

# Semester First

<b>First Semester</b>								
<b>Code No.</b>	<b>Subject</b>	<b>Type of Paper</b>	<b>Contact Hours</b>		<b>Credits</b>	<b>Max. Marks</b>	<b>Marks Division</b>	
			<b>Per Sem.</b>	<b>Per Week</b>			<b>Internal</b>	<b>External</b>
JMC 101	History of Journalism	Theory	48	04	04	100	30	70
JMC 102	History and management of Broadcast media	Theory	48	04	04	100	30	70
JMC103	History and Management of Audio visual media	Theory	48	04	04	100	30	70
JMC 104	Types of Communication	Theory	48	04	04	100	30	70
JMC105	Writing Skills For Journalism (Hindi/English)	Theory	48	04	04	100	30	70
AEC 101	Environmental studies	Theory	48	03	03	100	30	70
JMC 106	Computer Fundamentals	Practical	48	04	02	100	30	70
<b>Total Credits for Semester I</b>		<b>25</b>						
<b>Total Lectures</b>		<b>25</b>						

# History of Journalism

Course Code : JMC 101	L : 4	T/P : 0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to identify the contribution of press organizations and broadcasting trends

## Unit-I History of Print Media of India

L-12

1. Development of print media in India
2. Print media scenario during initial years of freedom- From 1947 onwards.
3. Changes in Print Media Technology
4. The Print Media in Modern era

## Unit-II [News Agencies and Media Organization in india

L-12

1. Birth and growth of news agencies in India
2. Formation and dismantling of Samachar
3. PTI and UNI their set up, functions and role
4. Hindi and language services of news agencies

## Unit-III Introduction to International News agencies

L-12

1. Reuters
2. AP
3. AFP
4. UPI
5. TASS

## Unit-IV Government Media Organizations

L-12

1. PIB, Photo Division And DAVP
2. RNI and ABC
3. Editors Guild / INS

4. Directorate of Information & Public Relations of various state governments **and film division**

**Suggested Readings:**

1. Paul 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

## HISTORY AND MANAGEMENT OF BROADCAST MEDIA

<b>Course Code : JMC 102</b>	<b>L : 4</b>	<b>T/P :0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to understand origin of radio as mass medium and its functioning.

### **Unit I RADIO AS MASS MEDIA**

**L-12**

1. Origin and development of radio in India
2. Reach, Role and characteristic of Radio broadcasting in India
3. Radio and society – Effects of Radio in Development of Society
4. Expansion of Radio and present state

### **UNIT II ORGANIZATIONAL STRUCTURE & WORKING OF ALL INDIA RADIO**

**L-12**

1. Prasar Bharti- structure and its function .
2. All india radio - organizational structure and its function
3. 3-Tier Broadcasting System
4. Air code commercial broadcast code and guideline s of election code

### **UNIT III STRUCTURE AND FUNCTION OF ALL INDIA RADIO SERVICES**

**L-12**

1. News Services Division
2. Commercial Broadcasting Service
3. External Services Division
4. Monitoring Service

### **UNIT I V RADIO AND SOCIETY**

**L-12**

1. Relevance of Radio to Society
2. Media Policy
3. Autonomy of Radio
4. Expansion of FM radio channels –development of educational and community radio

### **Suggested Readings:**

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
2. H.R.Luthra Indian Broadcasting

3. S C Bhatt Indian Press since 1955, Publication Division,  
Ministry of Information of Broadcasting
4. Ambrish Saxena Radio in New Avatar: AM to FM, Kanishka Publishers,
- 5 JanK. Hakemulder Radio and TV Journalism, Anmol Publications,

## HISTORY AND MANAGEMENT OF AUDIO VISUAL MEDIA

<b>Course Code : JMC 103</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to understand cinema and TV as its history and development in India

### **UNIT – I Introduction of AUDIO VISUAL MEDIA CINEMA & TV L-12**

1. What is Audio Visual Media and History (Communication?)
2. What is Television and History in the world?
3. What is Cinema (Motion Pictures) and its Development in the world
4. Importance of Recording Pictures and Sound in Cinema and Television

### **UNIT – II**

### **HISTORY AND DEVELOPMENT OF CINEMA IN INDIA L-12**

1. Early concept of cinema in India (Bioscope)
2. Types of Cinema (Silent, Sound Cinema, Art Cinema and Parallel Cinema)
3. Cinema Techniques—Lime Light, Kinetoscope, Kodak Chrome, Eastman Colour
4. Effect of Cinema on Society (India) Positive and Negative Effects (Showing a film critical appreciation) highlighting its effects.

### **UNIT – III**

### **SATELLITE TELEVISION & PRIVATE CHANNEL FUNCTIONALITIES L-12**

1. History and function of Indian news channels
2. Introduction to Satellite TV Signals and the equipment Up linking and Down linking
3. Coming of Private TV channels IN India
4. Ethics of telecasting for entertainment and news channels

### **UNIT-IV Development of Television Broadcasting in India L-12**

1. Origin and development of television in India—from B/W—to colour—from 1959 -1982. Formation of Doordarshan (DD) as separate entity, SITE.
2. DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units & Doordarshan News.

3 Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization

policy of Govt.

