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EIILM University

SYLLABUS BOOKLET

BACHELOR OF JOURNALISM;
Advertising AND
MASSCOMMUNICATION
PROGRAM

Semester I

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I

MEDIA EVOLUTION AND TRENDS

Sub. Code: BJMC 101

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit I: Definition and Role of Media

Definition of Media; Media and Social Change; Origins of the Newspaper; Freedoms and Restraints; Freedoms and Restraints.

Unit 2: The Printed Word and Alternative Ideas

From Ideographic Symbols to Syllabic Symbols: the Need for People to Learn their use before they could be used for Communicating; the Printed Word and the Creation of Alternative Ideas; Media and Literacy.

Unit 3: The Global Media

Media Software: From Yellow Journalism to Advocacy Journalism; Media as a Commodity; Narrowcasting; Public Relations and Media.

Unit 4: The Press in India

The Nationalist Press in India; Emergency and the Defining Moment for the Indian Press; the Satellite TV and Cable Explosion; Evolution of Media Laws through the Years.

Unit 5: Technological Evolution

Technological Evolution in Media; Gutenberg's Movable Type and the Print Revolution; Marconi; Hertz and Radio; Invention of the TV Set; Transistors; and ICs; Miniaturization and their Impact on Media; Internet.

Unit 6: Media Economics

Media Distribution: The Story from Marathon to Multi-Edition Dailies; Emergence of Penny Press and the Concept of Ads to Pay for Production; Who's Watching? Readership and Viewership; Public Service Broadcasting; Media Economics: Olympics and Television.

Suggested Readings:

1. The Evolution of Media, A. Michael Noll, Rowman & Littlefield.
2. The Media Globe: Trends in International Mass Media, Lee Artz, Yahya R. Kamalipour, Rowman & Littlefield.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I

COMMUNICATION PRINCIPLES

Sub. Code: BJMC-102

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Sociology and Communication

Basics of Communication; Dimensions; Process; types of Communication: Intrapersonal; Interpersonal; Group; Mass Communication.

Unit 2: Communication Models

Aristotle's and Laswell's Model; Shannon and Weaver's Model; Osgood and Schramm's Circular Model; Newcomb's and Gerbner's Model;

Unit 3: Mass Media

Media in Contemporary India; Traditional Media; Effect of Media on Society; Determinants of Media Influence; Theories of Mass Media: Two Step Flow Theory; Diffusion of Innovations; Dependency Theory; Uses and Gratifications Theory; Cultivation Theory; Mass Audiences.

Unit 4: Mass Media and Society

Communications for Development; Media and Social Issues; Media and Education; Role of Media in Science and Technology; Media and Women; Media and Violence; Media and Children; Media and Politics; Environmental Journalism.

Suggested Readings:

1. Business Communication Principles; Methods and Techniques; Nirmal Singh; Deep and Deep Publications.
2. Working in Groups: Communication Principles and Strategies; Isa N Engleberg; Dianna R Wynn; Houghton Mifflin Company.
3. Communication: Principles for a Lifetime; Steven A. Beebe; Texas State University - San Marcos Susan J. Beebe; San Marcos; Diana K. Ivy; Allyn & Bacon.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I

DEVELOPMENT OF CONTEMPORARY MEDIA

Sub. Code: BJMC-103

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: First Stirrings

The Early Communication; Introduction to First Stirrings; Renaissance and Reformation; Rebirth of the Art; Culture; Literature and Media; the Great Revolutions.

Unit 2: Mass Media Catalysts

Rise of Democracy; Introduction to Media Catalysts; Path towards Convergence; Elements of Mass Media: Print Journalism; Print Media the American Scenario; Radio Journalism; Development of Films in the Early Ages; Contemporary Cinema; Television and its Impact on the Mass; Internet as a mass Medium; Convergence and Mass Media in the 21st Century; Mass communication in Ancient India.

Unit 3: Mass Media in India

The Modern Indian Media; the Indian Nationalistic Writings; Media in the Post-Colonial Era; Mass Media in Post Independent India; Radio and Television in India; Rise of Internet Journalism.

Unit 4: The State and Media

Role of Media and Media Responsibility; State and Media; Media Regulation and Censorship; Censor Ship and Right to Information.

