



MONAD UNIVERSITY, HAPUR (U.P)
Department of Journalism and Mass Communication
Syllabus Structure (BAJMC)

Year	Semester	Course Code	Course Title	L	T	P	C	
1	1	BAJMC-111	Writing for Media	5	0	0	5	
		BAJMC-112	Socio-Economic & Political Scenario	5	0	0	5	
		BAJMC-113	Introduction to Communication	4	0	0	4	
		BAJMC-114	Basics of Design & Graphics	4	0	0	4	
		*BAJMC-115	Indian Culture	5	0	0	5	
		BAJMC-P116	Communication Lab	0	0	4	2	
		BAJMC-P-117	Design & Graphics Lab	0	0	4	2	
		BAJMC-P-118	Computer Lab-I	0	0	4	2	
			Total	18		12	24	
	2	2	BAJMC-121	History of Print & Broadcasting in India	5	0	0	5
			BAJMC-122	Print Journalism-I	4	0	0	4
			BAJMC-123	Media Laws & Ethics	5	0	0	5
			BAJMC-124	Still Photography	4	0	0	4
			BAJMC-P-125	Print Journalism Lab-I	0	0	4	2
			BAJMC-P-126	Photo Lab	0	0	4	2
			BAJMC-P-127	Computer Lab-II	0	0	4	2
			Total	18		12	24	
	2	1	BAJMC-211	Development & Communication	5	0	0	5
BAJMC-212			Print Journalism-II	5	0	0	5	
BAJMC-213			Radio Journalism & Production	4	0	0	4	
BAJMC-214			Basics of Camera, Lights & Sound	4	0	0	4	
*BAJMC-P-215			Summer Training Report	0	0	0	4	
BAJMC –P-216			Print Journalism Lab-II	0	0	4	2	
BAJMC-P-217			Radio Journalism & Production Lab	0	0	4	2	
BAJMC-P-218			Operation & Handling of Video Equipment Lab	0	0	4	2	
			Total	18		12	28	
2		2	BAJMC-221	Television Journalism & Production	5	0	0	5
	BAJMC-222		Introduction to Advertising	5	0	0	5	

		BAJMC-223	Public Relations	4	0	0	4	
		BAJMC-224	New Media	4	0	0	4	
		BAJMC-P-225	Television Journalism & Production Lab	0	0	4	2	
		BAJMC-P226	Public Relations Lab	0	0	4	2	
		BAJMC-P-227	New Media Lab	0	0	4	2	
			Total	18		12	24	
3	1	BAJMC-311	Advertising Practices	5	0	0	5	
		BAJMC-312	Event Management: Principles & Methods	4	0	0	4	
		BAJMC-313	Media Research	5	0	0	5	
		BAJMC-314	Environment Communication	3	0	0	3	
		*BAJMC-314	Functional Exposure Report	0	0	0	4	
		BAJMC-P-315	Advertising Lab	0	0	4	2	
		BAJMC-P-316	Event Management Lab	0	0	4	2	
		BAJMC-P-317	Media Research Lab	0	0	4	2	
			Total	17		12	27	
		2	BAJMC-321	Media Organisation & Management	4	0	0	4
			BAJMC-322	Contemporary Issues	5	0	0	5
			BAJMC-323	Global Media Scenario	4	0	0	4
			*BAJMC-P-324	Final Project	0	0	0	12
	BAJMC-P-325		Comprehensive Viva	0	0	0	4	
			Total	13			29	

FIRST - SEMESTER

Subject Name: BAJMC-111 WRITING FOR MEDIA

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Equip themselves with the nuances of writing.
- ✓ Develop both linguistics and communication abilities.
- ✓ Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
- ✓ Differentiate between Writing for Print Media and Writing for the Ear.
- ✓ List salient features of Writing for Print Media and Electronic Media and Ad Copies with emphasis on their styles.

UNITS	CONTENTS	Contact Hrs.
I	[Essentials of Good Writing] Is writing an art or a craft? Can I write? Kinds of Media Writing: Writing to Inform Writing to Describe Writing to Persuade The ABCD of Media Writing Accuracy Brevity Clarity Discernment Writing Simply Vocabulary Vocabulary Building: Using Dictionaries and Thesauri Understanding the Misunderstood Word Rules of Spelling Overcoming Grammar Problems Punctuation	13
II	The Sentence Concision/Clarity Emphasis Total Emphasis (That applies to the Whole Sentence) Partial Emphasis (That Applies to a word or Group of Words) Rhythm - Words and How they Sound Variety	12

	<p>Variety & Recurrence Changing Sentence Length & Pattern Breaking Monotony Varied Openings.</p>	
III	<p>The Paragraph Concise Ideas Ideas Dissected into Elements Elements as Paragraphs & Sub Paragraphs Putting Paragraphs Together - Logical Sequencing The Complete Picture - The First Draft Reading Aloud For Further Changes Revise – Re-revise-Edit Writing Formats : Journals, Letters, Essays & Reports</p>	10
IV	<p>Concept & Definition of Translation. Nature & Norms of Translation. Types of Translation Word to Word Translation Literal Translation Summarized Translation Free Translation Translation based on appropriate reference Translation according to pronunciation (Translation of words & sentences from the source language as it is) Paraphrased Translation (Using Synonyms) The need and importance of Translation in Journalism. The process of Translation and How to maintain its originality: Source Material Perception (Comprehending the Source Language) Analyzing the text or Source Material Transfer of Language(Translation Process) Revision of the Translated Text Co-ordination & Comparison of Source Language with Original Text and Thus Final Text in Target Language. Guidelines for Translation: Points to be kept in mind while doing Translation Don't Opinionate KISS rule Maintaining Originality Summarize with Clarity Adhere to Norms of Translation. Practice of Translation from Hindi to English & Vice – Versa.</p>	15

REFERENCE BOOKS :		
1.	A.S.Hornby	Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press
2.	Prof. V.S.Sreedharan	How to write correct English, Goodwill Publications, New Delhi
3.	Pal Rajenda and J.S Koriahalli.	Essentials of English and Business Communication, S. Chand
4.	Robey, L Cora	New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando
5.	Taylor, Shirley	Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
6.	R. Michelson	Sentences, IIVY Publishing House, New Delhi-95.
7.	Neira Anjana Dev, Anuradha Marwah and Swati Pal	Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
8.	Wren & Martin	High School English Grammar & Composition, S.Chand
9.	Thomas S. Kane	Oxford Essentials Guide To Writing
10.	Collins	Collins Grammar Punctuation
11.	George.A.Hough	News Writing , Kanishka
12.	Robert Mc. Lesh	Radio Production , Focal Press
13.	Joseph Sugarrman	The Ad Week Copy Writing Hand Book, Wiley
14.	Dr. K.K. Rattu	Translation through media in New Millennium, Surubhi Publication, Jaipur
15.	Jitendra Gupta and Priyadarshan	Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
16.	Dr. Laxmikant Pandey	Translation, Objects and Methods
17.	Chicago Manual of Style	University of Chicago Press

Subject Name: BAJMC-112 SOCIO-ECONOMIC & POLITICAL SCENARIO

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Explain various aspects of Indian culture and heritage.
- ✓ Identify, discuss and explain various issues and concerns of contemporary Indian socioeconomic and political system.
- ✓ Apply their knowledge in restructuring the system by developing positive, differentiate and analytical capabilities.

UNITS	CONTENTS	Contact Hrs.
I	1. India that is Bharat. 2. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals) 3. Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)	10
II	1. Nature of Indian Economy (reasons for underdevelopment) 2. India's planning for development (5-year plans) 3. Figures Speak: Ground realities of Indian Economy based on HDI 4. Explanation of economic concepts and terminologies 5. Mixed Economy: Public Sector Undertakings and Private Enterprises 6. Globalization and opening up of Indian Economy 7. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI) 8. Foreign trade and balance of payment. 9. Indian industry: an overview. 10 Disinvestment and FDI 11 Bops: An era of outsourcing	15
III	1. Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles 2. Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system 3. Centre-State Relations : Issues of Regionalism 4. Decentralization of Power 5. Legislative Procedures-From Bill to Act. 6. Indian Judicial System : Judicial Activism 7. General Elections : Electoral Reforms, Politics of Vote Bank 8. Major National and Regional political parties in India and their changing trends	10

IV	1. Population Explosion 2. Corruption 3 Illiteracy 4. Public Health and hygiene 5. Poverty 6. Caste Conflicts 7. Communal tensions 8. Gender Inequality 9. Reservation Issues	15
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REFERENCE BOOKS :		
1.	Shyam Benegal	Bharat Ek Khoj (Series)
2.	Ram Chander Guha	India After Gandhi: The History of the World's Largest Democracy, Perennial
3.	D.B. Vohra	History of Freedom Movement, Delhi Admin
4.	H.R. Ghosal	An Outline History of Indian People
5.	A.L. Basham	A Cultural History of India: The Wonder that is India: Volume-1 & 2
6.	A.N. Aggarwal	Indian Economy
7.	Rajni Kothari	Caste in Indian politics
8.	Ministry of I & B	Facts about India
9.	Pandit Jawahar Lal Nehru	The Discovery of India
10.	Shukla V.N.	Constitution of India, Eastern Book Company, Lucknow 2000
11.	Bakshi P.M.	The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
12.	Jhabvala, Noshirvan H	The Constitution of India, C Jamnadas and Co., Mumbai, 2003
13.	D. D. Basu	An introduction to the Constitution of India
14.	J.C. Johri	Indian Political System

Subject Name: BAJMC-113 INTRODUCTION TO COMMUNICATION

L	T	P	Cr
4	0	0	4

RATIONALE

- ✓ Explain the meaning of communication and why human beings communicate.
- ✓ State how we communicate non-verbally and verbally.
- ✓ List and explain different types of communication.
- ✓ Discuss the meaning of self communication.
- ✓ Explain the importance of communication with others.
- ✓ Differentiate between Mass Communication and Mass Media.

UNITS	CONTENTS	Contact Hrs.
I	[Defining Communication] 1. Understanding human communication 2. Brief history, evolution and the development of communication in the world with special reference to India. 3. What is communication? Why do we communicate? How do we communicate? 4. Definitions (A message understood....., Social interaction through messages....., Sharing experience.....) 5. Five senses of communication 6. Non-verbal communication: Body language, gestures, eye contact. 7. Development of Speech- From Nonverbal to verbal, Oral communication 8. Evolution of languages with special emphasis on Indian languages (Pali, Prakrit, Apbhransh, Sanskrit, Urdu, Hindi, Tamil)	12
II	[Understanding Self] 1. Facets of self: thoughts-feelings-attitude-needs-physical self 2. Communicating with self-introspection 3. Voice and speech 4. Speech personality 5. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm 6. Using your voice-conversation to present-actions 7. Communication with others...inter personal communication skills	8
III	[Introduction to Mass Communication] 1. Mass Communication and Origin of Media -Functions, role & impact of media 2. Meaning of Mass Communication 3. Functions of Mass Communication 4. Elements of Mass Communication 5. Brief introduction to Mass Media 6. Newspapers and Journalism 7. Wireless Communication: From Morse Code to Blue Tooth	12

	8. Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media	
IV	<p>[Communication Theories & Models]</p> <p>1. What is Communication Theory?</p> <p>2. What is Communication Model?</p> <p>3. A brief introduction to Communication theories</p> <p>i. Multistep Theory</p> <p>ii. Selective Exposure, Selective Perception, Selective Retention</p> <p>iii. Play Theory</p> <p>iv. Uses & Gratification Theory</p> <p>v. Cultivation Theory</p> <p>vi. Agenda Setting Theory</p> <p>4. A brief introduction to Communication Models</p> <p>i. SMCR Model</p> <p>ii. Shannon & Weaver Model</p> <p>iii. Wilbur Schramm Model</p> <p>iv. Lasswell Model</p> <p>v. Gate Keeping Model</p> <p>vi. Gerbner's Model</p>	8

REFERENCE BOOKS :		
1.	Dan Laughey	Key Themes in Media Theories, Rawat Publication.
2.	Taylor, Rosegrant, Meyrs	Communicating, Prentice Hall
3.	Allan and Barbara Pease	The Definitive Book of Body Language, Munjal Publishing House
4.	D.M. Silviera	Personal Growth Companion, Classic Publishing
5.	Edward De Bono	How to Have a Beautiful Mind, Vermillion
6.	De Fleur, M	Theories of Mass Communication, 2nd Edition, New York; David Mc Kay
7.	Siebert, Fred S.	Peterson Four Theories of Press, Urbana University of Illionois Theodore B. and Sehramm W. Press, 1856
8.	Berlo, D.K.	The Process of Communication, New York : Halt Renehart and Winston, 1960.
9.	Klapper, J.T.	The effects of Mass Communications, New York Free Press, 1960

Subject Name: BAJMC-114 BASICS OF DESIGN & GRAPHICS

L	T	P	Cr
4	0	0	4

RATIONALE

- ✓ Describe basics of design and graphics.
- ✓ Apply various elements and principles of design to various forms of visual and graphic communication for Print Media.

