

**Punjab Technical University**  
*B.Sc. Journalism and Mass Communication*

**Batch 2010**

**First Semester**

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks
		L	T	P	Internal Marks	External Marks	
<b>BJAMC-101</b>	<b>Principles of Communication</b>	3	0	0	40	60	100
<b>BJAMC-103</b>	<b>Global Media</b>	3	0	0	40	60	100
<b>BJAMC-105</b>	<b>Fundamentals of Journalism</b>	3	0	0	40	60	100
<b>BJAMC-107</b>	<b>Introduction to Print Media</b>	3	0	0	40	60	100
<b>BJAMC-109</b>	<b>Communication: Theories Models and Skills</b>	3	1	0	40	60	100
<b>BJAMC-111</b>	<b>Practical (Introduction to Computers)</b>	0	0	3	40	60	100
<b>Total</b>		<b>15</b>	<b>1</b>	<b>3</b>	<b>240</b>	<b>360</b>	<b>600</b>

## **BJAMC-101: Principles of Communication – I**

### **1. Fundamentals of Communication**

Meaning of communication, features, importance, patterns, Techniques of communication formal/ informal, verbal/written, downward & upward. Barriers of communication, Essential of communication, 7 C's of communication, Factors affecting process of communication.

### **2. Process of Communication**

Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback).

### **3. Forms of Communication**

Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.

### **4. Oral Communication**

Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews, preparation with reference to welcome, introduction and thanks.

### **5. Listening skills**

Listening, types of listening, barriers to listening, effective listening skills.

### **6. Reading skills**

Model of reading to learning, reading tactics and strategies, reading purposes – kind of purposes and associated apprehensions, reading for meaning, reading outcomes.

### **PRACTICALS:**

#### ***P – 1.2***

- a) Writing an application, business letter, memo and personal resume
- b) Conducting Interviews
- c) State reading purpose & comprehension
- d) Listening exercise – listening to news on Radio & TV
- e) Conversation & Public Speaking

## **Suggested reading**

- a) Business Communication - K.K.Sinha (Galgotia Publishing Company)
- b) Communication – Asha Kaul (Prentice Hall India)
- c) Communication – C.S.Rayadu (Himalaya Publication)

## **BJAMC-103: Global Media**

### **1. Media:**

Media, Types of Media, Concepts of Global Media

### **2. Global advertising:**

Global advertising, global agencies, global media, choice of global media

### **3. Global market place:**

Global market place, Requirement of global market place, types of global markets, doing business abroad.

### **4. Global campaign:**

Global campaign, global consumer research.

### **5. Global media environment:**

Global media environment, global electronic media, global print media, new media

### **6. Ethical and legal considerations:**

Ethical and legal considerations in global media environment, impact of technology.

## **Suggested Readings**

1. Global Comparative Media – M.K. Rampal

## **BJAMC-105: Fundamentals of Journalism**

### **1. Principles of Journalism**

**Journalism** - Definition Nature Scope and Significance.

### **2. Major Theories of Press**

Meaning of theories based on scientific study & analysis; Four major theories of Press, according to Fred Siebert, Theodore Peterson & Wilbur, Schramm.

- (a) Authoritarian Theory
- (b) Libertarian Theory
- (c) Social Responsibility Theory
- (d) Soviet Communist/Workers Theory
- (e) Other Theories: Development Media & Democratic Participant Theory

**3. Freedom of Press** Its basic principles and constraints - Responsibilities and Criticism.

### **4. Journalism as Profession**

- Relationship between Press and Society - Press and Government
- Code of Ethics of the press - Reader and his interests -understanding public taste - Press as a tool of social service
- Newspaper Organisation - The role of press as an agency of communication –
- Relationship between press and other mass media
- Press and Democracy
- Print Media in India: An overview

## **BJAMC-107: Introduction to Print Media**

### **1. What is News?**

Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News

- Difference between News & Information -
- Stories of Human Interest
- Celebrity Journalism, Trends in modern journalism
- Influence of TV channels on serious news reporting in print media
- Sensationalism & Entertainment.