Suggested Readings:

1. The Media Student's Book; Gill Branston; Roy Stafford; Taylor & Francis.
2. Rethinking the Media Audience: the New Agenda; Pertti Alasuutari; Sage Publications.
3. Contemporary Media Issues; By William David Sloan; Wm. David Sloan; Lawrence Erlbaum Associates.
4. Mass Media in India; India Ministry of Information and Broadcasting. Research and Reference Division.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I

COMPUTER APPLICATION- I

Sub. Code: BJMC-104

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Basics of Computers

Computer Literacy; Basics of Computers: Windows; MS Office; Microsoft Word; Microsoft Excel: Spreadsheet; Moving through Cells; Clip Art; Page Properties; Microsoft Power Point; House Styles.

Unit 2: Design and Design Softwares

Idea and Visualization; Design Format; Design Element; Design Principles; Layout and Layout Terms; PageMaker: Tool Box; Document and Text; Importing and Manipulating Text; Menus; Combining Graphics with Text; QuarkXpress: Tools and Modifying Objects; Color and Text; Pictures and Objects; Illustrator: Toolbox; Menus; Corel Draw: Toolbox and Menus; Adobe Photoshop: Layers; Channels; Filters and Effects; Printing and Scanning; Resolution

Unit 3: Web

Web vs. Print; Global World of Internet; Internet and Computer Glossary; Search Engines.

Suggested Readings:

1. The Computer Book: An Introduction to Computers and Computing; Robin Bradbeer; Peter De Bono; British Broadcasting Corporation.
2. Introduction to Computer Graphics; Krishnamurthy; Tata McGraw Hill.
3. Introduction to Computer Science; Ramon A. Mata-Toledo; Pauline K. Cushman; Tata McGraw Hill.
4. Discovering Computers: Fundamentals; Gary B. Shelly; Misty E. Vermaat

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I

VISUALIZATION

Sub. Code: BJMC-105

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Visualization

Understanding the Photographic Frame and Image; Basics of Composition: The Golden Principle; History of Image in Ancient; Medieval and Modern Art; Use of Black and White vs. Use of Color; Understanding Form and Formlessness; Making a Frame from Blank to Finish; Interpreting Word for Visual; Storyboarding.

Unit 2: Still Photography

Understanding the Photographic Image; History of Image and Still Cameras; Understanding Light; Making the Best of Natural Light; Electromagnetic Spectrum: Visible Spectrum; Absorption; Reflection; Transmission; Refraction; Dispersion; Film Formats; Lenses; Basics of Image Formation: Angle of View; Perspective and its Control; Aperture; Shutter Speed; Tripods and Accessories; Exposure; Light Meters; Flash Photography; Basic B&W Printing; Basic Rules of Composition; Working with Color; Understanding Light for Color; Filters; Shooting Transparencies.

Unit 3: Introduction to the Video Camera

The Eye and the Process of Seeing; Binocular Vision; Perception of Color; Persistence of Vision; Adaptive Properties of the Human Eye; Analysis and Synthesis of Motion; Introduction to Video Camera: Anatomy of a Video Camera; Basic Design; Functions and other Accessories; Practical Familiarization with Professional Video Camera; Operational Practice with Static and Mobile Camera; Shooting in Outdoor with Available Lights and use of Reflectors.

Suggested Reading:

1. Ways of Seeing; John Berger; Penguin Books.
2. Preparing Design for Print; John Lynn; North Light Books.
3. Basic Design and Layout; Swann Allan; North Light Books.
4. Art and Visual perception; Rudolph Arnhiem; University of California Press.
5. Basic Photography; M. J. Langford; Focul Press.
6. Manual for Photography; Jacobson; Focal Press.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – I**

BUSINESS & CORPORATE SOFT SKILLS

Sub. Code: BJMC-106

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: The Mind

Positive Thinking and Attitude; Motivation; Character Building; Self Esteem; Goal Setting.

Unit 2: Effective Communication

English Conversation; Pronunciation; Voice Modulation; Stressing and Stretching; Accent Improvisation; Facial Expressions; Body Language; Writing Skills.

Unit 3: Business Etiquettes

Office Etiquettes; Phone Etiquettes; Dining Etiquettes; Party Etiquettes.

Unit 4: Corporate Look

Office Wear; Meetings/Interviews; Business Presentations.

Unit 5: Executive Skills

Writing a Profile: Personal; Company; Group Discussion; Facing an Interview; Business Presentation Skills.

Unit 6: Special Corporate Skills

Interpersonal Relationship; Leadership Qualities; Time Management; Stress Management.

Suggested Readings:

1. Business Communication: Process & Product, Mary Ellen Guffey, Cengage.
2. Business Communication, A. C. "Buddy" Krizan, Patricia Merrier, Joyce P. Logan, Karen Schneiter Williams, Cengage.