UNITS	CONTENTS	Contact Hrs.
I	[Principles of Design & Graphics] 1. Basics of Design and Graphics 2. Elements and principles of design 3. Typography : Physical form, aesthetics and classifications 4. Color : Physical forms, psychology, color scheme and production	12
II	[Layout] 1. Components of layout and layout planning 2. Advertisement layout 3. Broadsheet and Tabloid layout 4. Magazine & Book Layout	8
III	[Visuals and Design] 1. Visuals : Physical forms, functions & editing 2. Poster Design 3. Logo Design 4. Brochure Design	8
IV	[DTP & Printing] 1. Basics of Desktop Publishing 2. Printing Process 3. Printing Methods - Letter Press, Screen, Offset, 4. Paper and finishing	12

REFERENCE BOOKS :

1.	K.S. Duggal	Book Publishing
2.	A.K. Dhar	Printing and Publishing
3.	N. N. Sarkar	Art and Production, Sagar Publishers, New Delhi, 2001
4.	N. N. Sarkar	Designing Print Communication, Sagar Publishers, New Delhi, 1998

Subject Name: *BAJMC-115 INDIAN CULTURE

L	T	P	Cr
5	0	0	5

***Foreign students will study Course Code BAJM 115- Indian Culture in lieu of Course Code BAJMC 111- Writing for Media.**

RATIONALE
<ul style="list-style-type: none"> ✓ Describe the foundations of Indian Culture & Civilization ✓ Describe the socio- cultural aspect of Indian life in medieval India ✓ Describe the stages of freedom struggle and the role of social reformers in the national movement ✓ Differentiate between the socio-economic-political milieu in pre and post-colonial India.

UNITS	CONTENTS	Contact Hrs.
I	[The Foundations of Indian Culture & Civilization] The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization, The Aryan, The Dravidian and the other races, Buddhism, Jainism, Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.	15
II	[The Medieval Period] L-10 The Advent of Islam, Bhakti movement, Sufism, Sikhism, the birth of Hindi, the flourishing of Arts and Crafts, Literature, Architecture, the loss of the Scientific impulse.	10
III	[The Colonial Period] British Colonization, emergence of the middle class, the birth of the modern state, the economics of colonization, the emergence of the Indian entrepreneur class, western education and social mobility.	15
IV	[The National Awakening] The social reformers & religious revivalism, the freedom struggle. vi. Gerbner's Model	10

REFERENCE BOOKS :		
1.	Shyam Benegal	Bharat Ek Khoj (Series)
2.	Ram Chander Guha	India After Gandhi: The History of the World's Largest Democracy, Perennial
3.	D.B. Vohra	History of Freedom Movement, Delhi Admin

4.	H.R. Ghosal	An Outline History of Indian People
5.	A.L. Basham	A Cultural History of India: The Wonder that is India: Volume-1 & 2
6.	A.N. Aggarwal	Indian Economy
7.	Rajni Kothari	Caste in Indian politics
8.	Ministry of I &B	Facts about India
9.	Pandit Jawahar Lal Nehru	The Discovery of India

Practical

Subject Name: BAJMC- 116 COMMUNICATION LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Speak effectively in interpersonal and public speaking situations using appropriate nonverbal communication
- ✓ 2. Write effectively
- ✓ 3. Take part effectively in discussions with cogent arguments
- ✓ 4. Speak effectively using a microphone before an audience
- ✓ 5. Face interviews

Exercises & Assignments

1. Conversation between two students recorded on camera. To be self critiqued
2. Reporting on various types of radio programmes monitored by them
3. Presentation on TV programme swatched on the previous day
4. Rewriting Headlines of Newspapers (Hindi & English) on the display boards
5. Reading of day's newspapers followed by discussions
6. Writing exercises to inform, report and persuade
7. Using microphones (Public Speaking/Presentation Situations)
8. Interview and Group Discussion sessions
9. Book Reading, Reviews, Appreciation
10. Effective Presentation using various audio – visual aids

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

Practical

Subject Name: BAJMC- 117 DESIGNS AND GRAPHICS LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Design and produce print material manually.

Exercises & Assignments

1. To work with different textures, color schemes and other elements on at least 10 different topics/themes.
2. To work on various types of signographic, calligraphic and typographic letterforms
3. Use of colors in different schemes-complementary, analogous, split complementary, triad, soft, dark and monochromatic
4. Design a logo
5. Design flash cards
6. Design and develop a booklet (story/rhymes/play/ comic strips/or any other)
7. Visit to a printing press

Internal Assessment: The students should maintain a file and soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

Practical

Subject Name: BAJMC- 118 COMPUTER LAB - I (PAGEMAKER, QUARK XPRESS, INDESIGN)

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Describe DTP softwares used for design and layout.
- ✓ Design and create layouts using DTP softwares.

Exercises & Assignments

Following assignments can be given to students in each of these softwares- PageMaker, Quark Xpress, In Design

1. Design a visiting card
2. Design a postcard
3. Design a poster
4. Design a brochure
5. Design a magazine (at least 16 pages)
6. Prepare a tabloid
7. Prepare a front page of a newspaper

Internal Assessment: The students should maintain a file and soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

SECOND - SEMESTER

Subject Name: BAJMC-121 HISTORY OF PRINT & BROADCASTING IN INDIA

L	T	P	Cr
5	0	0	5

RATIONALE
<ul style="list-style-type: none"> ✓ Describe Indian Journalism in a pluralistic society ✓ Enumerate the historical moments of print and broadcasting in India ✓ Identify the contribution of press and broadcast in social communication

UNITS	CONTENTS	Contact Hrs.
I	<p>[Pre and post independence Journalism in India] James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu –prominent newspapers and their editors. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom-changing role of the Indian Press. Print media scenario during initial years of freedom- From 1947 onwards. Growth of National Press (English & Hindi) & the emergence of regional language press. Popular News magazines and periodicals.</p>	10
II	<p>[News Agencies, Press Organizations and Current Trends] News Agencies in India—English & Hindi –their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar Feature services & syndicates—INFA, Publication Syndicate, PTI Features. Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and TASS. Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).</p>	10
III	<p>[History of Radio Broadcasting in India] Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth of AIR from 1936 to 1950 Development of AIR since 1950. All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR. Objectives of broadcast—Information, Education & Entertainment Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast</p>	15

	Autonomy of All India Radio---Chanda Committee to Verghese Group---- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati. Privatisation-leasing out time slots (1993)—Privatization policy (2000)—Expansion of FM Radio channels - Development of Educational & Community Radio.	
IV	[Growth of Television Broadcasting in India] Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE. Doordarshan: The slow Beginings, Doordarshan as an information, education and entertainment media. DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast— Breaking of monopoly of DD---- Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services Growth of Private International, National & Regional TV Networks & fierce Competition for ratings.	15

REFERENCE BOOKS :		
1.	Chantler & Peter Stewart	Basic Radio Journalism, Focal Press
2.	Uma Joshi	Text Book of Mass Communication & Media Anmol Publication, Delhi
3.	R.Parthasarathy	Journalism in India , Sterling Publishers
4.	H.R.Luthra	Indian Broadcasting
5.	J Natrajan	History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6.	S C Bhatt	Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7.	P.K Ravindran	Indian Regional Journalism, Author Press, New Delhi
8.	Parthasarthy Rangaswami	Journalism in India, Sterling Publishers Private Limited, New Delhi

Subject Name: BAJMC-122 PRINT JOURNALISM-I

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Describe News and how to write it. ✓ Write different stories on various subjects with responsibility.

UNITS	CONTENTS	Contact Hrs.
I	<p>[News] What is Journalism? Journalism as Fourth Estate Who is a Journalist? Role and responsibilities of a Journalist What is News? Elements of News News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty Types of News News Sources: types; credibility and protection News versus Information, Hard vs. Soft News Difference between article, news, feature, backgrounder, editorial.</p>	12
II	<p>[News Writing] Inverted Pyramid style of news writing-Why & How Various types of leads/intros Headline writing: Types & Functions The WHAT formula for news writing 5Ws and 1H of news writing Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosities), Ugly of news writing.</p>	8
III	<p>[News Reporting] What is news reporting? Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight) Reporting for Newspapers, News Agencies and Magazines. Pitfalls and problems in reporting-attribution, off-the-record, embargo</p>	8
IV	<p>[Reporter] Reporters: Qualities and Responsibilities Set up and functions of a city reporting room in a daily and bureau Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers and freelancer. Reporting for different beats</p>	12

REFERENCE BOOKS :

1.	M V Kamath	Modern Journalism, Vikas Publishing House, New Delhi
2.	M L Stein and Susan F. Petero	News Writing, Kanishka Publication, New Delhi
3.	George A Hough	News Writing, Kanishka Publication, New Delhi
4.	Jan R. Hakemulder, Ray Ac De	News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
5.	M K Joseph	Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6.	Wainwright David	Journalism made Simple, Rupa & Company New Delhi
7.	Hohnberg John	The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

Subject Name: BAJMC-123 MEDIA LAWS & ETHICS

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Define freedom of the press as enshrined in article 19(1) (a) of the constitution
- ✓ List the reasonable restrictions for freedom of the press
- ✓ Describe the salient features of the Press Council of India, its powers and functions
- ✓ Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature
- ✓ Cover judicial proceedings, parliament and state legislature without attracting penal action

UNITS	CONTENTS	Contact Hrs.
I	<p>[Freedom of the Press and the Law] Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions Freedom of the press and the Constitution-need for a free press in a democracy Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression Article 19(1)2 reasonable restrictions to freedom of the press Supreme Court decisions on freedom of the press Press laws before Independence and after First Press Commission after Independence The Press Council Acts, National Emergency Composition, role, powers, guidelines and functions of the Press Council</p>	10
II	<p>[Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament] The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353) Citizens: Defamation (IPC (499) 500) civil and criminal defamation-libel, slander Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation) A day in the Parliament/ State Legislature Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A) Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human rights</p>	15
III	<p>[Acts and Laws] (Introduction to various Acts/Laws which a journalist needs to know) Press Registration of Books Act. 1867/1955 role of RNI Role and functions of the Registrar of Newspapers Intellectual Property Rights Copyright Act 1957</p>	15

	Official Secrets Act 1923 Right to Information Act 2005 General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalist Act	
IV	[Electronic and New Media Laws] Emergence of electronic and new media law The AIR Code The Commercial Code of AIR & Doordarshan Cable Television Act and Rules Advertising Standards Council Media regulations: self or govt.?	10

REFERENCE BOOKS :		
1.	Relevant Sections of IPC	Criminal Law Manual, Universal
2.	Constitution of India (Article 19 (1) and 19 (2) 105	The Law Dictionary, Universal
3.	Vidisha Barua	Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4.	P.K. Ravindranath	Press Laws and Ethics of Journalism, Author Press, New Delhi
5.	R.K.Ravindrana	Press in the Indian Constitution
6.	K.S. Venkateshwaran	Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7.	Dr. Ambrish Saxena	Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi

Subject Name: BAJMC-124 STILL PHOTOGRAPHY

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Describe photography ✓ Explain parts of film & digital camera, its functions and use of accessories ✓ Describe lights and lighting application for indoor and outdoor ✓ Explain steps involved in printing a digital photograph.