### **2. News Media Operations:**

Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press

Press Organisations: PIB, RNI, DAVP, Press Council of India

### **3. News Agency Journalism:**

History, functioning & role of PTI and UNI, International News Agencies: AP, UPI, Reuters, Syndicates

## **BJAMC-109: Communication: Theories, Models and Skill**

### **1. Theories of Communication**

- a) Hypodermic Needle – Theory
- b) Two-step & Multi-step Theory
- c) Play Theory
- d) Uses & Gratification Theory
- e) Selective Exposure, Selective Perception & Selective Retention Theory
- f) Individual Difference Theory

### **2. Models of Communication**

- a) SMR Model
- b) SMRc Model
- c) Shanon & Weaver Model
- d) Lasswell Model
- e) Osgood Model
- f) Dance Model
- g) Schramm Model

### **3. Written Communication**

Business Report Writing and Presentation

### **4. Telephone handling manners**

### **5. Preparation of matters of Meetings**

The writing of notices, agenda & minutes, organisation & conduct of conference, the use of charts, powerpoints etc.

### **Suggested Readings**

- 1. Business Communication – K.K. Sinha (Galgotia Publishing Company)
- 2. A Practical Grammar of English – Thomson & Martinet
- 3. Improve your word power – R.Birley
- 4. Student Companion – (Rupa)

## **BJAMC-111: Practical (Introduction to Computers)**

### **Introductory concepts and applications of computers**

- Introduction to computers
- Importance of computers
- Computer application in various areas of business
  - Computers in Personnel department
  - Computers in Finance department
  - Computers in Marketing department
  - Computers in Production department
- Office Automation
- General Application of computers in various fields

### **Fundamentals of computers**

- Classification of computers
- Basic principles of operation of digital computer
  - Input unit
  - Central processing unit
  - Output unit
- Computer system
- Computer virus
- Development of computers and computer generations
  - History of computer
  - Generation of computers
- Computer number system

### **Windows**

- Basic Commands

- Components of MS- Office

- MS- Word

- MS- Excel

- MS- PowerPoint

- Basic application of MS- Office

Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques;

Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols ; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions - Graphs -

COREL SHOW - Cartoons - Use of colours in publishing concepts.

Page Layout: Adobe Page Maker, MS Publisher, Quark press

Graphics: Adobe Illustrator, Classic Art Techniques, Adobe PhotoShop, CorelDraw, Design for presentations, Macro Media free hand, MS Power Point, Web Graphics with Adobe

PhotoShop, Web Graphics with Macro Media fireworks

### **Suggested Readings**

1. Introduction to Information Technology – R. Sarvana Kumar, R.Parameswaran,

T.Jayalakshmi (S.Chand)

2. 'O' Level –V.K. Jain

3. Computer Fundamental – P.K. Sinha

4. Computer Today.



**SCHEME AND SYLLABUS OF B.SC. JOURNALISM AND MASS COMMUNICATION**  
**(SEMESTERS 2-6)**

**Second Semester**

<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
1.	BJAMC-102	Mass Communication: Concepts and Processes	3	1	0	40	60	100
2.	BJAMC-104	Reporting Techniques & Skills	3	1	0	40	60	100
3.	BJAMC-106	Editing and Principles of Layout and Design	3	0	0	40	60	100
4.	BJAMC-108	Press Laws & Media Ethics	3	0	0	40	60	100
5.	BJAMC-110	Practical Lab on Editing & reporting	0	0	3	40	60	100
6.	BJAMC-112	Practical Lab on Column Writing	0	0	3	40	60	100
<b>Total</b>								<b>600</b>

