivastava
4. Television Production Handbook-Herbert Zettl

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPM-5315

PHOTOSHOP

Time: 3 Hours

Max. Marks: 100

Theory: 60

Practical: 20

C.A.: 20

Course Objectives:-

- The basic concepts and fundamental elements of Photoshop will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the photo editing software and inculcate in them the creative techniques to use them.

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session-2021-22

BVPM-5315

PHOTOSHOP

Time: 3 Hours

Max. Marks: 100

Theory: 60

Practical: 20

C.A.: 20

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.

Understanding the Software: Photoshop

UNIT-I

Selection Tool: Marquee tool, lasso tool, quick selection tools, magic wand tool.

All Cropping Tools

Retouching Tools: Scaling, brush, patch tool, red eye tool, stamp tool, clone tool, eraser tool, background eraser tool, burn tool, dodge tool, sponger tool.

pen tool, text tool.

UNIT-II

Blur Tool- Motion blur, Gaussian blur, radial blur, smart blur.

Layer: Basic layers, adjustment layers, 3D layers.

UNIT-III

Shapes: Vector shape, pattern shapes.

Filters: Cloud, lens flare, lighting, blur, color adjustment, blend and fade, combining multiple effects with masks or duplicate images, distort, brush strokes, Stylize - diffuse, emboss, extend, find edges, glowing edges, tiles, solarize.

UNIT-IV

Images Adjustment: Levels, curves, color balance, brightness, hue/saturation, Desaturate, gradient, channel mixer.

(Practical)

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of

- Working on Photoshop with different tools, filters & viva.
- Working on at least 10 creative company logos, Photoshop banners and making project file.

Suggested Books:

2. Art & Design in Photoshop - Steve Caplin
3. The Adobe Photoshop CS6 - Scott Kelby
4. The Digital **Bachelor of Vocation (B. Voc.) Photography & Journalism**
(Semester - V)

Session 2021-22

BVPP-5316

FEATURE WRITING LAB

Time: -3Hrs

Max Marks: 50

Practical: 40

C.A.: 10

Instructions for the Examiners/Paper Setters:

Practical will be taken on the basis of

- Assignments and File Work
- Writing Features/Articles on personal experience.
- 10-15 Types of features. Features not to be copied.
- Discuss various feature stories published in newspapers and magazines
Primary and secondary sources of information, use of library and other reference material.

Bachelor of Vocation (B.Voc.) Photography & Journalism

(Semester-V)

Session 2021-22

BVPP-5317

PHOTOEDITING LAB

(Practical)

Time:-3Hrs

Max Marks:50

Practical:40

C.A.:10

Instructions for the Examiners/Paper Setters: Practical will be taken on the basis of Assignments and file work

- Editing of Photographs
- Photographs clicked by Students
- Use of editing Softwares
- Photo feature

**Bachelor of Vocation (B.Voc.)Photography & Journalism
(Semester-V)**

Session 2021-22

BVPP-5318

Pilot Study

(Practical)

Time: 3 Hrs.

Max. Marks: 50

Theory: 40

CA: 10

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

Bachelor of Vocation (B. Voc.) Photography & Journalism

(Semester-VI)

Session2021-22

BVPL-6311

VIDEO PRODUCTION

Time:3Hours

Max.Marks:100

Theory:80C.A.:20

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

Bachelor of Vocation (B. Voc.) Photography & Journalism

(Semester-VI)

Session 2021-22

BVPL-6311

VIDEO PRODUCTION

Time: 3 Hours

Max. Marks: 100

Theory: 80 C.A.: 20

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

Requirement For Production: Director of photographs & camera crew, hiring crew members & shortlist and selecting the appropriate crew, shooting schedule, creative and technical requirements of production, carry out and lineage the locations

UNIT-II

Camera: Nature and scope of camera, three stages of production, recruit camera team, concepts of operating the camera, prepare for shoots, multicamera shoot, understanding of framing, various shooting medium (digital/tape/film), gibs, jimmy jib, lenses, dolly, light meters, camera accessories .

UNIT-III

Editing: Understand the concept of video editing, vfx, sfx, softwares of video editing, online editing, offline editing, rule of editing.

UNIT-IV

Types of editing- cut to cut, a/b roll, assembly and insert

editing, color balancing, mixing, formats of video and audio, capturing the footage.