UNITS	CONTENTS	Contact Hrs.
I	<p>[Introduction to Photography] What is photography? Brief History of photography. How Camera works? The role & importance of photography. Principles of Camera Obscura</p>	8
II	<p>[Camera] What is Camera? Basic Parts of single lens reflex (SLR) [film & digital] :</p> <ol style="list-style-type: none"> i. Lens ii. Film Chamber (CCD & CMOS) iii. Aperture iv. Shutter v. View finder vi. Pentaprism vii. Memory (Internal & External) <p>Camera formats – 35mm, medium format, large format Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA</p> <p>Lenses – controlling the image</p> <ol style="list-style-type: none"> i. Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens) ii. Aperture, Focal No. & Focal Length iii. Depth of focus, Depth of Field and How they work iv. Lens care <p>Lens perspective, film speed, flash gun, light meter Exposure</p> <ol style="list-style-type: none"> i. Measurement of light – exposure metering system ii. Exposure control – relationship between shutter speed and aperture <p>Camera accessories: Tripod, monopod, filters, Lens hood</p>	12

III	<p>[Lighting And Visual Communication] Lighting i. Sources of light : Natural & Artificial ii. Nature and physical properties of light iii. Direction & angle of light : Front, side, top & back iv. Lighting contrast and its control by fill in lights v. One, two & three point lighting : Key, fill and back light Principles of Photographic composition Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography</p>	12
IV	<p>[Printing of Photograph] Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers Converting developed photograph into digital photograph Photo appreciation Different problems related to Photography</p>	8

REFERENCE BOOKS :		
1.	O.P. Sharma	Practical Photography, Hind Pocket Books
2.	Michael Langford	Basic Photography, Focal Press
3.	James A. Folts Ronald P. Lovell	Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
4.	Lee Frost	Photography, Hodder Headline

Practical

Subject Name: BAJMC- P- 125 PRINT JOURNALISM LAB – I

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Write reports for newspapers and magazines
- ✓ Prepare questionnaire for interview

Exercises & Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages.
2. Writing reports on crime related incidents after visiting local police stations.
3. Writing reports on civic problems incorporating information from civil organization based on interview.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers converting them for magazine.
6. Filing report on the basis of mock press conferences.
7. Filing report after attending one press conference after going to the field.

Internal Assessment: Student should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty.

Subject Name: BAJMC- P- 126 PHOTO LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Handle Digital SLR Camera
- ✓ Compose and Shoot in different lighting conditions.
- ✓ Make a photo feature on a specific topic

Exercises & Assignments

1. Outdoor Shoot:
 - i. Using Digital SLR and Mobile camera/developing an idea and practice
 - ii. Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera
 - iii. Photographs should be of postcard size. A photo feature must have comprised 10 – 16 photographs.
2. Studio Photo Shoot:
 - i. Shooting exercise in artificial lights.
3. Photo Lab
 - i. Use of software for modification of picture
 - ii. Editing of captured images with the help of Photoshop
 - iii. Preparing a softcopy of photo feature on CD

Internal Assessment: Students should maintain a file and soft copy of their assignments/jobs done duly checked and signed by concerned faculty.

Subject Name: BAJMC- P- 127 COMPUTER LAB-II (PHOTOSHOP & CORELDRAW)

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Design material in Photoshop and Corel Draw
- ✓ Differentiate between object oriented and bitmap images, vector and raster graphics.

Exercises & Assignments

Students will be taught the basics of the DTP software's used for designing.

Photoshop: Students should be able to create visuals with text. They should also be able to give various effects to the photographs.

1. Design a poster for social awareness
2. Design a cover page of a magazine
3. Design flash cards
4. Design a brochure / pamphlet
5. Give various effects to the photographs
6. Make a cut out

Corel Draw: The students should be able to work with objects.

1. Design an invitation card
2. Design a logo
3. Design a title page of a book
4. Design a calendar

Internal Assessment: Students should maintain a file and soft copy of their assignments/jobs done duly checked and signed by concerned faculty.

THIRD - SEMESTER

Subject Name: BAJMC-211 DEVELOPMENT & COMMUNICATION

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Develop understanding of development issues
- ✓ Contribute positively towards the development process of country as responsible mass communicators.

UNITS	CONTENTS	Contact Hr15s.
I	<p>[Concept and Indicators of Development] Definition, meaning and process of development Theories and paradigms of development – unilinear and non-unilinear Ingredients (5Ms) of development and money generation, MNCs and foreign aid Basic needs model by Bariloche Foundation Economic and social indicators of development: i. GDP/GNP ii. Human Development Index iii. Physical Quality of Life Index Other indicators: i. Communication as an indicator ii. Democracy as an indicator iii. Human Rights as an indicator iv. Social Relations [inequality] v. Happiness Index The Millennium Development Goals (MDGs)</p>	15
II	<p>[Development Communication - Concept and Theories] Definition and Concept Approaches: i. Diffusion of Innovation ii. Magic Multiplier iii. Localized Approach Development Support Communication - Extension Approach i. Health and Family Welfare ii. Women Empowerment iii. Literacy & Education iv. Water Harvesting & Management</p>	10
III	<p>[Media and Development] Development of message design and communication Role and performance of mass media: Print, Radio, TV, Outdoor publicity and</p>	10

	<p>traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development.</p> <p>Cyber media and development: e-governance , digital democracy & <i>e-chaupal</i></p> <p>ICT & Development</p> <p>Case Studies :</p> <p>i. SITE Experiment</p> <p>ii. Community-based water harvesting by Rajendra Singh in Rajasthan.</p> <p>Role of NGOs in social development..</p>	
IV	<p>[Communication in different Indian perspectives]</p> <p>Communication for rural development:</p> <p>i. Strengthening of Panchayati Raj</p> <p>ii. Advancement in farming and alternative employment</p> <p>iii. Conservation of rural culture - tradition</p> <p>Communication for urban development:</p> <p>i. Urban sanitation</p> <p>ii. Consumer awareness</p> <p>iii. Slum development</p> <p>Communication for Tribal development</p> <p>i. Wild life and forest conservation</p> <p>ii. Joint forest management</p> <p>iii. Forest based cottage industries</p>	15

REFERENCE BOOKS :		
1.	Narula Uma	Development Communication – Theory and Practice, Har Anand
2.	Gupta V.S.	Communication and Development Concept, New Delhi
3.	Tewari, I P	Communication Technology and Development, Publication Division, Govt. of India
4.	Joshi Uma	Understanding Development Communication, Dominant Publications, New Delhi
5.	Srinivas R. Melkote	Communication for Development in the Third World, Sage, New Delhi
6.	Lerner Daniel & Schramm Wilbur	Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7.	Rogers Everett M	Communication and Development: Critical Perspective, Sage, New Delhi
8.	Todaro, Michael P	Economic Development in the Third World, Longman, New York

Subject Name: BAJMC-212 PRINT JOURNALISM-II

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Edit the reports with proof reading symbols
- ✓ Design and layout
- ✓ Describe the functions and responsibilities of editor and sub-editor

UNITS	CONTENTS	Contact Hrs.
I	[Editing Principles] What is editing? And objectives of editing? Editing and Rewriting. Principles of editing. Editing for newspapers, magazine and journals.	10
II	[News Editing] Editing a copy/electronic editing. Guidelines for writing headlines. Use of graphics, cartoons and statistics. Design & layout.	15
III	[Editing Style] Understanding Style book. Spelling and Grammar/Punctuation & Quotation Attribution, Capitalization Use of Editing Symbols.	10
IV	[Specialized Writing/Editing] Structure & Operations of a newspaper organization. Functions and responsibilities of Editor and Sub Editor. Editorial Writing and its importance. Commentary, Analysis, letters to editor column.	15

REFERENCE BOOKS :

1.	M V Kamath	Modern Journalism, Vikas Publishing House, New Delhi
2.	M L Stein and Susan F. Petero	The News Writers' Handbook, Surjeet Publication, New Delhi
3.	George A Hough	News Writing, Kanishka Publication, New Delhi
4.	Jan R. Hakemulder, Ray Ac de Jonge, P.P. Singh	News Reporting and Editing, Anmol Publications

5.	M K Joseph	Basic Source Material for News Writing, Anmol Publications
6.	Wainwright David	Journalism made Simple, Rupa & Company New Delhi
7.	Hohnberg John	The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

Subject Name: BAJMC-213 RADIO JOURNALISM AND PRODUCTION

L	T	P	Cr
4	0	0	4

RATIONALE

- ✓ Describe the characteristics of radio as a medium of mass communication and its limitations
- ✓ Identify different modes of broadcasting and types of radio stations
- ✓ Describe different formats of radio programmes
- ✓ List basic inputs and main elements of radio production-Human Voice-Music-Sound Effects and Silence
- ✓ Distinguish & describe the qualities of different types of microphones used in radio production

UNITS	CONTENTS	Contact Hrs.
I	<p>[Radio as a medium] Radio as a medium of mass communication in today's context Characteristics of radio Limitations of radio Three Modes of transmission: AM, SW and FM Different types of radio stations</p>	8
II	<p>[Radio Formats] Why formats? Simple announcements Radio talks/commentaries/comments Radio interviews Radio discussions Radio features and documentaries Radio play Radio running commentaries Radio ads/commercials Phone ins and radio bridges Music on radio Radio News-Radio News defined Main characteristics of Radio News as against news in other media</p>	12
III	<p>[Writing for the Ear] Introduction Characteristics of spoken word Knowing your audience Developing your style Writing for different formats and messages Dramatizing messages</p>	8

IV	<p>[Radio Production] Introduction Elements of radio productions Acoustics Perspective Sound effects Music Distort/Filter Different types of microphones Recording Editing</p>	12
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REFERENCE BOOKS :		
1.	H.R. Luthra	Indian Broadcasting, Publications Division
2.	Robert Mc Liesh	Radio Production, Focal Press
3.	James R. Alburger	The Art of Voice Acting, Focal Press

Subject Name: BAJMC-214 BASICS OF CAMERA, LIGHTS AND SOUND

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Identify different kinds of video camera, camera shots, movements, mounts, angles and Compositions along with basic operations and functions of a video camera. ✓ Describe techniques of lighting for video production. ✓ Describe the methods of recording and mixing of sound in video production.

UNITS	CONTENTS	Contact Hrs.
I	[Camera] Introduction to video camera Parts of video camera and their functions Camera movement equipment Lenses – functions and types	8
II	[Visualization] Composition – different types of shots, camera angles and camera movements Aesthetics in visual composition Subject - camera relationship. Aperture control and depth of field	8
III	[Lights] Lights and its properties Different types of lights Other tools used in lighting – diffusers, reflectors, cutters & gels Basic lighting techniques Accessories used in lighting	12
IV	[Sound] Audio fundamentals Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects Types of microphones Use of audio mixers for recording & editing of sound Different audio equipment for studio and location recording Audio post production – mix and unmix tracks	12

REFERENCE BOOKS :		
1.	Ralph Donald, Thomas Spann	Fundamentals of TV Production, Surjeet Publications, New Delhi
2.	Herbert Zettl	TV production Handbook, Thomas Wardsworth Publishing

Subject Name: BAJMC- P- 215 SUMMER TRAINING REPORT

L	T	P	Cr
0	0	0	4

Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) Along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

Subject Name: BAJMC- P- 216 PRINT JOURNALISM LAB-II

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ To edit reports using editing symbols.
- ✓ Write headlines
- ✓ Write captions for cartoons and photographs

Exercises & Assignments

1. Preparation of copy by using editing symbols.
2. Editing features into a news story.
3. Headlines writing exercises based on newspaper published stories.
4. Writing caption/changing caption of the selected cartoons and photos.
5. Writing two editorials.
6. Assigning the qualities/attributes of a good editor (classroom exercise).
7. Finding out facts/opinion /hearsay in at least five stories published in newspapers.

Internal Assessment: Students should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments .All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty.

Subject Name: BAJMC- P- 216 PRINT JOURNALISM LAB-II

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ To edit reports using editing symbols.
- ✓ Write headlines
- ✓ Write captions for cartoons and photographs

Exercises & Assignments

1. Preparation of copy by using editing symbols.
2. Editing features into a news story.
3. Headlines writing exercises based on newspaper published stories.
4. Writing caption/changing caption of the selected cartoons and photos.
5. Writing two editorials.
6. Assigning the qualities/attributes of a good editor (classroom exercise).
7. Finding out facts/opinion /hearsay in at least five stories published in newspapers.

