

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Bachelor of Arts (Journalism & Mass Communication)

(Semester- III-VI)

(Under Continuous Evaluation System)

Session: 2023-24



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme and Curriculum of Examination of Three Year Degree Programme
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
(Session 2023-24)

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
SECG-3532	*Gender Sensitisation	AC	25	10	10	5	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

Semester-IV Scheme of Studies and Examination Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Programme)
(Session 2023-24)

Semester-IV							
Course Code	Course Name	Course Type	Mark s				Examinati o n time (in Hours)
			Total	Ext .		C A	
				L	P		
BJML-4311	Media: Business Communication	C	75	60	-	15	3
BJML-4312	Programme Formats: Radio and 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 and Principles	C	75	60	-	15	3
BJMP-4316	Radio and TV Production Lab	C	25	-	20	05	3
BJMP-4317	Operation and Handling of Video Equipment	C	25	-	20	05	3
BJMP-4318	Advertising Lab	C	25	-	20	05	3
AECE-4221	*Environmental Studies (Compulsory)	AC	100	60	20	20	3
SECS-4522	*Social Outreach	AC	25	-	20	05	-
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

**Scheme and Curriculum of Examination of Three Year Degree Programme
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Course)
(Session 2023-24)**

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	*Innovation Entrepreneurship and Creative Thinking	AC	25	20	-	5	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 Courses

Scheme of Studies and Examination
Bachelor of Arts (Journalism & Mass Communication)
(Three Years Degree Programme)
(Session 2023-24)

Semester VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	External		CA	
				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

B.A. (JMC)
Session 2023-24
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 & MASS COMMUNICATION)
(Session 2023-24)
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 & MASS COMMUNICATION)

(Session 2023-24)

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. Satellite Invasion– S.CBhatt
3. Broadcasting in India–H.R.Luthra
4. Broadcasting in India–P.CJoshi
5. Mass Communication in India–KewalJ.Kumar

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)
(Session 2023-24)
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 (ShriVidya Publication)

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)
(Session 2023-24)
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 & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)

(Session 2023-24)

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

Semester-IV

Media: Business Communication

Course Code: BJML-4311

(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 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–
Salesletters,Requests,ResponseLetters,ComplaintLetters,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

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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 video camera
 - (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-III

- ☐ **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: Gerald Millerson
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel.
4. Modern Radio Production: Carl Hansman

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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,FTIL,NFAI, Bureau of Outreach and Communication

Suggested Books

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

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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 |

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

Semester-IV

Radio and 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

Bachelor of Arts (Journalism & Mass Communication)
(Session 2023-24)

Semester-IV
Operation and 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 Video recording

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

Bachelor of Arts (Journalism & Mass Communication)
(Session 2023-24)Semester-IV
Advertising Lab

Course Code: BJMP-4318 (Practical)

Time:3Hrs.

Max. Marks:25
Theory:20

CA:05

Practical exercises involving:

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

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

SEMSTER-V

Event Management: Principles and Methods

Course Code: BJML-5311

(THEORY)

Time: 3 Hrs

Max. Marks: 75

Theory:60

C.A.: 15

Instructions for the Paper Setter

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)

(Session 2023-24)

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. Tools and Techniques to be used to boost post and video on social networking sites, Live Streaming, Switcher and its role during live streaming.

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: SudhirPachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems: Ramesh Agarwal& Bharat BhushanTiwari
4. IT in the New Millenium: V.D. Dudeja
5. IT: S L Sah

6. Multimedia Systems: Ramesh Agarwal& Bharat BhushanTiwari
7. IT in the New Millenium: V.D. Dudeja
8. IT: S L Sah
9. Electronic Media & the Internet: Y K D'souza

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

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 – JaishreeJethwaney

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)

(Session 2023-24)

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 & MASS COMMUNICATION)

(Session 2023-24)

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.

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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

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.

Bachelor of Arts (Journalism & Mass Communication)
(Session 2023-24)

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 reference to:**
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

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

UNIT-III

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

UNIT-IV

- ☐ **Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group.

Suggested Books / Magazine

1. Competitor SuccessReview
2. ManoramaYearBook
3. FocalStudy

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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 1
3. Audio Production & Critical Listening: Technical Ear Training by JasonGorey

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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, Studio Mixing,
- ☐ Film Review, Film Criticism, Film Journalism
- ☐ **Film distribution &Marketing**

Suggested Books

1. Production Management for Film & Video by Richard Gates
2. Video: Digital Communication & Production by Jim Stinson
3. Television Production by Gerald Millerson
4. Production Algebra: Handbook of Production Assistant by Mark Adl

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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
SuhasChakravarthy Specialized Reporting by
DavidRemick

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

Semester-VI

Audio Lab

Course Code: BJMP-6316

(Practical)

Time:3Hours

Max Marks:25

Practical:20

C.A.:05

- ☐ **Microphones:** Uses and selection of Microphones,
- ☐ **Understanding different types of Microphones**
- ☐ **Digital Recording Systems**
- ☐ **Audio Cables & Connectors:** Use and Selection
- ☐ **Working on Audio console, Mixing Audio**
- ☐ **Understanding techniques of Voice Modulation**
- ☐ **Audio Editing:** Linear and Non-Linear Audio Editing
- ☐ **Types of Sound Effect**

Bachelor of Arts (Journalism & Mass Communication)

(Session 2023-24)

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 human rights
- ☐ Writing feature on celebrities
- ☐ Reporting various events of city / college for your in-house publication
- ☐ Editing and designing in-house publication

**Bachelor of Arts (Journalism & Mass
Communication)
(Session 2023-24)
Semester- VI
Film Project
Course Code: BJMP-6318
(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 film CD.