- 4 Doordarshan : The slow Beginings, Doordarshan as an information, education and entertainment media

**Suggested Readings :**

1. Text book of mass communication,uma joshi
2. Handbook of television production ,Herbert Zettl
- 3.Mass communication in india ,keval j.kumar



## **Types of Communication**

<b>Course Code : JMC 104</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**OBJECTIVE** –To enhance the knowledge of students with regard to fundamentals of communication and its various function To develop understanding of the concepts and process of communication To make them understand communication better through various theories and models

### **Unit-I Communication in Media and Everyday Life**

**L-12**

1. Definition & Importance of communication
2. The development of communication in the world with special reference to India.
3. Communication Methods:- Mobile phones, Television, Ring tones, Twitter, The Internet-discussion around media and everyday life
4. Different Types of Communication

### **Unit-II Visual Communication**

**L-12**

1. Introduction & Importance of Visual Communication
2. Formats of Visual Communication Photographs,
3. Traditional and Folk Media, Radio
4. Films,, Television & New Media

### **Unit III Mass Communication and Effects Paradigm**

**L-12**

1. Brief introduction to Mass Communication and Origin of Media -Functions, role & impact of media
2. Meaning of Mass Communication& its Process
3. Elements and Functions of Mass Communication

### **Unit-IV Theories & Models in Communication**

**L-12**

1. Types of Communication theories- Multistep Theory , Selective Exposure, Selective Perception, Selective Retention, Gratification Theory, Cultivation Theory, Agenda Setting Theory, Cognitive Dissonance Theory

2. Types of Communication Models- SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model

**Suggested Readings:**

1. Dan Laughey Key Themes in Media Theories,  
Rawat Publication.
2. Taylor, Rosegrant, Meyers 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  
Schramm W. Press, 1856

## Writing Skills for Journalism (Hindi/English)

<b>Course Code : JMC 105</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to develop both linguistics and communication abilities and Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

### **UNIT I    Print Media Writing L-12**

1. News Writing
2. Article Writing
3. Feature writing
4. Letter to Editor

### **UNIT II    Different Writing Patterns L-12**

- 1 Elements and structure of writing
- 2 ABCD of Media Writing: Accuracy, Brevity, Clarity,. Discernment
- 3 Journalistic Letters (Inquiry Letter, complaint letter, Memorandum)
- 4 **Press release and report writing**

### **UNIT III    Building Blocks of Writing L-12**

- 1 Structure of paragraph (Topic sentence, Supporting details, the concluding sentence)
- 2 Construction of paragraph (Narrative Description, comparison and contrast, sustained analogy, Quotations and Paraphrasing)
- 3 Features of Paragraph (Unity , Coherence, Expansion and Emphasis)
- 4 Role of Paragraphing

### **Unit-VI    Translation in Journalism L- 12**

1. Concept & Definition of Translation.
2. The need and importance of Translation in Journalism.
3. The process of Translation and How to maintain its originality:
4. Guidelines for Translation

#### **Suggested Readings:-**

- |                         |  |
|-------------------------|--|
| 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

## **Environmental studies**

<b>Course Code : AEC 101</b>	<b>L : 3</b>	<b>T/P : 0</b>	<b>CREDITS : 3</b>
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### **Unit 1:**

#### **Introduction to environmental studies**

L-2

1. Multidisciplinary nature of environmental studies;
2. Scope and importance; Need for public awareness.

### **Unit 2:**

#### **Ecosystems**

L-6

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **Unit 3 :**

#### **Natural Resources : Renewable and Non-renewable Resources**

L-8

1. Land resources and land use change; Land degradation, soil erosion and desertification.
2. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
3. Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
4. Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### **Unit 4 :**

#### **Biodiversity and Conservation**

L-8

1. Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
2. India as a mega-biodiversity nation; Endangered and endemic species of India
3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### **Unit 5:**

#### **Environmental Pollution**

L-8

1. Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
2. Nuclear hazards and human health risks
3. Solid waste management: Control measures of urban and industrial waste.
4. Pollution case studies.

### **Unit 6 :**

#### **Environmental Policies & Practices**

L-7

1. Sustainability and sustainable development.
2. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
3. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act.
4. Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

### **Unit 7:**

#### **Human Communities and the Environment**

L-6

1. Human population growth: Impacts on environment, human health and welfare.
2. Resettlement and rehabilitation of project affected persons; case studies.
3. Disaster management: floods, earthquake, cyclones and landslides.
4. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
6. Environmental communication and public awareness, case studies (e.g., CNG vehicles in a. Delhi).

### **Unit 8:**

#### **Field work**

L-5

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

**Suggested Readings:**

1. Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission,
2. New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune.
3. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
4. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Univ of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

## **Computer Fundamentals**

<b>Course Code : JMC 106</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Work on DTP software's used for design and layout.
2. Design and create layouts using DTP software's.

### **Exercises and Assignments**

Following assignments can be given to students in each of these software's- Photoshop, Corel draw

1. Student will design a visiting card
2. Student will design a postcard
3. Student will design a poster
4. Student will design a brochure
5. Student will design cover page



# **Semester Second**

Second Semester								
Code No.	Subject	Type of Paper	Contact Hours		Credits	Max. Marks	Marks Division	
			Per Sem.	Per Week			Internal	External
JMC 201	Political Scenario Of India	Theory	48	04	04	100	30	70
JMC 202	Understanding of Print Media	Theory	48	04	03	100	30	70
JMC 203	Understanding of Electronic Media	Theory	48	04	04	100	30	70
JMC 204	Media Ethics and Laws	Theory	48	04	04	100	30	70
JMC 205	Photography	Theory	48	04	04	100	30	70
JMC 206	Photo Lab	Practical	48	04	02	100	30	70
JMC 207	Print Media Lab	Practical	48	04	02	100	30	70
SEC	Skill Enhancement Course(Elective)	Theory	30	02	02	100	30	70
<b>Total Credits for Semester II</b>		<b>25</b>						
<b>Total Lectures</b>		<b>30</b>						

## Political Scenario Of India

<b>Course Code : JMC 201</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course the student should be able to:

1. understand the Indian political system.
2. describe the role, rights and duties of a citizen.
3. explain the power and functioning of democratic Institutions
4. apprise students of our electoral system.