Internal Assessment: Students should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments .All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty.

Subject Name: BAJMC- P- 217 RADIO JOURNALISM AND PRODUCTION LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Prepare an audio brief
- ✓ Use different types of microphones for radio/audio productions
- ✓ Apply various elements of radio production for producing different radio formats
- ✓ Write effectively for radio
- ✓ Record and edit radio programs

Exercises & Assignments

1. Preparation of audio brief
2. Recording and editing exercises in the studio
3. OB recordings
4. Writing exercises
5. Interviews-simulated and actuality
6. Research and scripting of radio documentary/feature/drama
7. Production of radio discussions
8. Presentation of various types of programmes
9. Production of social messages (max 30 seconds)
10. Production of radio documentary/feature
11. Preparation of audience profile
12. End Product

Internal Assessment: Students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the faculty.

Subject Name: BAJMC- P- 218 OPERATIONS AND HANDLING OF VIDEO EQUIPMENT

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Develop the competency to handle video camera
- ✓ Compose shots
- ✓ Shoot appropriate visuals for video programmes
- ✓ Use lights effectively inside and outside the studio
- ✓ Use audio equipment appropriately

Exercises on Camera

- i. Operation and handling of video camera
- ii. Basic camera movements
- iii. Composition of different shots

Exercises in Lighting

- i. Different types of lights used in videography
- ii. Use of filters and reflectors

Exercises in Sound

- i. Use of different types of microphones for indoor and on location video recordings.

Internal Assessment: Students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the faculty.

FOURTH - SEMESTER

Subject Name: BAJMC-221 TELEVISION JOURNALISM AND PRODUCTION

L	T	P	Cr
5	0	0	5

RATIONALE
<ul style="list-style-type: none"> ✓ Explain the salient features of TV as a medium ✓ Describe the process of gathering news and report for TV. ✓ List the stages of production of a video program ✓ Describe the steps involved in editing of a video program

UNITS	CONTENTS	Contact Hrs.
I	<p>[TV as a medium] Understanding the medium - Nature and Language of TV Formats and types for TV Programmes TV News script format Scripting for Fiction/Non Fiction</p>	10
II	<p>[TV News Gathering] Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) Interview – types of news interview, art of conducting a good interview Anchoring - Live shows Packaging</p>	15
III	<p>[TV Programme Production] Steps involved in production & utilization of a TV Program Stages of production- pre-production, production and post-production The production personnel – Single camera and Multi camera production Use of graphics and special effects Developing a video brief</p>	15
IV	<p>[Basics of Video editing and Programme Evaluation] Aesthetic Factor of video editing. Types of video editing- Non-Linear editing ,Cut to cut, assemble & insert, on line, offline editing Designing, Evaluation and field testing of programme</p>	10

REFERENCE BOOKS :

1.	Jan R. Hakemulder, Ray AC de Jonge, PP Singh	Broadcast Journalism, Anmol Publications New Delhi
2.	Janet Trewin	Presenting on TV and Radio, Focal Press, New Delhi
3.	Stuart W. Hyde	TV & Radio Announcing, Kanishka Publishers
4.	Andrew Boyd	Techniques of Radio and Television News Publisher: Focal Press, India.
5.	Janet Trewin	Presenting on TV and Radio, Focal Press, India.
6.	Ralph Donald and Thomas Spann	Fundamentals of Television Production Surjeet Publications, New Delhi.
7.	Herbert Zettl	Handbook of Television Production, Publisher: Wadsworth
8.	Thomas D Burrows & Lynne S.	Video Production Publisher: MC Graw Hill
9.	Ralph Donald, Thomas Spann	Fundamentals of TV Production, Surjeet Publications, New Delhi
10.	Lynn S Gross, Larry W. Ward	Electronic Movie making Wadsworth Publishing
11.	Neill Hicks	Screen Writing, Michael Wiese Productions
12.	Thomas D Burrows, Lynne S Gross	Video Production, Mc Graw Hill

Subject Name: BAJMC-222 INTRODUCTION TO ADVERTISING

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Define and explain advertising, its role and functions.
- ✓ Identify various types of advertising.
- ✓ Differentiate between advertising as communication, marketing and PR tool.
- ✓ Explain the working of an ad agency

UNITS	CONTENTS	Contact Hrs.
I	<p>[Introduction] Definition & Meaning of Advertising Role and functions of Advertising Nature & Scope of Advertising Growth & Development of Advertising in India & World Global Scenario of Advertising Ethical & Regulatory Aspects of Advertising</p>	10
II	<p>[Advertising as a tool & process] Advertising as communication tool, communication process & advertising Models of Advertising Communication i AIDA model ii DAGMAR model iii Maslow's Hierarchy Model Advertising as a social process- consumer welfare, standard of living and cultural values</p>	15
III	<p>[Classification & Aspects] Classification of Advertising on the basis of i. Target Audience ii. Geographical Area iii. Medium iv. Purpose Advertising Creativity- Definition & importance. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations. Characteristics, Advantages & Disadvantages of i. Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media ii. Print Media – Newspaper, Magazines iii. Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, inflight iv. Direct marketing</p>	15

IV	[Ad Agency Structure & Functions] Concept of advertising agencies Ad agency-Role, Types, Structure & functions The advertisers; client –agency relationship Criteria to select an ad agency	10
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REFERENCE BOOKS :		
1.	Sandage C H, Fryburger Vernon & Rotzoll Kim	Advertising Theory and Practice: A.I.T.B.S. Publishers & Distributors, Delhi
2.	Mohan Mahender	Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3.	Ogilvy David	Ogilvy on Advertising; Prion Books Ltd.
4.	Lewis Herschell Gordion	The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5.	Little Field James E & Kirkpatrick C.A.	Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6.	White Roderick	Advertising: What it is and How to do it: McGrawHill Book Company, London
7.	Bulmore Jeremy	Behind the scenes in Advertising; NTC Publishers, Henley
8.	Douglas Torin	The Complete Guide to Advertising: MacMilan, London
9.	Jethwaney Jaishri	Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

Subject Name: BAJMC-223 PUBLIC RELATIONS

L	T	P	Cr
4	0	0	4

RATIONALE

- ✓ Define PR and its function
- ✓ Differentiate between PR & Corporate Communication
- ✓ Apply tools and techniques for handling public and corporate relations.

UNITS	CONTENTS	Contact Hrs.
I	<p>[Public Relations] Definition of Public Relations - Its need, nature and scope Types of Publics, Functions of PR How PR is different from advertising, publicity and propaganda Corporate Communication, Difference between Corporate communication & PR Ethics of PR - IPRA code - professionalism, PRSI</p>	12
II	<p>[Tools & Techniques] Tools and techniques of Corporate Communication News release - seven point formula Media relations - press conference and press tours Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising</p>	12
III	<p>[Role of PR] Role of PR in developing countries Role of PR in Educational and Research Institutions Role of PR in Rural Sector Role of PR in Defence Role of PR in Political and Election Campaigns PR for Individuals</p>	8
IV	<p>[PR Campaign] Finding a problem PR campaign - programme planning, evaluation Research in PR</p>	8

REFERENCE BOOKS :

1.	Black Sam & Melvin L. Sharpe	Practical Public Relations, Universal Book Stall, New Delhi
2.	JR Henry and A. Rene	Marketing Public Relations, Surjeet Publications, New Delhi
3.	Jefferies Frank	Public Relations Techniques, Butterworth-

		Heinmann Ltd., Oxford
4.	Cutlip S.M and Center A.H.	Effective Public Relations, Prentice Hall
5.	Kaul J.M.	Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6.	Heath Robert L	Handbook of Public Relations, Sage Publications, New Delhi
7.	K.R. Balan	Applied Public Relations and Communications, Sultan Chand and Sons
8.	Philip Hens lowe	Public Relations : A Practical Guide to the Basics, Crest Publishing House
9.	Dennis L. Wilcose & Glen T Cameron	Public Relations, Pearson, New Delhi

Subject Name: BAJMC-224 NEW MEDIA

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Explain new media technology for journalist purpose ✓ Describe online discussion forums keeping in mind cyber laws and create blogs.

UNITS	CONTENTS	Contact Hrs.
I	[Online Communication and Internet] Online Communication Meaning and definition Features of Online Communication Internet Characteristics Networking, ISP and browsers Types of websites Video conferencing, Webcasting	12
II	[New Media] Digital media and communication, ICT and digital divide Information Society, New World Information Order and E-governance Convergence : Need, nature and future of convergence Emerging Trends: Mobile Technology, Social Media & Web 2.0	8
III	[Online Journalism, Laws and Ethics] Traditional vs Online Journalism-difference in news consumption, Presentation and uses Online Writing & Editing: do's and don'ts Cyber Crimes & Security : Types and Dimension Cyber Laws & Ethics and the difficulty in enforcing them	12
IV	[Web Designing] Elements & Principles of Web Designing Basic Programming for Web Designing-- HTML	8

REFERENCE BOOKS :		
1.	Ronal Dewolk	Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2.	John Vernon Pavlik	New Media Technology Allyn & Bacon ISBN 020527093X
3.	Michael M. Mirabito, Barbara. Mogrenstorn,	New Communication Technologies : Application, Policy & Impact Focal Press, 4 th edition ISBN 0240804295

Subject Name: BAJMC- P- 225 TELEVISION JOURNALISM AND PRODUCTION LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ To prepare a video brief
- ✓ Handle various aspects of TV production and direction
- ✓ Write scripts for TV
- ✓ Use sound and light
- ✓ Apply production and post-production technique effectively to produce a video program.

Exercises & Assignments

1. Preparation of a video brief
 2. Idea generation – fiction and non fiction
 3. Developing an idea into story
 4. Script and story board
 5. Production schedule
 6. Budget
 7. Floor plan
 8. Lighting plan
 9. Shooting script
 10. Production of a programme
 11. Post production
- At the end students will produce a programme [fiction/non fiction]

Internal Assessment: The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance.

Subject Name: BAJMC- P- 226 PUBLIC RELATIONS LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Plan, design and implement PR tools effectively.
- ✓ Prepare presentations
- ✓ Write press release, speeches, memos and notices

Exercises & Assignments

1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
3. Write press note and press release
4. PR campaign planning and evaluation
5. Organize press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of a event
8. Prepare power point presentations

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

Subject Name: BAJMC- P- 227 NEW MEDIA LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Use search engines effectively
- ✓ Design and Develop a website

Exercises & Assignments

1. To create and maintain blogs
2. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements
3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document
4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

FIFTH SEMESTER

Subject Name: BAJMC-311 ADVERTISING PRACTICES

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Define and explain advertising objectives.
- ✓ Identify various types of advertising budget.
- ✓ Design an advertising campaign.
- ✓ Identify various styles of copywriting
- ✓ Describe the process from copy to production

UNITS	CONTENTS	Contact Hrs.
I	<p>[Integrated Marketing Communication] Integrated Marketing Communication: Definition & concepts Public relations Salesmanship Publicity Sales promotion Marketing public relations Direct marketing Rural marketing Advertising as marketing tool The product marketing process Market segmentation process Target marketing process Advertising and product, price, place and promotion element. Advertising as PR tool PR, Publicity & Corporate Advertising PR technologies implemented in advertising</p>	15
II	<p>[Account planning] Define strategy and its role and relevance Elements of Marketing plan Plan advertising campaign (the planning cycle), USP, Marketing objectives v/s advertising objectives Setting the advertising objectives Good objective setting Direct and Indirect objectives Advertising strategy Advertising Campaign, various stages of Advertising Campaign Budgeting process: budgeting & appropriation of fund</p>	10