## **BJAMC-102: Mass Communication: Concepts and Processes**

### **1. Mass Communication:**

Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture

### **2. Functions of Mass Communication:**

Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media

### **3. Theories of Mass Communication:**

(a) Cognitive Theory

(b) Dissonance Theory

(c) Agenda Theory

(d) Setting Theory

(e) Cultivation Theory

### **4. Tools of Mass Communication:**

(a) Newspapers, Magazines, Radio, TV, Films, Internet, mobiles

(b) Advertising, Public Relations & Public Affairs

(c) Traditional & Folk Media

(d) Media and modern society

(e) Media and democracy

### **SUGGESTED READINGS**

1. Mass Communication & Development Dr. Baldev Raj Gupta

2. Mass Communication in India Keval J Kumar

3. Mass Communication Journalism in India D S Mehta

4. Mass Communication Theory Denis McQuail

## **BJAMC-104: Reporting Techniques & Skills**

### **Part – I**

#### **1. Gathering The News:**

- Reporting & Reporters - Training & Qualifications
- Reporting for Newspapers - Reporting the expected & unexpected
- Reporting skills- Nose for News, Observation (listening & seeing)
- Taking notes, finding, checking, verifying, analysing & interpreting information
- Interviewing
- Asking questions
- Types of interviews
- Interviewing techniques.

#### **2. Skills For Writing News:**

- The basic formula - The Inverted Pyramid
- Writing the Lead
- Kinds of Leads
- The summary Lead
- Thinking through the Lead
- Finding the appropriate verb
- Organising the facts
- Time elements
- Variations on the summary Lead
- Datelines, Credit Lines, Bylines
- Checklist for the standard of the news story.

#### **3. Types Of Reporting:**

- Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

#### **4. Writing The Story:**

- Single - Incident Story
- Attribution – Identification
- Time and Timeliness
- The Stylebook.

#### **5. Extracting Stories from outside sources:**

- Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc.

## **Part - II**

### **6. Writing The Story - II:**

- Coming events
- Stories with many names
- Localising
- Tying the story together in Depth reporting.
- Writing Hard News, Action & Fire Stories
- Accidents
- Obituaries
- Anecdotes & Tribute

### **7. Writing For Magazines:**

- News Angles
- Suspended Interest
- Stories
- Writing feature
- Keeping it simple
- Involving the reader

### **8. Articles, Editorials, Middle, Profiles Letters to The Editor, Book Reviews, Film Review, Sports Reviews.**

### **SUGGESTED READINGS**

1. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
2. The Professional Journalism - M. V. Kamath
3. The Journalist 's Handbook - M.V. Kamath

## **BJAMC-106: Editing & Principles of Layout and Design**

- 1. Editing:** Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.
- 2. Functions** and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing.
- 3. Structure** and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.
- 4. Headlining** - principles, types and techniques
- 5. Principles of Layout and Design**
- 6. DTP**
- 7. Page Making**
- 8. Typography**
- 9. Types of Printing**
- 10. Processor offset**
- 11. Screen Printing**
- 12. Stages of Making a Newspaper**
- 13. Gravure**
- 14. Letter Press**

## **BJAMC-108: Press Laws & Media Ethics**

1. Press Laws, Society & Democracy
2. Constitutional Safeguards to Freedom of Press
3. Press Commissions & their recommendations
4. Press & Registration of Books Act, 1867
5. Working Journalist Act
6. Defamation
7. Contempt of Court
8. Parliamentary Privileges
9. Press Council Act
10. Official Secret Act
11. Right to Information
12. Copyright, Intellectual Property Right
13. Social Responsibility of Press
14. Ethics, Self-Regulation & Freedom of Expression

### **SUGGESTED READINGS**

1. Mass Media Laws & Regulations C S Rayudu, S B Nageshwar Rao
2. Press in the Indian Constitution R K Ravindran
3. Principles & Ethics of Journalism Dr. Jan R Hakemuldar, Dr. Fay AC de Jounge, P P Singh