### **Unit-I**

#### **Indian Constitution**

**L-12**

1. Indian Constitution: Salient Features & preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

### **Unit-II**

#### **Power and functioning of democratic Institutions**

**L-12**

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

### **Unit-III**

#### **Judicial System**

**L-12**

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

### **Unit-IV**

#### **Electoral System**

**L-12**

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Multi Party System - National and Regional Parties

#### **Suggested Readings:**

1. Shukla, V.N. Constitution of India, Eastern Book Company, Lucknow 2001
2. Bakshi, P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
4. D. D. Basu An introduction to the Constitution of India
5. J.C. Johri Indian Political System

## Understanding of Print Media

<b>Course Code : JMC 202</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Describe News and how to write it.
2. Write different stories on various subjects with responsibility.

### **Unit I**

#### **News**

**L-12**

1. Meaning of Journalism/ Journalism as Fourth Estate
2. What is News/ Elements of News, source of news
- 3 News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty.
4. Role and responsibilities of a Journalist

### **Unit II**

#### **News Writing**

**L-12**

1. Types of news writing-
2. News leads :Types & function
3. Headline writing: Types & Functions/structure
4. News Editing & Proofreading

### **Unit III**

#### **News Reporting**

**L-12**

1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
3. Reporting for Newspapers, News Agencies and Magazines.
4. structure/functions of crime reporting political reporting ,sports reporting ,parliament /election reporting

### **Unit IV**

#### **Reporter**

##### **1 Structure of news room /functions**

**L-12**

2. Reporters: Qualities and Responsibilities
3. Set up and functions of a city reporting room in a daily and bureau
4. Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer.
5. Reporting for different beats

### **Suggested Readings :**

1. M V Kamath Modern Journalism, Vikas Publishing House,

- New Delhi
2. M L Stein and Susan F. Peterno 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 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

## Understanding of Electronic Media

Course Code : JMC 203	L : 4	T/P : 0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to :

1. Explain the salient features of TV & Radio as a medium
2. Describe the process of gathering news and report for TV.
3. List the process of writing for ears

### Unit-I

#### TV as a medium

L-12

1. Understanding the medium - Nature and Language of TV
2. Formats of TV Programmes
3. TV News script format
4. Scripting for Fiction/Non Fiction

### Unit-II

#### TV News Gathering

L-12

1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. 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)
3. Interview – types of news interview, art of conducting a good interview
4. Role and responsibility of good anchor

### Unit-III

#### Radio as a medium

L- 12

1. Radio as a medium of mass communication in today's context
2. Broadcasting technologies
3. Different types of radio stations
4. Three Modes of transmission: AM, SW and FM

### Unit-IV

#### Writing for the Ear

L - 12

1. Introduction
2. Characteristics of spoken word
3. Differentiate writing for visual /writing for ear
4. Writing for different formats and messages

### Suggested Readings :

1. Jan R. Hakemulder,  
Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin

Broadcast Journalism, Anmol Publications,  
Presenting on TV and Radio, Focal Press,

New Delhi

3. Stuart W. Hyde  
Publishers

4. Andrew Boyd

Publisher: Focal Press, India.

5. Janet Trewin  
India.

6. Ralph Donald and Thomas Spann  
Surjeet Publications, New Delhi.

7. Herbert Zettl

Publisher: Wadsworth

8. Thomas D Burrows & Lynne S.

10. Lynn S Gross, Larry W. Ward  
Publishing

11. Neill Hicks

12. Thomas D Burrows, Lynne S Gross

TV & Radio Announcing, Kanishka

Techniques of Radio and Television News

Presenting on TV and Radio, Focal Press,

Fundamentals of Television Production

Handbook of Television Production,

Video Production Publisher: MC Graw Hill

Electronic Movie making Wadsworth

Screen Writing, Michael Wiese Productions

Video Production, Mc Graw H

## Media Ethics & Laws

Course Code : JMC 204	L : 4	T/P : 0/0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to:

1. understanding basic laws relating to media
2. give an overview of recent amendments in media laws
3. develop students as responsible media person

### Unit I:

#### Freedom of Press & Indian Constitution

L: 12

1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

### Unit II:

#### Press Commissions and Committees

L: 12

1. Press Commissions and Press Council of India
2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee
3. Defamation: Libel & Slander
4. The State: Sedition-incitement to violence (section 124A IPC)
5. Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),
6. Judiciary: Contempt of Court 1971



### **Unit III:**

#### **Media Acts and Laws**

**L: 12**

1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957, IPR
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. PrasarBharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005

### **Unit IV:**

#### **Media Ethics and Regulatory Bodies**

**L: 12**

1. Defining Media Ethics: Social Responsibility of Press
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code
4. Regulatory Framework: BCCC, News Broadcasters Association (NBA) and their functioning

#### **Suggested Readings:**

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) 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

## Photography

Course Code : JMC 205	L : 4	T/P : 4/0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to:

1. Describe photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps involved in printing a digital photograph.

### Unit-I

#### Introduction to Photography

L- 8

1. Photography: History ,Role and importance
2. Digital photography –Advantages and development
- 3 Types and style of photography
- 4 Significance of photography in communication