	<p>Factors affecting advertising budget, methods of setting advertising budgets</p> <p>Concept & stages of Branding, brand management, brand image</p> <p>Role of Advertising: Product life cycle, segmentation brand positioning, brand equity</p> <p>Account Planning , pitching & presentation preparation</p>	
III	<p>[Creative strategy to Development]</p> <p>Concept of creativity</p> <p>Idea generation</p> <p>The creative brief</p> <p>Advertising Research: Consumer, Market & Product</p> <p>Types of copy, how to prepare ad copy</p> <p>Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video</p> <p>Story board, audio-video copy formats</p> <p>Production process of print copy – thumbnail, roughs, comprehensive, mechanical</p> <p>Role of colors, photographs, computer graphics, artwork</p> <p>Appeals in Advertising</p> <p>Production process for audio and video copies – pre production, production and post production</p>	15
IV	<p>[Media Planning]</p> <p>Media agencies: definition, need and importance</p> <p>Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery</p> <p>Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP</p> <p>Uses and importance of media planning software: TAM, INTAM, IRS, NRS</p> <p>Avenues for retail merchandize: point of purchase, point of sale</p> <p>Methods of measuring effectiveness of advertising programme – different types of pre-testing, con current testing and post testing.</p>	10

REFERENCE BOOKS :		
1.	Sandage C H, Fryburger Vernon & Rotzoll Kim	Advertising Theory and Practice: A.I.T.B.S. Publishers & Distributors, Delhi
2.	Mohan Mahender	Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3.	Ogilvy David	Ogilvy on Advertising; Prion Books Ltd.
4.	Lewis Herschell Gordion	The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5.	Little Field James E & Kirkpatrick C.A.	Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6.	White Roderick	Advertising: What it is and How to do it: McGrawHill Book Company, London
7.	Bulmore Jeremy	Behind the scenes in Advertising; NTC

		Publishers, Henley
8.	Douglas Torin	The Complete Guide to Advertising: MacMilan, London
9.	Jethwaney Jaishri	Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

Subject Name: BAJMC-312 EVENT MANAGEMENT: PRINCIPLES AND METHODS

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Define and explain event management and its functions ✓ Enumerate different steps involved in planning an event ✓ Explain the revenue generating process for an event ✓ Enumerate the steps involved in evaluation and assessment of an event

UNITS	CONTENTS	Contact Hrs.
I	<p>[Events :Need and Management] Events and Event Management : What are events, Types of Events & Event Management Understanding Events Events as a communication tool Events as a marketing tool The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.</p>	8
II	<p>[Creating an Event] Conceptualization and Planning The Nature of Planning, Project Planning, Planning the Setting, Location and Site The Operations Plan, The Business Plan, Developing the Strategic Plan Organization Setting up an Event Organization structure The Committee Systems, Committee and Meeting Management Programming and Service Management Programme Planning, The Elements of Style, Developing a Program Portfolio The Programme Life Cycle, Scheduling</p>	12
III	<p>[Human Resource and Revenue] Human Resource Management Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation Generating Revenue Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship Financial and Risk Management The Budget and Cost-Revenue Management, Cash Flow Management, Accounting ,The Key Financial Statements, Measures of Financial Performance, Financial Controls,Risk Management</p>	12

IV	<p>[Evaluation and Assessment] Market Research Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys Communications-Reaching the Customer The Communication Mix, Developing and Communicating a Positive Image. Evaluation and Impact Assessment Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits</p>	8
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REFERENCE BOOKS :		
1.	Bruce E Skinner Vladimir Rukavina	Event Sponsorship, Publisher Wiley 2002, ISBN 0471126012
2.	Anton Shene, Bryn Parry	Successful Event Management Thomson Learning ISBN 1844800768, 2004
3.	Judy Alley	Event Planning, John Wiley and Sons ISBN 0471644129, 2000

Subject Name: BAJMC-313 MEDIA RESEARCH

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Define and explain the process of media research.
- ✓ Conduct media research by making use of any of the research methods.
- ✓ Write report after analysis and interpretation of data.

UNITS	CONTENTS	Contact Hrs.
I	<p>[Research and its Designs] Meaning, objectives and types of research Research Approaches – quantitative and qualitative Research Process – the steps involved Research Design – Meaning and different types Sampling – Selecting a sample, types of sampling – Probability and Non- Probability Hypothesis /Research Questions</p>	15
II	<p>[Data Collection] Primary and Secondary data Observation method Interview method Collection of data through questionnaire Collection of data through schedule Content Analysis Case Study Method</p>	10
III	<p>[Survey] Survey – Meaning, Characteristics and types Public opinion surveys, TRPs Readership survey, IRS, NRS, Election related survey – opinion poll and exit poll</p>	10
IV	<p>[Data Analysis and Report Writing] Writing a proposal, synopsis, abstract for a project. Processing of data – editing, coding, classification, tabulation Measures of central tendency – Mean, median and mode. Analysis and interpretation of data Report writing – parts of a report, steps involved. Measuring impact, evaluation, monitoring and feedback</p>	15

REFERENCE BOOKS :

1.	C.R. Kothari	Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2.	S.R. Sharma & Anil Chaturvedi	Research in Mass Media, Radha Publications, New Delhi
3.	G.R. Basotia & K.K. Sharma	Research Methodology, Mangal Deep Publications
4.	Sadhu Singh	Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5.	Dr. S. Munjal	Research Methodology, Raj Publishing House, Jaipur

Subject Name: BAJMC-314 ENVIRONMENT COMMUNICATION

L	T	P	Cr
3	0	0	3

RATIONALE

- ✓ Sensitized to the environmental issues so as to enable them to include these issues in their media productions.

UNITS	CONTENTS	Contact Hrs.
I	<p>[Media and the Environment] Definition, scope and importance Need for public awareness via media Natural resources and associated problems: Forest resources Water resources Mineral resources Food resources Energy resources Land resources Role of an individual and media in conservation of natural resources.</p>	7
II	<p>[Media & Ecology] Concept of an ecosystem: structure and function of an ecosystem Producers, consumers and decomposers. Ecological succession. Introduction, definition: genetic, species and ecosystem diversity. Biodiversity at Global, National and Local levels. India as a mega-diversity nation. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Media's role in disseminating of information in ecology</p>	8
III	<p>[Media & Environmental Disaster] Definition of environmental pollution: Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards Role of an individual and media in prevention of pollution. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides Environmental ethics: Issues and possible solutions. Laws for environment protection Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act.</p>	8

	Forest Conservation Act.	
IV	<p>[Communicating Human Welfare] Population growth, variation among nations. Population explosion—Family Welfare Programme and media awareness Environment and human health. Smoking and Cancer HIV/AIDS. Women and Child Welfare. Role of Media awareness in environment and Human Health issues</p>	7

REFERENCE BOOKS :		
1.	P. C Joshi & Namita Joshi	A Text Book of Environmental Science, A. P. H. Pub. New Delhi , ISBN 81-313-0456-3
2.	Dr B. S Chauhan	Environmental Studies, Laxmi Publication
3.	Anubha Kaushik & C. P. Kaushik	Environmental Studies, New Age International

Subject Name: BAJMC- P- 315 FUNCTIONAL EXPOSURE REPORT

L	T	P	Cr
0	0	0	4

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report [FER] along with the Power point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the \commencement of End Term Examination of the Fifth semester.

The Functional Exposure Report [FER] carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee and one External Examiner to be appointed by the Vice-Chancellor

Subject Name: BAJMC- P- 316 FUNCTIONAL EXPOSURE REPORT

L	T	P	Cr
0	0	4	2

RATIONALE

✓ On completion of the programme students should be able to plan, design and develop Ad campaigns

Exercises & Assignments

Students should undertake the following assignments as part of their practical training in advertising

1. Analyze 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
- 5 Writing radio spots and jingles
6. Writing TV commercials, developing script and story board
7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme

Internal Assessment: The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. Students will also prepare advertising campaigns in groups.

Subject Name: BAJMC- P- 317 EVENT MANAGEMENT LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Prepare an event brief
- ✓ Plan, organize an event or exhibition.
- ✓ Develop relevant print and display material
- ✓ Develop minute-to-minute programme
- ✓ Develop crisis management plan

Exercises & Assignments

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

Internal Assessment: Students should be evaluated on the basis of the event organized and the jobs performed by him/her. Students should maintain a file & soft copy of their assignments/jobs done duly checked and signed by the concerned faculty.

Subject Name: BAJMC- P- 318 MEDIA RESEARCH LAB

L	T	P	Cr
0	0	4	2

RATIONALE

- ✓ Apply research techniques in media studies.
- ✓ Conduct media research
- ✓ Write research project

Exercises & Assignments

1. Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.
2. Following studies will have to be conducted by the students who will prepare the reports based on the study:
 - i. Preparing the research design
 - ii. Conducting a survey – preparing questionnaires and schedule
 - iii. Analysis of any media context
 - iv. Measuring media effects and media agenda
 - v. Pre-testing/evaluation tools for audio-video, print, publicity material
 - vi. Writing the report

Internal Assessment: Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student.

SIXTH SEMESTER

Subject Name: BAJMC-321 MEDIA ORGANISATION AND MANAGEMENT

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Describe the principles and functions of management ✓ Enumerate leadership styles and behavioral patterns ✓ Describe the structure and functions of media organizations ✓ Explain the importance of revenue generation viz-viz various media

UNITS	CONTENTS	Contact Hrs.
I	[Management : Functions & Principles] Management – Definition, Nature, Principles and Need for Management Management Functions Responsibility, Authority and Accountability of Management Planning – Definition, process and importance, organizing, directing and controlling Human Resource Planning	12
II	[Behavior and Leadership] Foundations of behavior – Attitudes, Personality and Learning Leadership – Importance and major types Motivation and Conflict management	8
III	[Media Organizations : Structure and functions] Media Organizations: Meaning, Nature, process and importance Ownership patterns of media organizations Organizational structure of media organizations : Print/Electronic and their functions Cross media ownership, conglomerates	12
IV	[Economics of Media Organizations] Economics of newspapers Electronic and Print media organization – cost and revenue relationship FDI in media Establishing a media organization – steps involved Importance of entrepreneurship and fund-raising	8

REFERENCE BOOKS :		
1.	Hargie O, Dickson D, TourishDenis	Communication Skills for Effective Management, Palgrave Macmillan, India
2.	Dr. Sakthivel Murughan M	Management Principles & Practices,

		New Age International Publishers, New Delhi
3.	Redmond, J, Trager R	Media Organisation Management, Biztantra, New Delhi
4.	Albarran, Alan B	Media Economics, Surjeet Publication, New Delhi

Subject Name: BAJMC-322 CONTEMPORARY ISSUES

L	T	P	Cr
5	0	0	5

RATIONALE

- ✓ Contribute to the society in a positive manner by researching and broadening their horizons of knowledge.
- ✓ Identify, discuss and explain various issues and concerns.
- ✓ Differentiate and apply their knowledge in reforming the society.