## **BJAMC-110 Practical Lab on Editing & reporting**

- 1. News Reporting:** News items regarding programmes in the College Departments (minimum 10)- News items about various programmes in the city assigned by the concerned teachers (minimum 10)
- 2. Various Types of News:** Development news, mis-shap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.
- 3. Non-news Articles:** These include topical articles such as side article, Biography, Book-review, Film Review and Special article, At least one article of each type must be produced by the student.
- 4. Interview:** The student is expected to write interviews of 5 personalities in various field.
- 5. Editing Processes:** Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage, Adjusting Story Length to The Space Requirements, Detecting & Correcting Errors
- 6. Making Stories Objective, Fair & Legally Safe.** Restructuring / Rewriting, Improving the Lead, Interpretative & Investigative Approach
- 7. Articles & Developing Stories; Reading Proofs.** Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification
- 8. Planning Of Pages:** Organised, Purposeful Flow of material to Press, Tentative earmarking of Matter for each page & the manner of their treatment; Handling of Supplements & Magazine Space.

### **SUGGESTED READING**

1. News Editing - Bruce II. Westley
2. Outline Of Editing - M.K. Joseph
3. The Journalist 's Handbook - M.V. Kamath
4. Advanced Editing - Adarsh Kumar Varma
5. The Making Of An Editor - Rahul Mudgal

## **BJAMC-112 Practical Lab on Column Writing**

### **1. Column Writing**

- Development, Criticism, Feature writing
- News Analysis

### **2. Special Reporting**

- Scoops, Exclusive, Specialized reporting
- Science, Sports, Economic and Commerce, Development, Gender
- Editing, meaning, objects, symbols, means, lead, proof reading
- News desk, Editorial division, news flow, copy management
- Titles : tricks, Skills, objects, kinds, dummy page, Page make-up, Lay out, Photo editing
- Magazine Editing : Lay out, Graphics



**Third Semester**

<b>Course Code</b>	<b>Course Name</b>	<b>Load Allocation</b>			<b>Marks Distribution</b>		<b>Total Marks</b>
		<b>L</b>	<b>T</b>	<b>P</b>	<b>Internal Marks</b>	<b>External Marks</b>	
<b>BJAMC-201</b>	<b>Media Management and Ethics</b>	3	0	0	40	60	100
<b>BJAMC-203</b>	<b>Public Relations</b>	3	0	0	40	60	100
<b>BJAMC-205</b>	<b>New Media Technologies</b>	3	0	0	40	60	100
<b>BJAMC-207</b>	<b>Basic of Camera Light and Sound</b>	3	0	0	40	60	100
<b>BJAMC-209</b>	<b>Development Communication</b>	3	1	0	40	60	100
<b>Total</b>		<b>15</b>	<b>1</b>	<b>0</b>	<b>200</b>	<b>300</b>	<b>500</b>

## **BJAMC 201 Media Management and Ethics**

### **Objective/s**

The students will easily understand what are the main role of code and ethics in media. What is constitution, right to information, press council, different types of press acts? Its also explains the principles and functions of management, different ownership pattern, newspaper organization, magazine organization, registration policy and all.

### **Unit –I**

Nature and scope of media ethics and laws .Freedom of speech and expression with special reference to freedom of press in India, Constitutional provisions to freedom of press. Pressures on media- internal and external pressures. Press Commissions and Press Council's guidelines.

### **Unit –II**

Media laws- Law of defamation: libel and slander, Press and Registration of Books Act, Contempt of Court, and Official Secrets Act, Right to information, Copy Right Act. Press Commissions and their recommendations. The Working Journalist Act, laws and ethics related to Broadcasting, Prasar Bharati Act.

### **Unit III**

Meaning and definition of management, principles and functions of media management, Ownership patterns of media organization –merits and demerits, organizational structure of a newspaper.

### **Unit IV**

Organization structure of a magazine, radio station and televisionstation. New media management and technical challenges.