### Unit-II

#### Camer Basics

L- 15

1. What is Camera & its types ,camer5a accessories
2. Basic Parts of single lens reflex (SLR) [film & digital] :
3. Lenses – controlling the image
  - 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 perspective, film speed, flash gun, light meter
4. Exposure
  - i. Measurement of light – exposure metering system
  - ii. Exposure control – relationship between shutter speed and aperture

### UNIT-III

#### Lighting and composition

L- 15

1. 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. Lighting Techniques : Key, fill and back light
2. Principles of Photographic composition
  3. Various types of photography and lighting techniques : Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography, Product photography

**Unit IV:**

**Photo Journalism**

**L: 12**

1. Photo Journalism: Definition and Concept
2. Role and Importance of Photo Journalism
3. Photo Stories, Photo Features and Photo Essays
4. Photo Appreciation

**Suggested Readings:**

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

## Photo Lab

<b>Course Code : JMC 206</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Handle Digital SLR Camera
2. Compose and Shoot in different lighting conditions.
3. 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 of comprise 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

## Print Media Lab

<b>Course Code : JMC 207</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Write reports for newspapers and magazines
2. 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.
8. Preparation of copy by using editing symbols.
9. Editing features into a news story.
10. Headlines writing exercises based on newspaper published stories.
11. Writing caption/changing caption of the selected cartoons and photos.
12. Writing two editorials.
13. Assigning the qualities/attributes of a good editor (classroom exercise).
14. Finding out facts/opinion /hearsay in at least five stories published in newspapers.
15. Prepare a news review for a recent happening in your city

# Semester Third

<b>Third Semester</b>								
<b>Code No.</b>	<b>Subject</b>	<b>Type of Paper</b>	<b>Contact Hours</b>		<b>Credits</b>	<b>Max. Marks</b>	<b>Marks Division</b>	
			<b>Per Sem.</b>	<b>Per Week</b>			<b>Internal</b>	<b>External</b>
JMC 301	Radio Programme Formats and Production	Theory	48	04	04	100	30	70
JMC 302	Television Programme Formats and Production	Theory	48	04	04	100	30	70
JMC 303	Introduction to Advertising	Theory	48	04	04	100	30	70
JMC001-JMC006	Elective Course (Discipline Centric)	Theory	48	04	04	100	30	70
JMC 304	Television Lab	Practical	48	04	02	100	30	70
JMC305	Radio Lab	Practical	48	04	02	100	30	70
JMC 306	Project on print media	Practical	08	01	08	100	30	70
<b>Total Credits for Semester III</b>		<b>28</b>						
<b>Total Lectures</b>		<b>25</b>						

## Radio Programme Formats and Production

Course Code : JMC 301	L : 4	T/P : 0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to list basic inputs and main elements of radio production-Human Voice-Music-Sound Effects , Silence and to Identify the right kind of music and sound effects for different formats of radio Programmes

### Unit 1 Broadcast Formats

L- 12

1. Public service advertisements
2. Jingles
3. Radio magazine
4. Interview
5. Talk Show
6. Discussion
7. Feature
8. Documentary
9. Radio News-Radio News defined
10. Main characteristics of Radio News as against news in other media

### Unit 2: Broadcast Production Techniques

L- 12

1. Working of a Production Control Room & Studio:
2. Main Elements of Radio Production :Human Voice ,Sound effect & Silence
3. Personnel in Production process – Role and Responsibilities
4. Different audio equipment for studio and location recording

### Unit 3 Basics of Sound Recording

L- 12

1. Audio fundamentals
2. Various audio elements used in - lip synchronized sound, voice,
3. music, ambience, sound effects
4. Types of microphones

### Unit 4 Stages of Radio Production

L- 12

1. Pre-Production – (Idea, research, RADIO script)
2. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges)
3. Post production: Editing, Creative use of Sound Editing.

4.Audio post production – mix and un mix tracks



**Suggested Readings :**

1. Jan R. Hakemulder,  
Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin  
New Delhi
3. Stuart W. Hyde  
Publishers
4. Andrew Boyd

Broadcast Journalism, Anmol Publications,  
Presenting on TV and Radio, Focal Press,  
TV & Radio Announcing, Kanishka  
Techniques of Radio and Television News

## Television Programme Formats and Production

Course Code : JMC 302	L : 4	T/P : 0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to:

1. Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera.
2. Describe techniques of lighting for video production.
3. Describe the methods of recording and mixing of sound in video production.

**Unit-I[ TV Programme Production] L-12**

1. Steps involved in production & utilization of a TV Program
2. Stages of production- pre-production, production and post-production
3. Role of Crew in TV Production
3. The production personnel – Single camera and Multi camera production
4. Use of graphics and special effects

**Unit-II [Visualization] L-12**

1. Composition – different types of shots, camera angles and camera movements
2. Aesthetics in visual composition
3. Subject - camera relationship.
4. Aperture control and depth of field

**Unit-III [Lights] L-12**

1. Lights and its properties
2. Different types of lights
3. Tools used in lighting – diffusers, reflectors, cutters & gels
4. Basic lighting techniques
5. Accessories used in lighting

**Unit-IV[Basics of Video editing and Programme Evaluation] L-12**

- 1 . Types of video editing- Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing
- 2 Aesthetic Factor of video editing.
- 3.Introduction of editing software
4. Designing, Evaluation and field testing of programme

**Suggested Readings:**

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.