UNITS	CONTENTS	Contact Hrs.
I	<p>[Indian Foreign Relations] India's Foreign Policy India's relations with its neighbors especially Pakistan, Srilanka, Bangladesh and Nepal India and NAM India and SAARC India and UN India and ICTs</p>	15
II	<p>[India and Major Concerns] Rapid Urbanization Major poverty alleviation programs Food Self-Sufficiency Indian Industry: An Overview Disinvestment and BPOs Indian Sports Scenario</p>	15
III	<p>[Security Concerns] India as a Nuclear Power India's Defence Criminalization of Politics Naxalism</p>	10
IV	<p>[Global Issues] Terrorism and anti-terror measures Human Rights Issues Gender Issues Consumerism</p>	10

REFERENCE BOOKS :

1.	Tapan Biswal	Human Rights Gender and Environment, Vina Books
2.	Prof. S.D. Muni	Indian and Nepal ,Konark Publisher
3.	Madan Gopal	India through the Ages, Publication Division
4.	Muchkund Dubey	Political Issues
5.	Prakash Chander	International Politics
6.	R.S. Yadav (ed.)	India's Foreign Policy: Contemporary Trends
7.	J.N. Dixit	Assignment Colombo
8.	I.K. Gujral	Continuity and Change: India's Foreign Policy (Mac Millan, India)
9.	Rajan Harshe & K.N. Sethi	Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
10.	S.R. Sharma	Indian Foreign Policy (Om Sons)

Subject Name: BAJMC-323 GLOBAL MEDIA SCENARIO

L	T	P	Cr
4	0	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ Describe the North - South flow of information ✓ Explain the New World Information and Communication Order ✓ Explain contemporary global media scenario ✓ Explain the influence of global media on India

UNITS	CONTENTS	Contact Hrs.
I	<p>[Global Communication: Historical Perspective] The Great North – South Divide. Domination of Transnational news agencies Global news and information flow: the flip side Barriers to the flow of news and information</p>	12
II	<p>[Struggle for Balance of Information Flows] Demand for NWICO MacBride Commission Recommendations of MacBride Commission & NWICO Role of UN & UNESCO in bridging the gap between north and south Bi-lateral, Multi-lateral and Regional /information Co-operation</p>	8
III	<p>[Contemporary Trends] Emergence of Global village of media The policies of global communication Global communication & culture Democratization of communication</p>	12
IV	<p>[Global Media Impact on India] Hegemony of International media mughals Transnational media and India Global media and the promotion of the cult of stars. Hollywood’s foray into film industry</p>	8

REFERENCE BOOKS :		
1.	Ahyar Kamplipur	Global Communication ,Wadsworth Publication
2.	Dr. K. Chandrakanan & Dr. S. Palaiswamy	Advances in Communication Technology, Indian Publisher Distributor, New Delhi
3.	Belmont C.A	Technology Communication Behavior, Wadsworth Publication, New Delhi

4.	Zettle Herbert	Video Basics, Wadsworth Publication, New Delhi
5.	Ramesh Babu	Globalization, SAP Publication House, New Delhi
6.	Jan R. Hakemulder, Ray AC DE Jough, P.P.Singh	Broadcast Journalism-Anmol Publication, New Delhi

Subject Name: BAJMC- P- 324 FINAL PROJECT

L	T	P	Cr
0	0	0	12

Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

Subject Name: BAJMC- P- 325 COMPREHENSIVE VIVA

L	T	P	Cr
0	0	0	4

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one would preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.



MONAD UNIVERSITY, HAPUR (U.P)
Syllabus Structure (MAJMC)

Department of Journalism and Mass Communication

Year	Semester	Course Code	Course Title	L	T	P	C
1	1	MAJMC-111	Theories of Mass Communication	3	1	0	4
		MAJMC-112	Print Media-I (Reporting)	3	1	0	4
		MAJMC-113	Print Media-II (Editing)	3	1		4
		MAJMC-114	ELECTIVE-I	3	1	0	4
		MAJMC-P115	Practical (Reporting, Editing & Feature Writing)	0	0	4	2
			Total	12	4	4	18
	2	MAJMC-121	Radio	3	1	0	4
		MAJMC-122	Television	3	1	0	4
		MAJMC-123	Media Management, Laws & Ethics	3	1		4
		MAJMC-124	Elective-I	3	1	0	4
		MAJMC-P-125	Practical	0	0	4	2
		Total	12	4	4	18	
2	1	MAJMC-211	Communication Research	3	1	0	4
		MAJMC-212	Advertising	3	1	0	4
		MAJMC-213	Public Relations	3	1		4
		MAJMC-214	Elective-III	3	1	0	4
		MAJMC-P-215	Practical	0	0	4	2
			Total	12	4	4	18
	2	MAJMC-221	Project Work	-	-	40	20
		MAJMC-222	Comprehensive VIVA			4	2
		Total	-	-	44	22	

Subject Name: MAJMC-111 Theories of Mass Communication

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Introduce students to the history and development of mass communication theory.
- ✓ Detail what is meant by theory, why it is important, and how it is used.
- ✓ Detail several of the most influential traditional and contemporary mass communication theories.
- ✓ Improve students' skill at applying mass communication theory to their own use of the media.

UNITS	CONTENTS	Contact Hrs.
I	Meaning of Communication- Definition, Nature, process Elements of Communication Types of Communication Principles of Communication Verbal and Non-verbal Communication	8
II	Meaning of Mass Communication Process of Mass Communication Functions of mass Communication Concept of Mass Media Characteristics of Mass Media Typology of mass Media Audiences	10
III	Models of Mass Communication SMCR, Lasswell Model, Shannon and Weaver, Osgood Model, Gerbener Model, Westley & Maclean Model and Schramm Model Communication and Socialization	8
IV	Theories of mass media Four Theories of Press; Development Media Theory, Agenda Setting Theory, Media content-effects Mass media: public opinion and democracy	6
V	Media systems Social Responsibility	8

	Development and Democratic Participant Theory Media Culture and its production Media organizations Indian Media Policy	
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REFERENCE BOOKS :		
1.	Communication	C.S. Rayudu
2.	Process & Effect of mass communication	Wilbur Schramm
3.	Mass Communication Theory	Denis Mc Quail
4.	Understanding Media	Marshal MacLuhan
5.	Interpersonal Communication	Spitzerg
6.	Communication Style	Norton
7.	Communication and Culture	Gudykunst
8.	Media and the Style	Brown
9.	Impact of Mass Media	Hiebert
10.	Media, Culture and Society	Colins
11.	Hand book of journalism & Mass Communication	Virbala Agrawal & V.S.Gupta
12.	Mass Communication	Prashant K. Mathur, N. Venkateshwararao
13.	Mass Communication in India	Keval J. Kumar
14.	संम्रेषण, प्रतिबिम्ब एवं सिद्धांत	डॉ. श्रीकांत सिंह
15.	संचार माध्यमों का प्रभाव	डॉ. ओम प्रकाश सिंह

Subject Name: MAJMC-112 Print Media-I (Reporting)

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Students will develop accurate and fair news stories across a variety of journalistic media.
- ✓ Students will demonstrate the ability to understand concepts and apply theory in the presentation of images and information.
- ✓ Explain how to gather news
- ✓ Identify the sources of news
- ✓ list the qualities of a good reporter, editor and sub-editor

UNITS	CONTENTS	Contact Hrs.
I	Concept of News and its Elements, Values, Sources. Structure of News Report Lead Writing & kinds of Lead, Objectivity and Ethical aspects of News	8
II	News style and the language of news writing Press Conference, Press Release, News Agency Reports, Interview: Purpose and Techniques	8
III	Specialized Reporting: Weather, Speech, Accident, Crime, Disaster, Court, sports. Politics, Election, Legislature Economic Development, Riot, Science City Life, War, Conflict/ Tension; News room set up and Latest trends	8
IV	Interpretative Reporting: Purposes and Techniques, Investigative Reporting: Purposes, Sources & Process Sting Operation Column and Columnists.	8

v	Reviews and Criticisms: Meaning and scope Reviews of books and Cinemas TV programmes, Dramas and Other performing arts Feature writing. Reporter's Qualities and Responsibilities.	8
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REFERENCE BOOKS :		
1.	Depth Reporting	Weal Copple
2.	Reporting	Charuley
3.	Indian Reporters Guide	R. Clritchfield
4.	The Active Newsroom	IPI
5.	A Manual for News Agency Reporter	IIMC
6.	Professional Journalists	Patanjali Sethi
7.	Samachar Sankalan aur Lekhan	N.K. Trikha
8.	News Writing & Reporting	James Brown
9.	Reporters Ethics	B. Swain
10.	Reporting Public affairs	Ronald P. Lovell
11.	News Reporting and Editing	K.M. Srivastava
12.	फीचर लेखन स्वरूप एवं शिल्प	एन.सी. पंत
13.	समाचार एवं फीचर लेखन	डॉ. संजीव भानावत
14.	आधुनिक पत्रकारिता	डॉ. अर्जुन तिवारी

Subject Name: MAJMC-113 Print Media- II (Editing)

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Students will demonstrate proficiency in English grammar and mechanics
- ✓ Introduce Principles of page Make-up and designing
- ✓ Importance of Graphics
- ✓ Explain the Editing and new technology

UNITS	CONTENTS	Contact Hrs.
I	Introduction to Printing Technology, Proof Reading Fundamentals of copy editing Newspapers & Magazines Press Release and Publicity Materials Recent trends in printing Technology	8
II	Editorial Section Editorial Staff pattern and Hierarchy Functions of editorial department Editing Planning and implementation Editor, News editor and Sub editor; their roles and responsibilities	8
III	Contents of the editorial page editorials, features, columns and letters to editor; Editorial contents for magazines The Concept of Headlines Types of Headlines Techniques of Headline Writing, Headlines for newspapers, magazines and special editions	8

IV	Principles of page Make-up and designing; Page layout, Kinds of layout planning the front Page and the inside pages Designing special pages Supplements and tabloid newspapers Designing magazine pages Editing and new technology	8
V	Concept of Photo Journalism News with photographs Photo cropping and captioning Meaning of Graphics Need and Importance of Graphics Elements and Principles of Graphics Types of graphics Presentation & cartoons Glossary of Journalistic Terms.	8

REFERENCE BOOKS :		
1.	Editing	Nayana
2.	News Editing	B. Westley
3.	Sub Editing	F.J. Mansfield
4.	Professional Journalism	M.V. Kamath
5.	Editing	Harold Evans
6.	Modern Newspaper Editing	Floyd J. Baskette
7.	Magazine Article Writing	Woolsley
8.	Techniques of Clear Writing	Robert
9.	Features with a flair	Briam Nickoles

10.	फोटो पत्रकारिता	गुलाब कोठारी
11.	मुद्रण परिचय	बी.ए. ओझा
12.	सम्पादन कला	के. पी. नारायण

Elective Paper

Subject Name: MAJMC-114 Growth and Development of Mass Media

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Introduce students to the Early communication systems in India
- ✓ Details the Printing Press & Paper
- ✓ Explain the Growth and Development of Radio in India
- ✓ Brief Introduction of Alternative

UNITS	CONTENTS	Contact Hrs.
I	Development of language as a vehicle of communication Invention of printing press and paper Early communication systems in India Development of printing Characteristics of Print Media as Mass Media Early efforts to publish newspapers in different parts of India Origin of newspapers in India; Hickey's gazette and the early newspapers	8
II	Era of Language Journalism Raja Ram Mohan Roy and Language journalism Bal Gangadhar Tilak and his contributions Mahatma Gandhi and freedom movement. Contribution of Ganesh Shankar Vidyarthi, Makhan Lal Chaturvedi & Madhav Rao Sap Hindi Journalism Eminent Journalists and News papers of Chhattisgarh Problems and prospects of Indian Press Features of some prominent newspapers in India: Times of India, Hindu, Aaj, Dainik Ja Indian Express etc.	8
III	Development of Radio as a medium of mass communication	8

	<p>Growth and Development of Radio in India</p> <p>Commercial Broadcasting</p> <p>FM Radio State and private initiative</p> <p>Community Media in India</p>	
IV	<p>Development of Television as a medium of mass communication</p> <p>Satellite and Cable Television in India,</p> <p>Organizational Structure of Prasar Bharti</p> <p>Role of Doordarshan in National Development</p> <p>Educational Media; Gyan Darshan, Zed TV, Gyanvani, EduSat.</p>	8
V	<p>A brief early History of Cinema -World and Indian scenario</p> <p>History of films in silent era</p> <p>Milestone films of early Talkies era in India</p> <p>Types of films</p> <p>Feature and Documentary</p> <p>Parallel and Commercial Cinema</p> <p>Brief Introduction of Alternative</p> <p>Traditional and New Media</p>	8

REFERENCE BOOKS :		
1.	History of Press in India	J. Natarajan (English & Hindi)
2.	Indian Journalism	N. Krishnamurthy
3.	Rise and Growth of Hindi Journalism	R.R.Bahtnagar
4.	Press in India	M. Chalapati Rao
5.	Indian Broadcasting	H.R. Luthara
6.	Mass Communication in India	Keval J Kumar
7.	जनसंचार और पत्रकारिता	डॉ अर्जुन तिवारी
8.	हिन्दी पत्रकारिता का वृहद इतिहास	डॉ अर्जुन तिवारी
9.	शब्द सत्ता	विजय दत्त श्रीधर

10.	भारतीय पत्रकारिता नींव के पत्थर	डॉ. मंगला अनुज
11.	साहित्यिक पत्रकारिता	डॉ. राम मोहन पाठक
12.	जनमाध्यम और पत्रकारिता	प्रवीण दीक्षित