### **Reference Books:**

- 1. Newspaper organization and management-Herbert Willia**
- 2. Print media communication and management – Aruna Zachariah**
- 3. Media politics and ownership - Jagdish Machani Journalism ethics and codes - Nayyar Shamsi**
- 4. Media laws and ethics – Kiran Prasad**
- 5. Ethics &Journalism –Karen Sanders**
- 6. Print media communication and management – Aruna Zacariah**
- 7. Media politics and ownership – Jagdish Vachani**
- 8. Media selling – Charles Warner and Joseph Buchman**
- 9. Media development and management – Biswajeet Guha**
- 10. Newspaper management by Gulab Kothari**

## **BJAMC 203 Public Relations**

### **Objective/s**

The students will know about public relations and its function. How to apply the tools and techniques for handling public relations and maintain mutual understanding.

### **Unit –I**

Public Relations –definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function.

### **Unit –II**

Principles of PR, Types of publics – internal and external, laws and ethics in PR- PRSI and IPRA codes, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.

### **Unit III**

PR tools- Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops.

### **Unit IV**

PR campaigns – Planning, execution and evaluation, PR in crisis, Crisis management, PR in disaster  
Emerging trends in PR, PR agencies in India.

### **Reference Books**

- 1. Public Relations - Seema Sharma**
- 2. Handbook of journalism and mass communication - Vir Bala Aggarwal & V.S. Gupta**
- 3. Handbook of Public Relation- R. K. Ravindram**
- 4. Public Relations by D.S. Mehta**
- 5. Public Relations by Jaishree Jethway**

## **BJAMC 205 New Media Technologies**

### **Objective/s**

The course intends to make media students appreciate these technologies. How these technologies are used in present scenario.

### **Unit –I**

Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

### **Unit –II**

Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

### **Unit III**

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

### **Unit IV**

Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption

### **Reference Books**

- 1. Information & Communication Technology- Kiran Prasad**
- 2. IT in India- Om Gupta & Ajay Jasra**
- 3. Multimedia Journalism- Dr. R.C Ramanjun**
- 4. Understanding the Web- Alan Albarran & David Goff**
- 5. Multimedia Communication- Jerry Gibson**
- 6. Internet Journalism in India-Om Gupta & Ajay Jasra**
- 7. Communication Media & Electronic Revolution- Aruna Zachariah**
- 8. Mass Communication in India - Keval J. Kumar**
- 9. Mass Communication & its Digital Transformation- Dr. R.C Ramanjun**
- 10. Introduction to Mass communication - Staney Baran**
- 11. Electronic media-Eastman Ferguson**

## **BJAMC 207\_Basics of Camera Light and Sound**

### **Objective/s**

The students will identify different kinds of video camera, camera shots, movements, compositions, along with basic operations and functions of video camera. It also offers the knowledge of light and sound.

### **Unit –I**

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipments, depth of field and aperture control, Lenses –functions and its types.

### **Unit –II**

Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

### **Unit III**

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

### **Unit IV**

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

### **Reference Books**

- 1. Handbook of Television Production – Herbert Zettl**
- 2. Television Field production and reporting – Fred Shook**
- 3. Writing and Producing Television news – Eric. K.Gormly**
- 4. Television Production – Gerald Millerson**

## **BJAMC 209 Development Communications**

### **Objective**

The main purpose of this course is to explain the meaning and nature of development, complexities, importance of development in society .role of legislature in development.

### **Unit –I**

Definition, meaning, scope and concept of development communication

Development communication and society, measures of development communication

Characteristics of developed and developing societies

### **Unit II**

Theories of development: Social, Political and Economic theory

Models of development: Western, Eastern, Gandhian, Schumacher's

Development communication, process - special reference to India.

### **Unit III**

Role of mass media organizations in development communication, Newspaper, Radio, TV, Traditional media, PIB, DAVP, Song and Drama Division etc.

Strategies of development communication, Role of NGO's in development.

### **Unit IV**

Role of legislature, the executive and the judiciary in development.