6. Ralph Donald and Thomas Spann  
Surjeet Publications, New Delhi.
7. Herbert Zettl  
Publisher: Wadsworth
8. Thomas D Burrows & Lynne S.
10. Lynn S Gross, Larry W. Ward  
Publishing
11. Neill Hicks
12. Thomas D Burrows, Lynne S Gross

Fundamentals of Television Production

Handbook of Television Production,

Video Production Publisher: MC Graw Hill  
Electronic Movie making Wadsworth

Screen Writing, Michael Wiese Productions  
Video Production, Mc Grawh

## Introduction to Advertising

<b>Course Code : JMC 303</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to define and explain advertising, its role and functions, types of advertising, advertising as communication, marketing and PR tool and the working of an ad agency

### **Unit 1-Introduction to Advertising**

**L-10**

1. Advertising- Meaning ,Importance & Function
2. Regulatory Aspects of ASCI,AAAI
3. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose
4. Economic, cultural, Psychological and Social aspects of advertising

### **Unit II Theories and Models in advertising**

**L-12**

1. Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model
2. Communication theories applied to advertising- Selective Exposure, Selective Perception, Selective Retention, Uses & Gratification Theory, Cultivation Theory, and Agenda Setting Theory
3. Advertising as a social process- consumer welfare, standard of living and cultural values

### **Unit III Designing Creative Ad Campaign**

**L-14**

1. Advertising Campaign: Definition, Concept and stages of product Life Cycle
2. Budgeting Process and Factors Affecting Advertising Budget
3. Uses and Importance of Media measurement tools: IRS, NRS TAM, INTAM, RAM and WAM
4. Advertising Creativity- Definition & importance.
5. Elements of advertising - Copy, slogan, identification mark, clashing illustrations.

### **Unit IV Ad Agency Structure Functioning**

**L-12**

1. Advertising agencies In India
2. Ad agency-Role, Types, Structure & functions
3. The advertisers; client –agency relationship
4. Criteria to select an ad agency

## Suggested Readings

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. Jethwaney Jaishri      Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

**ELECTIVE COURSES (DISCIPLINE CENTRIC)**

<b>Course Code : JMC001-006</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**The Student will opt one paper in this semester the paper cannot be repeated. The syllabus is enclosed.**

1. Essential of writings
2. Creative & journalistic writing
3. News writing
4. Advance editing
5. Media & Society
6. Graphic & Design

## Television Lab

<b>Course Code : JMC 304</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course :** On completion of the course students should be able to:

1. Apply production and post-production technique effectively to produce a video program.
2. Compose shots
3. Shoot appropriate visuals for video programmes
4. Use lights effectively inside and outside the studio
5. Use audio equipment appropriately
6. Conceive and produce a video programme

### ***Exercises/Assignments***

#### **1 Pre-Production**

2. Researching the Documentary
3. Research: Library, Archives, location, life stories, ethnography
4. Writing a concept: telling a story
5. Treatment
6. Writing a proposal and budgeting

#### **1. Production**

#### **2. 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

Students will produce a programme of 5-10 Minute duration

## Radio Lab

<b>Course Code : JMC 305</b>	<b>L : 4</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course students should be able to:

To Produce radio interviews, discussions, features and documentaries and Cover events outside the studios effective presentation of programmes

### **Practical Exercises**

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



### **Print Media Internship Report**

<b>Course Code : JMC 306</b>	<b>L : 0</b>	<b>T/P : 0/4</b>	<b>CREDITS : 4</b>
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Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a Print Media Training Report (PMIR) along with a Power Point Presentation incorporating the work done during the training. The hard copy of the PMIR (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 .Print Media Internship Report will be evaluated by the Board of Examiners comprising of an 30 marks Internal Examination and External Examination of 70 marks each. The External Examiner will be appointed by the Vice Chancellor.

# Semester Fourth

Fourth Semester								
Code No.	Subject	Type of Paper	Contact Hours		Credits	Max. Marks	Marks Division	
			Per Sem.	Per Week			Internal	External
JMC 401	Introduction to New Media	Theory	48	04	04	100	30	70
JMC 402	Research Methodologies for Media	Theory	48	04	04	100	30	70
JMC 403	Public relations: Concepts & Importance	Theory	48	04	04	100	30	70
SEC	Skill Enhancement courses (Elective)	Theory	30	02	02	100	30	70
JMC 404	Public Relations Lab	Practical	48	04	02	100	30	70
JMC 405	Evolution to New Media - Lab work	Practical	48	04	02	100	30	70
JMC 406	Research Methodologies for Media - Project	Practical	48	04	02	100	30	70
<b>Total Credits for Semester IV</b>		<b>20</b>						
<b>Lectures</b>		<b>26</b>						

## IV Semester

### Introduction to New Media

<b>Course Code : JMC401</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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#### **Unit-I Online Communication and Internet**

**L-12**

1. Online Communication
  - i. Meaning and definition
  - ii. Features of Online Communication
2. Internet
  - i. Characteristics
  - ii. Networking, ISP and browsers
  - iii. Types of websites
  - iv. Video conferencing, Webcasting

#### **Unit-II New Media**

**L-12**

- i. Digital media and communication, ICT and digital divide
- ii. Information Society, New World Information Order and E-governance
- iii. Convergence : Need, nature and future of convergence
- iv. Emerging Trends: Mobile Technology, Social Media & Web 2.0

#### **Unit-III Online Journalism, Laws and Ethics**

**L-12**

Traditional vs Online Journalism-difference in news consumption,

- i. presentation and uses
- ii. Online Writing & Editing: do's and don'ts
- iii. Cyber Crimes & Security : Types and Dimension
- iv. Cyber Laws & Ethics and the difficulty in enforcing them