Elective Paper

Subject Name: MAJMC-114 International Communication & Inter-Cultural Communication

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Explain the Political, Economic and Cultural scenario
- ✓ Introduce to Students the Information Flow
- ✓ Explain the Media Ownership
- ✓ Detail the Folk media

UNITS	CONTENTS	Contact Hrs.
I	Political, Economic and Cultural Dimensions of International Communication Communication and Information as a tool for Equality Communication as Human Rights Mass Communication & Universal Declaration of Human Rights	8
II	Information Flow: Imbalance in International flow of news McBride Commission's Report The experiment with Non-aligned News Pool International news agencies Syndicates and Professional Organizations	10
III	Impact of new Media Technology on Communication Globalization and Cultural Imperialism Transnational Media Ownership Violence against Media Persons International Intellectual Property Rights	8
IV	Culture as a Social Institution Eastern and Western Perspective Intercultural Communication; Definition and Process	8

	Philosophical and Functional Dimensions Modern Mass Media as Vehicle of Inter-cultural Communication	
V	Folk Media; Concept and Functions Folk media as an instrument of Intercultural Communication Survey of folk media in Chhattisgarh	6

REFERENCE BOOKS :		
1.	Cultural Communication in India	J. Natarajan (English & Hindi)
2.	Cultural & Communication	Benerji
3.	Communication in the Third World	Cadars
4.	Many Voice, One World	S. McBride
5.	संचार क्रान्ति और विश्व जनमाध्यम	प्रेमचन्द्रपातंजलि
6.	सूचना प्रौद्योगिकी और समाचार-पत्र	रवीन्द्र शुक्ला
7.	विकास संचार और नई सूचना प्रौद्योगिकी	सुधीर सोनी
8.	भारत में संचार और जनसंचार	जे.वी. विलानिलम

Elective Paper

Subject Name: MAJMC-114 New Media Technology

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Introduce the basic knowledge of Computer
- ✓ Details the Multi Media business application
- ✓ Introduce to Designing Application

UNITS	CONTENTS	Contact Hrs.
I	Introduction to Computer History and generation of Computer Types of Computer Hardware and Software Digital Technology Keyboard functions M.S. office and its Application M.S. Word, M.S, Windows, Excel, M.S. Excess, Important Command, Page maker, Page Setup, Drawing, C.D. Rom	10
II	Principles of Animation Use of Video- Broadcast Video Standards Multi Media: Definition Multi Media business application Instigation of Computers and television Video Editing Introduction	12
III	Introduction to Internet Web Technology Web Vs Print- a Comparison Advertising Copy Creation and Feedback on the Net	10
IV	Websites elements Introduction to Visual Design	8

	Sales Promotion, Service Promotion in the Websites Issues: Social, Political, Economical and Copyright Technical	
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Second - Semester

Subject Name: MAJMC-121 Radio

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the Indian Broadcasting
- ✓ Introduce the major radio channels
- ✓ Explain the writing for radio; scripts
- ✓ Details the Radio Programme

UNITS	CONTENTS	Contact Hrs.
I	Broadcasting in India, Objectives and policies Broadcasting & Social Responsibility Studio & operating facilities for Radio Programme Production News Service Division Public Service and commercial Radio	10
II	Radio Development of private Radio Introduction to major radio channels AM and FM Transmission Microphones, Recorders, computers and Automation Function of the Control Room Glossary of Radio Broadcast Terms	8

III	Formats for Radio Programmes News and Current Affairs Entertainment, Sports, Business Programmes for Special Audience and Commercials, Organization of Radio news room Structure and Types of Radio News Bulletins	8
IV	Communications Process in the broadcast setting writing for radio; scripts Print punctuation Vs broadcast punctuation Credibility and Responsibility in product of Radio News Programmes	6
V	Field Recording Voice Dispatches Interview Techniques Commentaries and Documentaries Performance for Radio Announces Newscasters, Sports Skills for Radio Programme Production and Presentation	8

REFERENCE BOOKS :

1.	Broadcasting in India	Awasthi
2.	News By Radio	Charnly
3.	Radio News Writing	Brooks
4.	World Radio & Television	UNESCO
5.	Radio & TV Journalism	K.M.Srivastava
6.	All India Radio	U.L.Baruah
7.	Audio – Visual Journalism	Ahuja
8.	Broadcast Journalism – Basic Principles	Bhatt
9.	Writing for Journalism & Radio	Rabbertl Halliard
10.	भारत में संचार माध्यम	डॉ. संजीव भानावत
11.	संचार माध्यम तकनीक और लेखन	डॉ. विजय कुलश्रेष्ठ
12.	दृश्य श्रव्य एवं जनसंचार माध्यम	कृष्ण कुमार रत्तु
13.	सम्प्रेषण और रेडियो शिल्प	विश्वनाथ

Subject Name: MAJMC-122 Television

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the basic shots & camera angles
- ✓ Introduce the Studio lighting
- ✓ Explain the Leading news channels in India
- ✓ Writing for television

UNITS	CONTENTS	Contact Hrs.
I	Visual Communication Communication with still pictures video shooting with TV Camera mounting Color balance Basic shots and camera angles/ movements – cut, Mix, dissolve and wipe	10
II	Basics of TV programme production Studio lighting Uses of different types of light Lighting grid Properties studio sets and techniques of make-up Video – editing Techniques.	8
III	Mass media ownership pattern problems Process and prospects of launching media Ventures	6

	Organizational setup of Doordarshan Leading news channels in India.	
IV	Writing for television TV news writing: marking copy in production language Visualizing news TV reporting Research, Investigation, Interview, Economic reporting Sporting and human interest stories	8
V	TV anchoring Voice and gesture skill Modulation Facing a camera- eye contact Use of teleprompter Live studios and field interview TV studio discussions	8

REFERENCE BOOKS :		
1.	Writing for TV & Radio	H. Ropott
2.	Techniques of TV Production	Rudy Bratz
3.	Television in India	Acharya
4.	The TV Writer's Handbook	Nash & Oakey
5.	Radio & TV Journalism	K.M.Srivastava
6.	प्रसारन और समाज	मेहराज मसानी
7.	टेलीविजन समाचार	एच.एच जैदी मुस्तफा
8.	टेलीविजन लेखन के सिद्धान्त एव प्रयोग	कुमुद नागर
9.	टेलीविजन समीक्षा सिद्धान्त और व्यवहार	सुधीश पचौरी
10.	दूरदर्शन : दशा और दिशा	सुधीश पचौरी

Subject Name: MAJMC-123 Media Management, Laws and Ethics

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Students will be able to trace the history and development of freedom of speech and press and will demonstrate an understanding of the origins, functions, and evolution of the First Amendment.
- ✓ Explain the Media Organization Structure
- ✓ To Understand the Freedom of Speech and Expression
- ✓ To Understand the Yellow journalism

UNITS	CONTENTS	Contact Hrs.
I	Media Management: Concept, Nature and Function Principles of Media Management and their Significance Media as an Industry and Profession Mass Media Ownership Pattern	8
II	Media Organization Structure Structure and Functions of Various departments General Management; Editorial, Finance, Circulation (Marketing) Advertising and Production Co-Ordination Mass media economies in India; competition and survival	8
III	Concept of Autonomy Structure and Functions of Prasar Bharti	6

	AIR, Doordarshan, BBC and Selected Media Organizations- Print and Electronic	
IV	<p>Freedom of Speech and Expression</p> <p>Constitutional Obligations</p> <p>Freedom of press,</p> <p>Right to Information</p> <p>History of Press Laws in India</p> <p>Concept of Defamation</p> <p>Libel and Slander</p> <p>The Official Secrets Act 1923</p> <p>Contempt of Court and the Press</p> <p>Intellectual Property Rights</p>	8
V	<p>The Press and Registration of Books Act 1867</p> <p>The Copyright Act 1957</p> <p>The Working Journalists and Other Newspaper Employees Act 1955</p> <p>The Cinematograph Act 1952</p> <p>The Cable Television (Regulation) Ordinance 1994</p> <p>Media's ethical problems including privacy</p> <p>Cyber Law</p> <p>Obscenity and Yellow journalism</p> <p>Press Council of India</p> <p>Ombudsman</p>	10

REFERENCE BOOKS :		
1.	Newspaper Organization & Management	Herbert Lee Williams
2.	Newspaper Management	I.N.Sidhawani
3.	Media and Communication Management	C.S. Rayudu
4.	Media and Ethics	Agrawal
5.	Laws of the Press	D.D. Basu

6.	Press & Laws of Media	H.P. Ghosh
7.	Press Laws	Pradeep Mahapatra
8.	प्रेस विधि	नन्द किशोर त्रिखा
9.	सूचना का अधिकार (दो खण्ड)	प्रो. रमेश जैन
10.	भारतीय समाचार पत्र के संगठन और प्रबंधन	सुकुमत जैन
11.	समाचार पत्र प्रबंधन	गुलाब कोटानी
12.	भारत में प्रेस कानून और पत्रकारिता	गंगा प्रसाद ठाकुर
13.	प्रेस कानून और पत्रकारिता	डॉ संजीव भानावत
14.	पत्रकारिता और प्रेस विधि	डॉ वासन्ती लाल बाबेल

Elective Paper

Subject Name: MAJMC 124 – Development Communication

L	T	P	Cr
3	1	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ To Understand the Development Theories ✓ Explain the Western and Indian models ✓ Detail the Rural and Tribal development ✓ Explain the Use of Alternative and Community media for Development

UNITS	CONTENTS	Contact Hrs.
I	Meaning of Development Process and theories Development Characteristics of the developed and developing Societies Development goals Self reliance, Urbanization, Industrialization and Modernization	8
II	Concept & Process of Development Communication Theories and models of Development Communication Western and Indian models Role of Media in Development strategies	10

	Social-Cultural and economic barriers in development Information Technology for development Communication	
III	Communication Policy, Strategies and Action Plans Democratic decentralization Panchayati Raj Planning at National, State, District and Block Levels	6
IV	Problems and Prospects of Agriculture and Village Life Agricultural and Rural Development The agricultural extension approach The Indigenous Communication Pattern Role of Media in Rural and Tribal development	6
V	Preparing development messages for rural audience Use of Alternative and Community media for Development Role of Government media in development Field publicity and Information & Public Relations Department	8

REFERENCE BOOKS :		
1.	Communication and Development	Rogers
2.	Indian Village	S. C. Dubey
3.	Communication and Social Change	P.R.R Sinha
4.	Communication and Development	Padmshri Anjan Kumar Banerji
5.	The Mass Media	Hood Stuart
6.	Impact of Mass Media	Hiebert
7.	Many Voices, One world	S. McBride
8.	Mass Media and Village life	Anita Trighe
9.	Communication for Development: The Third World Perspective	Melkote & Steeves
10.	Communication & Indian Agriculture	Ostman
11.	कृषि पत्रकारिता	पराशर

12.	भारत : विकास की दिशाएं	अमर्त्य सेन
13.	जनजातीय संस्कृति	ए.आर.एन. श्रीवास्तव
14.	पंचायती राज एवं ग्रामीण विकास	बंसती लाल बावेल

Elective Paper

Subject Name: MAJMC 124 – Seminar Studies

L	T	P	Cr
3	1	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ To Understand the Seminar ✓ Explain the Research Report

UNITS	CONTENTS	Contact Hrs.
I	Concept of Seminar Process of Report Writing Significance of Seminar Studies Elements of Conference	10
II	Concept & Process of Communication Research Impact of Research in our Society Press Release Article Editorial	12

III	Strategies of the Seminar or Conference Research Design Seminar & Society Concept of Survey	18
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Elective Paper

Subject Name: MAJMC 124 - Photography

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the Brief History of photography
- ✓ Explain the Lens
- ✓ To Understand the Photo appreciation
- ✓ Detail the Lighting And Visual Communication

UNITS	CONTENTS	Contact Hrs.
I	Introduction to Photography What is photography Brief History of photography How Camera works The role & importance of photography Principles of Camera Obscura	8
II	What is Camera Basic Parts of single lens reflex (SLR), Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, View finder, Pentaprism, Memory (Internal & External) Camera formats – 35mm, medium format, large format Camera design & it's working – simple camera, compact camera, view camera, range	12