Cyber media and development: E –governance, digital democracy & E–chaupal.

Communication for rural development, communication for urban development.

Panchayati raj, urban sanitation, consumer awareness, modernization, industrialization

### **Reference Books**

1. **Understanding Development communication- Uma Joshi**
2. **Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.**
3. **India Economy- Ruddar Dutt, K.P.M. Sundharam**
4. **International Development Communication- bella mody**
5. **Traditional Media and Development Communication- K. Madhusudan**
6. **Development Communication – V.S. Gupta**

**Fourth Semester**

<b>Course Code</b>	<b>Course Name</b>	<b>Load Allocation</b>			<b>Marks Distribution</b>		<b>Total Marks</b>
		<b>L</b>	<b>T</b>	<b>P</b>	<b>Internal Marks</b>	<b>External Marks</b>	
<b>BJAMC-202</b>	<b>Radio Production</b>	3	0	0	40	60	100
<b>BJAMC-204</b>	<b>Television Production</b>	3	0	0	40	60	100
<b>BJAMC-206</b>	<b>Photo Journalism- I</b>	3	0	0	40	60	100
<b>BJAMC-208</b>	<b>Indian Constitution, Economy and Politics</b>	4	1	0	40	60	100
<b>BJAMC-210</b>	<b>Event Management</b>	4	1	0	40	60	100
<b>Total</b>		<b>17</b>	<b>2</b>	<b>0</b>	<b>200</b>	<b>300</b>	<b>500</b>

## **BJAMC 202 Radio Productions**

### **Objective**

The students will know about the characteristics of radio as a mass communication medium, radio formats and its production, radio equipments, radio editing, sound effects etc.

### **Unit –I**

Characteristics of radio as a mass communication medium Radio studio set –up, audio equipment – Microphones, Console, Recording equipment, nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques.

### **Unit II**

Writing and production of different radio programmes-Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission.

### **Unit III**

Characteristics of radio news-how its different from print and TV news, News gathering, News editing, Newsroom and its functioning, News pool, actualities, raw sound, voice over, sound byte

### **Unit IV**

Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes. Codes related to Broadcasting.

### **Reference Books**

- 1. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge**
- 2. Audio in media- Stanley R. Alten**
- 3. Radio production – Robert McLeish**
- 4. Handbook of Journalism and Mass Communications-Vir Bala Aggarwal & V.S. Gupta**
- 5. Radio and TV Journalism – K.M. Srivastava**



## **BJAMC 204 TV Productions**

### **Objective**

The students will know about the characteristics of TV as a mass communication medium, TV formats and its production, TV equipments, TV editing etc.

### **Unit –I**

Characteristics of TV as a mass communication medium TV studio set-up, single and multi camera shooting, cues and commands, scripting for TV programmes.

### **Unit II**

Fundamentals of TV reporting-Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bytes, .Anchoring live shows, Types of interviews.

### **Unit III**

Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production

### **Unit IV**

Types of editing- linear and non linear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.

### **Reference Books**

- 1. Handbook of Television Production – Herbert Zettl**
- 2. Television Field production and reporting – Fred Shook**
- 3. Writing and Producing Television news – Eric. K.Gormly**

## **BJAMC 206 Photo Journalism- I**

### **Objective/s**

This course will help to improve the knowledge of photograph, still cameras, lighting, photo editing techniques etc.

### **Unit –I**

Photography- brief history of photography, early photography techniques, photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist .Professional organizations, legal and ethical aspects of photo journalism.

### **Unit –II**

Principles of camera oB.Sc.ura, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design-simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc

### **Unit-III**

Nature of light, natural and artificial light ,light temperature ,importance of lighting ,lighting equipment ,advanced lighting techniques .Types of photography: portraits ,nature and wildlife aerial fashion ,press ,sports arts ,advertising etc.