#### **Unit-IV [Visual and Content Design]**

**L: 12**

1. Website Planning and Visual Design
2. Content Strategy and Audience Analysis
3. Brief history of Blogging; Creating and Promoting a Blog (SEO)
4. Website Audience Measurement (WAM): Process and Techniques

**Suggested Readings :**

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<sup>th</sup> edition ISBN 0240804295

## **Research Methodologies for Media**

<b>Course Code : JMC402</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to:

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

### **Unit-I Research and its Designs**

1. Meaning, objectives and types of research **L -12**
2. Research Approaches – quantitative and qualitative
3. Research Process – the steps involved
4. Research Design – Meaning and different types
5. Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
6. Hypothesis /Research Questions

### **Unit-II Data Collection**

**L-12**

1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule
6. Content Analysis
7. Case Study Method

### **Unit-III Survey**

**L-12**

1. Survey – Meaning, Characteristics and types
2. Public opinion surveys, TRPs
3. Readership survey, IRS, NRS,
4. Election related survey – opinion poll and exit poll

## Unit-IV Data Analysis and Report Writing

L-12

1. Writing a proposal, synopsis, abstract for a project.
2. Processing of data – editing, coding, classification, tabulation
3. Measures of central tendency – Mean, median and mode .
4. Analysis and interpretation of data
5. Report writing – parts of a report, steps involved.
6. Measuring impact, evaluation, monitoring and feedback

### Suggested Readings:

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

## Public Relations: Concept and Importance

Course Code : JMC403	L : 4	T/P : 0	CREDITS : 4
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**Objectives of the Course:** On completion of the course students should be able to:

1. Define and explain the types and publics of PR
2. Conduct PR campaigning by employing suitable tools and technique

### Unit-I Public Relations

L-12

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda
4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - professionalism, PRSI

### Unit-II Tools & Techniques

L-12

1. Tools and techniques of Corporate Communication
2. News release - seven point formula
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

### Unit – III Role of PR

L- 12

1. Role of PR in developing countries
2. Role of PR in Educational and Research Institutions
3. Role of PR in Rural Sector
4. Role of PR in Defence



5. Role of PR in Political and Election Campaigns
6. PR for Individuals

#### **Unit-IV PR Campaign**

**L-12**

1. Defining PR Pitch and Campaign
2. Research in PR
3. PR campaign: Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation
4. PR, Corporate Communications and Corporate Social Responsibility (CSR)

#### **Suggested Readings:**

- |    |                              |  |
|----|------------------------------|--|
| 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. | Jefkins 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 Sultan            | Applied Public Relations and Communications, Chand and Sons                |
| 8. | Philip Hens lowe             | Public Relations : A Practical Guide to the Basics, Crest Publishing House |

### Skill Enhancement Courses

Course Code : SEC	L : 4	T/P : 0	CREDITS : 2
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**The syllabus of the below mentioned paper are enclosed in syllabus. The student can opt one paper in the semester for which the university evaluation will be conducted for 100 marks. The selected paper cannot be repeated.**

1. Personality Development Lab
2. Managerial Personality Development
3. Radio jockeying
4. Web designing
5. Anchoring

## PUBLIC RELATIONS LAB

<b>Course Code :JMC404</b>	<b>L: 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Plan, design and implement PR tools effectively
2. Prepare presentations
3. Write press release, speeches, memos and notices

**Exercises/Assignments:**

1. Plan, design and implement the following for the launch of a product/service /idea
  - a. Press release
  - b. Audio release
  - c. Video release
  - d. Social media news release
2. Write Minutes of the Meeting, Memo and Notice (one each)
  1. Organise a Mock Press Conference
  2. PR Pitch and Campaign: Plan, Design and Implement
    - a. Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget
    - b. PR Personnel/staff
    - c. Liaisoning, Licensing & permissions
    - d. Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift
    - e. Scheduling: Opening Speech, presentation, Q&A Session, vote of thanks
    - f. Post-Conference PR: compilation of media coverage

### **Introduction to New Media -Lab work**

<b>Course Code : JMC405</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course :** On completion of the course students should be able to:

1. Use search engines effectively
2. Design and Develop a website

#### **Exercises/Assignments**

1. To create and maintain blogs
2. Analyse 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.

## Research Methodologies for Media- Project

<b>Course Code : JMC406</b>	<b>L : 0</b>	<b>T/P : 2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On completion of the course student should be able to:

1. Apply research techniques in media studies.
2. Conduct media research
3. 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 cont
  - iv. Measuring media effects and media agenda
  - v. Pre-testing/evaluation tools for audio-video, print, publicity material
  - vi. Writing the report

# Semester Fifth

Fifth semester								
Code No.	Subject	Type of Paper	Contact Hours		Credits	Max. Marks	Marks Division	
			Per Sem.	Per Week			Internal	External
JMC 501	Media Organization system & Management	Theory	48	04	04	100	30	70
JMC 502	Event Planning & Marketing	Theory	48	04	04	100	30	70
JMC 503	Digital Media Marketing	Theory	48	04	04	100	30	70
JMC 504	Project on Electronic Media	Practical	12	01	10	100	30	70
JMC 505	Event Management Lab	Practical	48	04	02	100	30	70
JMC 506	Advertising Lab	Practical	48	04	02	100	30	70
JMC1(A)-(c)	Elective Subject open	Theory	45	03	03	100	30	70
<b>Total Credits for Semester V</b>		<b>29</b>						
<b>Total Lectures</b>		<b>24</b>						

## V Semester

### Media Organization system & Management

<b>Course Code : JMC501</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Describe the principles and functions of management
2. Enumerate leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation viz-viz various media

