

**Bachelor of Arts
SEMESTER-I
(Session 2022-23)**

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

**Course Code: BARM-1313
(THEORY)**

Time: 3 Hrs

Theory Marks: 60

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.

Bachelor of Arts Semester –II (Session 2022-23)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

Course Code: BARM-2313

(THEORY)

Time: 3 Hrs

Theory Marks: 60

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. KamathVikas

The Journalist's Handbook M.V. KamathVikas

Here is the News Rangaswamy Sterling Parthasarthy Sterling Press

**Bachelor of Arts
SEMESTER-III
(Session 2022-23)**

Journalism and Mass Communication

**Writing for Print Media
Course Code: BARM-3313
(THEORY)**

Time: 3 Hrs

Theory Marks: 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

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

Bachelor of Arts
Semester –IV
(Session 2022-23)
Journalism and Mass Communication
Mass Media and Photography
Course Code: BARM-4313
(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. 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 Brown & Co., Boston.

Bachelor of Arts
Semester –V
(Session 2022-23)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

ADVERTISING

Course Code: BARM 5313

(THEORY)

Time: 3 Hrs

Theory Marks: 60

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

Bachelor of Arts

Semester–VI

(Session 2022-23)

JOURNALISM AND MASS COMMUNICATION (VOCATIONAL)

PUBLIC RELATIONS

Course Code: BARM-6313

(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. 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. Kamath Vikas