### **Unit- IV**

Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

### **Reference Books:**

- 1. Photo journalism: the professional approach-Kenneth cobre**
- 2. Basic photography –Michael Langford**
- 3. Inside photo journalism –Chap nick Howard**
- 4. All about photography –Archna Nair**

## **BJAMC 208 Indian Constitution Economy and Politics**

### **Objective**

This course offers the knowledge of Indian constitution and its characteristics, Indian economic condition and about Indian politics.

### **Unit –I**

Introduction to Indian Constitution-characteristics, Preamble-Directive Principles of State Policy, Fundamentals Rights, Fundamentals Duties, citizenship, Grassroot democracy, Procedure for Amendments in Indian Constitution

### **Unit –II**

The Legislature, The Executive, The Cabinet, The Judiciary-powers and functions. The President, The Prime Minister - Powers and their functions, The Electoral system-process, ECI Need for electoral reforms.

### **Unit- III**

Political Party System in India, lobbying, trade unionism, internal freedom.

### **Unit- IV**

Economic development –concept and general perspective. Characteristics of development. India as a developing economy, Strategies of development. Developed vs. undeveloped economy, Aspects of human development –education, poverty and inequality of income distribution with special reference to India

### **Reference Books**

- 1. Indian Economy-T. R. Jain**
- 2. Indian Constitution – D.D. Basu**
- 3. India-2011 – I and B Ministry (Annual Issue)**

## **BJAMC 210 Event Management**

### **Objective/s**

These students will know about the growing field of event management. What is event management all about? How event planner works.

### **Unit –I**

Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

### **Unit –II**

Organization–setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

### **Unit III**

Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan ,business plan, developing strategies.

### **Unit IV**

Human Resource Management –need ,assessment ,policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance, .Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

### **Reference Book**

1. **Advertising and Sales Promotion- C.N. Sontaki**

**Fifth Semester**

Course Name	Load Allocation			Marks Distribution		Total Marks
	L	T	P	Internal Marks	External Marks	
BJMC-301 World Media Scenario	3	0	0	40	60	100
BJMC-303 Public Relations	3	0	0	40	60	100
BJMC- 305 Cyber Journalism	3	0	0	40	60	100
BJMC-307 Photo Journalism-II	3	0		40	60	100
BJMC-309 Photography and Web content Development Practical Lab	1	0	5	40	60	100
<b>Total</b>	<b>13</b>	<b>0</b>	<b>5</b>	<b>200</b>	<b>300</b>	<b>500</b>

## **BJAMC301**

### **World Media Scenario**

**Objective/s:** This will provide in-depth knowledge to the student about the media scenario world over, which will be immensely useful in the field.

New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order; NAM Media; Regional Agencies; and Direct Broadcasting Systems

World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance, Colonization of Communication, News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military

Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues.

#### **SUGGESTED READINGS:**

- |   |  |
|---|--|
| 1. Many Voices One World                | UNESCO                                       |
| 2. Facts of Life                        | A Communication Challenge UNICEF, India-1993 |
| 3. The Media & Modernity                | John B Thompson, Polity Press, 1995          |
| 4. Globalisation                        | Albrowm & King E                             |
| 3. Technology & Communication Behaviour | Belmont C A Wadsworth                        |

**BJAMC 303**  
**Public Relations**

**Objective/s:** This will add on to the knowledge of the students as to how public relations are put into practice along with the strategies they would need as PROs.

1. Persuasion and Public Opinion
2. Employee communication
3. PR as distinguished from Marketing, Sales Promotion and Advertising
4. PR Techniques
5. Relationship and duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct
6. Functions of PR Department & Manager-Advantages & Disadvantage
7. Evaluating results of PR work
8. Press Relation and its principles
9. The News Release-Seven point formula & its importance
10. Writing techniques, Press Events and organizing them
11. Exhibition PR and its Planning
12. Uses and kinds of Exhibition PR
13. Importance of Marketing Research for the PR Practitioner
14. PR in Developing Countries