#### **Unit I: [Management - Functions and Principles]**

**L: 12**

1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types

#### **Unit II: [Media Organisation - Structure and Functions]**

**L: 12**

1. Media Organisation: Meaning, Structure and Importance
2. Ownership Patterns of Media Organisations
3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication
4. FDI in Indian Media and Entertainment Industry

#### **Unit III: [Managing Media Organisations and Start Ups]**

**L: 12**

1. Establishing a Media Organization or Start Up: Steps Involved



2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

**Unit IV: [Media Marketing and Entrepreneurship]**

**L: 12**

1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges
4. Emerging Trends in Entertainment and Media Industry

**Suggested Readings:**

1. Hargie O, Dickson D, Tourish Denis      Communication Skills for Effective  
Management, Palgrave Macmillan,  
India
2. Dr. Sakthivel Murugan 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

## Event Planning & Marketing

<b>Course Code : JMC502</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event
3. Explain the revenue generating process for an event
4. Enumerate the steps involved in evaluation and assessment of an event

### **Unit I:**

#### **Event and Event Management**

**L: 12**

1. Event: Definition and Types
2. Event as a Communication and Marketing tool
3. Event Management: Definition and Elements
4. 5Cs of Event Management

### **Unit II:**

#### **Event Management Organisation**

**L: 12**

1. Organisational Structure of an Event Management company
2. Event Management Personnel: Role and Responsibility
3. Account Planners and Liaisoning
4. Business Operations and Accounting

### **Unit III:**

#### **Event Management Process**

**L: 12**

1. Event Proposal Planning: Licenses, Permissions and Legalities
2. Event Budget, Covering Cost and Methods of Revenue Generation
3. Event Promotion: Tools and Media Coordination
4. Risk Management and Insurance

### **Unit IV:**

#### **Evaluation, Assessment & Trends**

**L: 12**

1. Evaluation and Impact Assessment: Concept, Techniques and Application
2. Monitoring and Controlling the Event

3. Emerging Trends in Event Management
4. Careers in Event Management

**Suggested Readings:**

1. Bruce E Skinner                      Event Sponsorship, Publisher
2. Sanjay Gaur                              Event marketing

## Digital Media Marketing

<b>Course Code : JMC503</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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### Objectives of the Course

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

- describe the concept of social media marketing for online communication
- explain the concept of social business
- utilise knowledge gained to create and maintain social networking platforms for business

### Unit I:

#### Social Media

**L: 12**

1. Social Media & Social Network: Brief history, Meaning and definition
2. Features of Social Media and Social Network
3. Types of Social Networking Sites
4. Social Consumers and Social Influencers

### Unit II:

#### Branding on Digital Media

**L: 12**

1. Audience Research and Engagement in Global environment
2. Building Brand on Digital Media
3. Storytelling and User Generated Content on Digital Media Network
4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

### **Unit III:**

#### **Social Business**

**L: 12**

1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
3. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

### **Unit IV:**

#### **Social Media Measurement and Metrics**

**L: 12**

1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM)
2. Monetizing Social Media: ROI
3. Role of Social Media in Marketing Research
4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

#### **Suggested Readings & E-resources:**

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). *Social Media Marketing: A Strategic Approach*. Mason, OH: South-Western Cengage Learning.
2. Qualman, E. (2009). *Socialnomics: How Social Media Transforms the way we Live and do Business*. Hoboken, *New Jersey's*: Wiley.
3. Parkin, G. (2009). *Digital Marketing: Strategies for Online Success*. London: New Holland.
4. Singh, S., & Diamond, S. (2012). *Social Media Marketing for Dummies*. Hoboken, *New Jersey's*: Wiley.
5. *An Introduction to Social Media Marketing*. (2014).

## **ELECTRONIC MEDIA INTERNSHIP REPORT**

<b>Course Code : JMC504</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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Soon after the Second Semester End-Term Examination, students will undergo training in Electronic media ( TV/ RADIO) for four weeks and will submit a comprehensive Electronic Media Training Report (EMIR) along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the EMIR (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.

Electronic Media Internship Report 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.

## EVENT MANAGEMENT LAB

<b>Course Code : JMC505</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objectives of the Course:** On the completion of the course students should be able to:

1. Prepare an event brief
2. Plan, organize an event or exhibition.
3. Develop relevant print and display material
4. Develop minute-to-minute programme
5. 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

Note : The faculty In-Charge can ask the students to organize an event as per the guidelines given.

## ADVERTISING LAB

<b>Course Code : JMC506</b>	<b>L : 0</b>	<b>T/P : 0/2</b>	<b>CREDITS : 2</b>
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**Objective of the Course :** 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



**Elective open**

<b>Course Code : JMC</b>	<b>L : 3</b>	<b>T/P : 3/0</b>	<b>CREDITS : 3</b>
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The student will opt one paper and university will evaluate the student for Max marks 100.The syllabus is enclosed.