Suggested Books:

1. Television Production Handbook - Herbert Zettl
2. Video Production Handbook - Gerald Millerson
3. Videoproduction - Vasuki Belavadi

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BVPL-6312

VIDEO EDITING

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.: 20

Course Objectives:-

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

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BVPL-6312

VIDEO EDITING

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.: 20

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

Editing: Assemble and insert recording, preparing the edit maker, making work tapes and other dubs, bars and tone, play and record settings

UNIT-II

Offline editing: Making an edit, marking edit points, making changes, change after an edit is recorded, audio edits, EDL's.

Online Editing: Computer editing system, online editing software's, Control tracked editing system, list cleaning, nonlinear editing (offline and online).

UNIT-III

Components of a nonlinear editing system: the capture card, storage, monitors, picture quality and storage space, digitalizing and logging clips, adjusting audio and video during capture.

UNIT-IV

Basic effects: titles and graphics, digital video effects, motion effects, sound effects, tape dropout, filters, file formats: jpeg, QuickTime, Tiff, BMP and other.

Suggested Reading:

1. The Technique of Film and Video Editing: History, Theory, and Practice - Ken Dancyger
2. Digital Video Editing Fundamentals - Wallace Jackson

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BVPL-6313

ONSET PRODUCTION PROCESS-I

Time: 3 Hours

Max.Marks:100

Theory: 80

C.A.:20

Course Objectives:-

- The basic concepts and fundamental elements of Production will be introduced to the students in this unit.
- The purpose of the whole exercise is to familiarize the students with the onset video and audio production process.

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BVPL-6313

ONSET PRODUCTION PROCESS-I

Time: 3 Hours

Max. Marks: 100

Theory: 80

C.A.: 20

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

Script Editing: Understand a detail of the concept, adapt the script to production requirements, manage the relationship between scriptwriter and producer.

UNIT-II

Propping The Set: Estimate props requirement, procure props, transport and store props, dress set prior to shoot, manage continuity of items.

UNIT-III

Graphics Requirement: Understanding animation requirements, conceptualizing creative ideas for production, plan tools and workflow, Visual effects.

UNIT-IV

Creative Brief: Script briefing, direction briefing, casting output, channel communication, producers meeting, locking the team.

Live on set Direction: Evaluate production concepts and ideas, conceptualize the creative vision, presentation of product, communicate requirements to the team, direct the production process, direct the post-production process.

Suggested Books:

1. Television Production - Jim Owens
2. The Complete Film Production Handbook - Eve Light Honthaner
3. 3D Animation Essentials - Andy Beane

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BVPM-6314

ONSET PRODUCTION PROCESS-II

Time: 3 Hours

Max. Marks: 100

Theory: 60

Practical: 20

C.A. 20

Course Objectives:-

- The basic concepts and fundamental elements of Onset Production will be introduced to the students.
- The purpose of the whole exercise is to familiarize the students with the different video & audio equipments.
- The concept of Editing and its practical aspect will also be taught to the students

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Session 2021-22

BVPM-6314

ONSET PRODUCTION PROCESS-II

Time: 3 Hours

Max. Marks: 100

Theory: 60

Practical: 20

C.A. 20

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

Aspects of production: Record keeping, Shot logger, lined scripting, wardrobe, makeup and set, Prompts and cue cards.

UNIT-II

Film formats: Super 8, 35mm, large formats, Sound recording for film, Chromakey, Camera Monitor

or

UNIT-III

Timecode, Comparison of all video formats, VHS and Super VHS, Betacam

UNIT-IV

DV, DVcam and DVCpro, HDTV, Capture, postproduction and distribution.

Practical: Students will prepare a short film of 3-5 minutes duration.

Suggested Readings:

1. Digital Video Camera work - Peter Ward
2. Video Field Production and Editing - Ronald Compesi

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BVPP-6316

Video Editing Lab

Max. Marks: 50

Practical: 40

C.A.: 10

Video Editing Process and Types

Use of Sound effects, Special effects

Transition

Super Imposition

Different softwares for video Editing

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BVPP-6316

Production Lab

Max.Marks:50

Practical:40

C.A.:10

News Production Packaging- Anchor Link, VO-Video Footage, Piece to Camera Etc.

Ads Production Documentary Tele-films

Short Film

Walk the Talk Discussion based shows Celebrity Interview

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Session 2021-22

BVPI-6317

VIDEO PROJECT

Max. Marks: 50

Practical: 40

C.A.: 10

Instructions for the Examiners:

This Project will consist of 40 marks and candidate has to make Project on video production.

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Session 2021-22

BVPD-6318

COMPULSORY TRAINING

Max. Marks: 100

Instructions for the Examiners:

- Compulsory industrial training for 45 days in reputed media institutions (TV/Radio/web channels, News Channel/PR Company etc).
- Essential to submit training report, along with a copy of certificate