**SUGGESTED READINGS:**

- |  |                               |
|--|-------------------------------|
| 1. Effective Public Relations                                    | Scott M. Cutlip & A.H. Genter |
| 2. The Practice of Public Relations                              | Fraser P. Seital              |
| 3. Corporate image of India                                      | S.K. Roy                      |
| 4. Diplomatic Persuaders, N.Y. Wiley                             | John Lee                      |
| 5. Publicity: Art and Literature with special Reference to India | Krishnachander Lehiri         |
| 6. Using research in Public Relations                            | Glen Broom & David Dozier     |

**BJAMC 305**  
**Cyber Journalism**

Cyber Space- Meaning ;Information Super Highway;Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio, Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends

**SUGGESTED READINGS:**

- |   |  |
|---|--|
| 1. The Information                        | James Gleick                           |
| 2. Cyberspace Aur Media                   | Sudhir Pachauri                        |
| 3. Fundamentals of Information Technology | Deepak Bharihoke                       |
| 4. Multimedia Systems                     | Ramesh Agarwal & Bharat Bhushan Tiwari |
| 5. IT in the new m                        | illenium V D Dudeja                    |
| 6. Electronic Media & the Internet        | Y K D'souza                            |
| 7. The Spy in the Coffee Machine          | O'Hara and Shadbolt                    |



## **BJAMC 307**

### **Photo Journalism-II**

**Objective/s:** A brief recapitulation of the equipment, its usage and significance of photography.

Focus on Cameras and Recorder controls, Camera Cables, Shooting techniques, Visual effects, Basic theory of Video recording- Microphones, audio recorders, television cameras, lighting, sound mixing desk- VTR, Master Control Room

Rules and principles of quality lighting, Shows the creative use of back-lighting, proper placement of lights and lighting equipment for principle subjects and sets both on location and in the studio

Piece-to-camera- opening, bridge, conclusive

#### **SUGGESTED READINGS:**

- |   |                               |
|---|-------------------------------|
| 1. Radio and TV Journalism                      | K.M. Shrivastava              |
| 2. Photojournalism: The Professional's Approach | Kenneth Kobre, Betsy Brill    |
| 3. Photojournalism                              | Andy Steel                    |
| 4. Photojournalism Basics                       | Harris G. Smith, John Robaton |

**BJAMC 309**  
**Photography and Web content Development Practical Lab**

**Photography**

**Objective/s:** This will provide students hands-on experience on handling the camera and its usage in different scenarios.

Students will be required to make a photo feature on a relevant topic. The feature should be able to express the theme with the use of pictures alone or with minimal words.

They will also be required to take up timely assignments on photography and take part in college functions and events as photojournalists.

**Web Content Development Practical**

**Objective/s:** Students will be acquainted with the significance and need of writing for the web, deeming its demand in the current scenario. This will give them a clear picture of various forms of online writing.

Students will be required to take timely practical tests for writing content for the web on the following topics:

1. Writing reviews for product launches
2. Writing review: books, movies, plays
3. Writing questionnaire for an interview to be published on the web
4. Writing features and understanding the mechanisms of feature writing for the web
5. Writing subject-based articles and features: science, sports, food, health etc.

## **Sixth Semester**

### **BJAMC 302**

#### **Industrial Training: 200 Marks+ 50 Viva-voce**

Students will gain practical experience in six-month industrial training in any reputed media related organisation/ Centers such as Radio and TV Channels, Production Houses, Advertising Agencies, Multimedia Houses. The students will have to submit a report of the training to the College/Department. The institute where the candidate undergoes training will submit a performance report/certificate by evaluating them in term of marks (200). These documents must be confidential and sent direct to the university. The viva examination of the candidates who have undergone industrial training will be conducted by an external examiner appointed by the University .

### **BJAMC 304**

#### **Project Report: 100 Marks+50 Marks Viva Voce**

During the VI semester, students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by external examiner and viva voce will be conducted.