1. Business Organization in India JMC 1(A)
2. Human resource Management JMC 1(B)
3. Marketing Management JMC 1( C )

# Semester Sixth

Code No.	Subject	Type of Paper	Contact Hours		Credits	Max. Marks	Marks Division	
			Per Sem.	Per Week			Internal	External
JMC 601	Development and Communication Studies	Theory	48	04	04	100	30	70
JMC 602	World Media scenario	Theory	48	04	04	100	30	70
JMC 603	Production Portfolio	Theory	08	01	08	100	30	70
JMC 604	Film Studies	Theory	48	04	04	100	30	70
AEC 102	Disaster Management	Theory	48	04	04	100	30	70
<b>Total Credits for Semester VI</b>		<b>24</b>						
<b>Total Lectures</b>		<b>15</b>						

## VI Semester

### Communication and Development Studies

<b>Course Code : JMC601</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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#### Objectives of the Course

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

- Define and describe the process of Development Communication
- Explain the Models and Paradigms of Development Communication
- Describe the strategic approaches to Development Communication
- Utilize the knowledge gained in designing multi-media campaign on a development issue

#### Unit I:

##### Introduction to Development Communication

**L: 18**

1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development:
  - a. GDP/GNP
  - b. Human Development Index
  - c. Happiness Index
  - d. Communication as an indicator: Role of ICT
  - e. Human Rights as an Indicator
3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier  
Empathy
4. Communication and Social Change:
  - a. Gandhian Perspective; Panchayati Raj
  - b. Case Studies: Kheda, SITE, Water Harvesting Management
  - c. Sustainable Millennium Development Goals

#### Unit II: [Models and Paradigms of Development Communication]

**L: 10**

1. Linear Models: Rostow's Demographic Transition, Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory

3. Dependency Paradigms: Centre-Periphery, Unequal Development, Development-Under Development
4. Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local

**Unit III: [**

**Strategic Approaches to Development Communication**

**L: 10**

1. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
2. Role of NGOs in Development
3. Public-Private Partnership (PPP)
4. Wood's Triangle

**Unit IV:**

**Development Communication and Media**

**L: 10**

1. Role of media and social change
2. Tools for Development Communication: Traditional Media, Folk Culture, Radio, TV, Online Media
3. ICT and Rural Development
4. Design multi-media campaign on any development issue

**Suggested Readings:**

1. Narula, U. (1994). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.
2. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2001). Communication for development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Joshi, P. C. (2002). Communication and National Development. New Delhi: Anamika & Distributors.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.
7. Sood, R. (2014) Message Design for Development Communication. New Delhi: S. Kapoor & Sons.

## WORLD MEDIA SCENARIO

<b>Course Code : JMC602</b>	<b>L : 4</b>	<b>T/P :0</b>	<b>CREDITS : 4</b>
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**Objectives of the Course:** On completion of the course students should be able to:

1. Describe the North - South flow of information
2. Explain the New World Information and Communication Order
3. Explain contemporary global media scenario
4. Explain the influence of global media on India

### **Unit I**

#### **Global Communication: Historical Perspective**

**L-12**

1. The Great North – South Divide.
2. Domination of Transnational news agencies
3. Global news and information flow: the flip side
4. Barriers to the flow of news and information

### **Unit II**

#### **Struggle for Balance of Information Flows**

**L-12**

1. Demand for NWICO
2. MacBride Commission
3. Recommendations of MacBride Commission & NWICO

4. Role of UN & UNESCO in bridging the gap between north and south
5. Bi-lateral, Multi-lateral and Regional /information Co-operation

### **Unit III Contemporary Trends**

**L-12**

1. Emergence of Global village of media
2. The policies of global communication
3. Global communication & culture
4. Democratization of communication

### **Unit IV**

#### **Global Media & Market Forces**

**L: 12**

1. Reporting International Issues and Conflicts
2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

### **Suggested Readings :**

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 Glocalization, SAP Publication House,New Delhi
6. Jan R. Hakemulder,Ray AC DE Jough, P.P.Singh Broadcast Journalism-Anmol Publication,

### **Production portfolio**

<b>Course Code : JMC603</b>	<b>L : 0</b>	<b>T/P : 0/4</b>	<b>CREDITS : 4</b>
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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 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.



## Film Studies

<b>Course Code : JMC604</b>	<b>L : 4</b>	<b>T/P : 0/0</b>	<b>CREDITS : 4</b>
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### Objective of the Course

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

- Describe Film as a medium of communication
- Describe the evolution of World Cinema
- Explain the emerging trends in contemporary Indian cinema
- Utilize knowledge gained to appreciate and review a film

### Unit I: Introduction to Film

**L: 12**

1. Film as a Medium of Communication: Concept, Strengths & Limitations
2. Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
3. Visual Language: Shot, Scene, Sequence, Montage and Mise-En-Scene

### Unit II: Landmarks in Cinema

**L: 12**

1. Various Movements in Cinema: Expressionism, Italian Neo Realism ,French NewWave
2. MilestonesandlandmarksinWorldCinema:AlfredHitchcock,VittorioDeSica, AkiraKurosawa and Satyajit Ray
3. Landmarks of Indian Cinema: Silent Era (Raja Harishchandra), Socials (Mother India), Parallel Cinema (Ankur),

### Unit III: New Trends and censorship in Indian Cinema

**L: 12**

1. Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
2. Censorship: Need and CBFC standards
3. An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

### Unit IV: Film Appreciation

**L: 12**

1. Film Appreciation: concept, need, elements and Cinematic Language
2. Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative

### 3. Job Profile and Responsibilities of a Film Reviewer

#### **Suggested Readings:**

1. Nowell-Smith, G. (1995). *The Oxford History of World Cinema*. Oxford: Clarendon Press
2. J., Saldi, R., & Manjula, S. (New Delhi). *Indian Cinema through the Century*.
3. Phillips, L. R., & Phillips, J. M. (1979). *Film Appreciation*. New York: Gordon Press.
4. Gazetas, A. (2000). *An Introduction to World Cinema*. Jefferson, NC: McFarland
5. Garga, B.D. (2008). *So Many Cinemas: The Motion Picture in India*, Eminence Designs.

**Disaster Management**

<b>Course Code : AEC 102</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**As prescribed by UGC**