	<p>finder & reflex camera TLR, SLR, Polaroid, Underwater Camera & Digital Camera</p> <p>Lenses – controlling the image</p> <p>Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens)</p> <p>Aperture, Focal No. & Focal Length, Depth of focus, Depth of Field and How they work, Lens care</p> <p>Lens perspective, film speed, flash gun, light meter</p> <p>Exposure</p> <p>Measurement of light – exposure metering system</p> <p>Exposure control – relationship between shutter speed and aperture</p> <p>Camera accessories: Tripod, monopod, filters, Lens hood</p>	
III	<p>Lighting And Visual Communication</p> <p>Lighting</p> <p>Sources of light : Natural & Artificial</p> <p>Nature and physical properties of light</p> <p>Direction & angle of light : Front, side, top & back</p> <p>Lighting contrast and its control by fill in lights</p> <p>One, two & three point lighting : Key, fill and back light</p> <p>Principles of Photographic composition</p> <p>Various types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography</p>	12
IV	<p>Printing of Photograph</p> <p>Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers</p> <p>Converting developed photograph into digital photograph</p> <p>Photo appreciation</p> <p>Different problems related to Photography</p>	8

Third - Semester

Subject Name: MAJMC 211- Communication Research

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the Communication Research
- ✓ Explain the Research Design
- ✓ To Understand the Methods of data collection
- ✓ Introduce the Data processing and analysis

UNITS	CONTENTS	Contact Hrs.
I	Communication Research Scope of Communication Research Objectives and Significance of Communication Research Process of Communication Research Problem formulation Conceptualization	8

	Hypothesis Building Research design	
II	Types of Research Exploratory Experimental Survey Action and Evaluation Research Sources of Data Methods of data collection	8
III	Mass Media Research Print Media and Readership Survey Audience Research for TV & Radio Studies on film audiences Measuring Advertising effectiveness PR Performance appraisal Integration of Folk and modern media	8
IV	Sampling Types of Sampling Merits and Limitation Techniques of Research Observation, Interview, Questionnaire, content analysis Data processing and analysis Data coding Factor analysis Measures of central tendencies Correlation and Regression	8
V	Interpretation of Data Techniques of Writing Project Reports and Research Paper Footnotes and References	8

	Theory Building	
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REFERENCE BOOKS :		
1.	Introduction to mass communication research	Bormann
2.	Communication in Family Planning	Dadckar
3.	Mass Communication Research	Dominick & Wimmer
4.	Interviewing	Garrett
5.	Opinion Leadership in India	Lalit Sen
6.	Tranes in contact Analysis	Pool
7.	The Media & The People	Brown
8.	मीडिया शोध	प्रो. मनोज दयाल
9.	मीडिया शोध	ऋतु मोठी

Subject Name: MAJMC 212 - Advertising

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the Concept of Advertising
- ✓ Introduce the Advertising campaign
- ✓ To Understand the Brand management
- ✓ Explain the Ethical and legal aspects of advertising

UNITS	CONTENTS	Contact Hrs.
I	Concept of Advertising Development and types of Advertising Socio- economic effect of advertising Various Media for Advertising National and Global advertising scene	8
II	Advertising Agency Management	8

	<p>Hierarchy of ad agency</p> <p>Agency – Client interface</p> <p>Creative and media</p> <p>Briefing Process</p> <p>Agency- media interface</p> <p>Advertising campaign</p> <p>Product analysis, market analysis, media planning etc</p>	
III	<p>Copywriting</p> <p>Types & various stages of creative process</p> <p>Advertising appeals</p> <p>Language of advertising</p> <p>Preparing for various media; Magazine Radio and TV, Outdoor Advertising etc</p>	8
IV	<p>Brand management; Definition Concepts and Evolution</p> <p>Components of a Brand</p> <p>Strategy and structure of Brand</p> <p>Brand equity</p> <p>Image and personality</p> <p>Corporate brand</p> <p>USP</p>	8
V	<p>Ethical and legal aspects of advertising</p> <p>Advertising Research; scope and Objectives</p> <p>Types of Research</p> <p>Market, position, lifestyle</p> <p>Psycho Physiological research</p> <p>Methods of Research</p>	8

REFERENCE BOOKS :		
1.	Advertising & Public Relations	B.N. Ahuja
2.	Advertising Theory & Practice	Chunnawala & Sethia
3.	Advertising, Policy and practice	Driver

4.	Advertising, Marketing & Sales Management	Thakur
5.	Advertising	Kanneth A. Congaman
6.	Advertising in India	S.S. Mehta
7.	Advertising & small Newspaper	S. Banerji
8.	विज्ञापन माध्यम एवं प्रचार	कुलश्रेष्ठ
9.	जनसंपर्क एवं विज्ञापन	डॉ. संजीव भानावत
10.	विज्ञापन तकनीक एवं सिद्धांत	नरेन्द्र सिंह यादव

Subject Name: MAJMC 213 - Public Relation

L	T	P	Cr
3	1	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ To Understand the Growth and development of PR at International level ✓ Explain the Organization and Function of PR Department ✓ To Understand the Strategic Public Relations Programming ✓ Introduce the PR Ethics

UNITS	CONTENTS	Contact Hrs.
I	Public Relation: Concept Nature and Scope Public Relations to Corporate Communication Elements of PR PR and allied disciplines Publicity, Propaganda & Lobbying Advertising	10

	Growth and development of PR at International level and in India. Recent Trends in PR	
II	Concept of Public in PR Types of public Public Opinion Persuasion Press Releases Press Conferences Press Briefings Press Visits	6
III	Tools and Methods of Public Relations Organization and Function of PR Department PR Executives; Role and Qualities Internal PR Departments and External PR Agencies	8
IV	Tools and Techniques of Media Relations Strategic Public Relations Programming Research Execution of PR Programmes Evaluation PR Effort	8
V	PR Campaign Tourism Promotion Family Planning Health Environmental Protection Literacy development & Rural Upliftment PR Practices; Industrial Sector, Private Sector, State Government, DPR, Central Government, DAVP, PIB, IPRA & PRSI PR Ethics	8

REFERENCE BOOKS :

1.	Effective Public Relation	Cutlip, Scott & Canter
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2.	How to be a good PRO	C.V.N. Reddy
3.	Public Relations in India	J.M. Kaul
4.	Principles of Public Relations	C.S. Rajendra
5.	Public Relations	D.S. Mehta
6.	Public Relations Theory & Practice	Sam Black
7.	जनसम्पर्क सिद्धान्त एवं तकनीक	डॉ संजीव भानावत
8.	आधुनिक जनसम्पर्क	कृष्ण मालवीय
9.	प्रभावी जनसम्पर्क	मनोहर प्रभाकर
10.	लोकसम्पर्क	राजेन्द्र
11.	जनसम्पर्क प्रबंधन	कुमुद शर्मा
12.	जनसम्पर्क	चन्द्रकांत सरदाना

Elective Paper

Subject Name: MAJMC-214 Human Rights & Media

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ Introduce the Concept and Fundamentals of Human Rights
- ✓ Explain the Indian Constitution
- ✓ Introduce the Reports and Features
- ✓ To Understand the Persuasive Journalism

UNITS	CONTENTS	Contact Hrs.
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I	<p>Concept and Fundamentals of Human Rights</p> <p>Human Rights</p> <p>Evolution of the Concept</p> <p>Universal Declaration of Human Rights</p> <p>Human Rights and India</p> <p>Human Rights and Media in International Perspective</p>	8
II	<p>Universal Human Rights of thought and Expression</p> <p>Freedom of Speech and Expression</p> <p>Under Indian Constitution</p> <p>Freedom of the Press</p> <p>Right to Know</p> <p>Freedom of Speech</p> <p>Right to Privacy and Defamation</p> <p>Freedom of Speech and Obscenity</p> <p>Contempt of Court</p>	10
III	<p>Writing on Human Rights</p> <p>Types of Reports and Features</p> <p>Sources of News</p> <p>Trends in Indian Press</p> <p>Problem of Writing about Human Rights Issues</p>	8
IV	<p>Human Rights Violation</p> <p>Causes and Remedies</p> <p>Police Organization vs. Human Rights Organization</p> <p>Rights of Policemen</p> <p>Police-Conduct</p> <p>National Human Rights Commission</p>	8
V	<p>The Role of Media in Protecting Human Rights Violations</p> <p>Investigative Journalism</p> <p>Persuasive Journalism and Media Activism</p> <p>Intellectual Property Rights and its Implications</p>	6

REFERENCE BOOKS :		
1.	Fundamental Human Rights	Sunil Deshta
2.	Human Rights and Media	Dr Manohar Prabhakar,Dr.Sanjeev Bhanawat
3.	Human Rights	N.Jayapalan
4.	National Human Rights Commission of India	Arun Ral
5.	Human Rights in India	N. Sanajaoba
6.	Human Rights Current Issues	N. Sanajaoba
7.	मानवाधिकार	दिलीप जाखडकर
8.	भारत में मानवाधिकार	अरूण चतुर्वेदी
9.	मानवाधिकार और राज्य-बदलते संदर्भ, उभरते आयाम	आशा कौशिक
10.	मानवाधिकार सामाजिक न्याय और भारत का संविधान	पूरण मूल

Elective Paper

Subject Name: MAJMC-214 Women, Children & Media

L	T	P	Cr
3	1	0	4

RATIONALE
<ul style="list-style-type: none"> ✓ To Understand the Media & Social Issues ✓ Explain the communicative behavior ✓ Introduce the Woman in socio-Political movements ✓ To Understand the Media and women empowerment

UNITS	CONTENTS	Contact
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		Hrs.
I	Media and Social Issues Problem of Girl Child and Women Female foeticide Child marriage Child labour, dowry, divorce, widowhood, rape, prostitution, domestic violence Problems of old age women Single women and working women Gender discrimination Reflection of these issues in various media	10
II	Families and Inter-personal Communication Conflicts and resolutions in the family Migrant and Displaced families Family rituals and social function Marriage and communicative behavior	8
III	Women and Political Communication Woman Reservation Bills women in election Communication & participation Women as agents of development communication Woman in socio-Political movements	8
IV	Women as newsmakers women magazines Media and violence against women Impact of media on Women and children Role portrayal of women in media programmes on women Children on Radio and TV Children's films Women in advertising Women in literature Women writers and Journalists	8

V	Media and Health Communication RCH programmes AIDS and maternal health issues media & women's liberty Media and women empowerment Media and human rights with regard to Women and children	6
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Elective Paper

Subject Name: MAJMC-214 - Film Media

L	T	P	Cr
3	1	0	4

RATIONALE

- ✓ To Understand the Development of cinema
- ✓ Explain the Script writing
- ✓ To Understand the Film Censorship
- ✓ Introduce the History and Technological Developments

UNITS	CONTENTS	Contact Hrs.
I	Origin and Development of cinema Film Language and Theories, Aesthetic theories, Soviet foremost Theories, theories and theories Film and Society Film movements New wave films	8
II	Film and Technology short history of technological development Film shooting sound recording Set Designing and set lighting Camera movements: roll, tilt tracking, zoom, deep focus, soft focus, rack Focus Editing sound track Montage Jump-cut, inter and parallel cutting fade, dissolve, Iris, wipe Script writing	8
III	Film Crew-Director Producer Film Star Writer Music Director Choreographer Editor, Cinematographer, Art Director Costume Designer and others	8
IV	Film Audiences Film Censorship Regulation and Financing of Film production Film magazines Film Festivals Film Awards Reviews of selected Indian and Foreign Films	8
V	Cinema in Chhattisgarh History and Technological Developments	8

	Film studio Film Personalities of Chhattisgarh Problems of Chhattisgarhi Cinema Reviews of selected Chhattisgarhi Films	
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Fourth - Semester

Subject Name: MAJMC- P- 221 PROJECT WORK

L	T	P	Cr
0	0	40	20

Every student will be assigned the Final Project at the end of the third Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the fourth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

Subject Name: MAJMC- P- 222 COMPREHENSIVE VIVA

L	T	P	Cr
0	0	0	4

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one would preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