Semester II

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II

INDIAN GOVERNMENT AND POLITICS

Sub. Code: BJMC-201

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Indian National Movement

Mutiny of 1857; Struggle for Independence; Attainment of Independence; Contribution of National Leaders; Indian Constitution; Ideological Basis of Indian Constitution; Fundamental Rights; Duties and Directive Principles; Constitution as an Instrument of Socio-Economic Change; Press and the Indian National Movement.

Unit 2: Structures and Processes

Government Making; Working of the Parliamentary System; Functions of Parliament; State Executive; Federalism: Theory and Practice in India; Separatism; Revolution and the Development of the Local Self-Government in India; Panchayati Raj; Panchayati Raj Act; 1992; Urban Bodies; Women in Panchayati Raj.

Unit 3: Party System in India and Electoral Reforms

Nature of Party System; Major National and Regional Parties; Effects of Fragmentation of Parties; Electoral Systems in India; Communalism: Problems and Trends Centre State Relations; Election Commission; Electoral Reforms.

Unit 4: Indian Judiciary and Judicial Reforms

Indian Judiciary; Judicial Reforms; Judicial Activism; Public Opinion and Mass Media; Pressure Groups; Peasant Movements.

Unit 5: Social Causes of Problems in Indian Society

Fundamental Problems of Indian Society: Social Problems and Social Disorganization; Study of Indian Social Problems Nature of Social Problems in India-Social Problems; Social Problems and Social Disorganization; Social Organization and Change; Cause Of Social Change; Causes of Social Disorganization.

Unit 6: I & B Ministry

Information and Broadcasting Ministry: Overview; International Cooperation; India News Pool Desk and Non-Aligned News Agencies Pool; Prasar Bharati: Prasar Bharati Act; 1990.

Suggested Readings:

1. Indian Government and Politics, Dharam Chand Gupta, South Asia Books.
2. Indian Government and Politics: Basic Framework and State Structure, J. C. Johari, Vishal Publication.
3. Indian government and politics, A. T. Philip, K. H. Sivaji Rao, Concept Publishing Co.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II**

STILL PHOTOGRAPHY

Sub. Code: BJMC-202

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Photography

Beginning of Photography; People who shaped up Photography.

Unit 2: Camera; Lenses & Accessories - I

What a Camera; Types of Camera; TLR; APS & Digital Cameras; Single-Lens Reflex Cameras.

Unit 3: Camera; Lenses & Accessories - II

Photographic Lenses; Using Different Lenses; Filters.

Unit 4: Exposure & Light

Understanding Exposure; Exposure in Practical Use.

Unit 5: Photogram

Introduction; Making Photogram.

Unit 6 Darkroom Practice

Introduction to Basic Printing; Photographic Papers; Chemicals for Printing.

Suggested Readings:

1. Still Photography: the Problematic Model, Lew Thomas, Peter D'Agostino, NFS Press.
2. Images of Information: Still Photography in the Social Sciences, Jon Wagner,
3. Photographic Tools for Teachers: Still Photography, Roy A. Frye.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II**

LIVE PERFORMANCE TECHNIQUES

Sub. Code: BJMC-203

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Indian National Movement

Unit 1: Communication

Significance of Communication in Human Life: Speech and Language as the Foundation of Thought and Society; Communication Skills in Contemporary Society; Defining Communication Dimensions of Communication: Verbal & Non-verbal Communication; Language; Oral and Written Communication; Formal Communication; Informal Communication; Intentional & Unintentional Communication.

Unit 2: English Language

English Conversation; the use of English; Where is the Problem? the Solution;; Beware of Differences; How to Read; What to Read; Words People Get Wrong; English Pronunciation and Diction; How to Pronounce Correct English; the Sounds of English; Stressing and Stretching; Importance of Word Stress in English; Accent Improvisation ; American Accent; British Accent; Basic Difference; Relevance of Accent; Writing and Conversation Skills.

Unit 3: Voice and Voice Acting

Essentials of Voice; Resonance; Phonation; Interpretation; Pitch; Range; Volume; Time and Rate; Voice Quality; Variety; Style; Using Your Voice Accents; the Power of the Voice; Relaxing; Breathing; Posture; Projecting; Diction; Pace; Emphasis and Intonation; Voice Control; Breath Control; Language Control; Amplification; Use of Microphone; Basics of Voice Culture; Singing Physical and Mental Fitness.

Unit 4: Facial Expressions and Body Language

The Look; Establishing Dominant Image; Facial Expressions; Body Language; Self Confidence; Appearance; Walking Patterns.

Unit 5: Public Speaking

Art and Craft of Public Speaking; Planning and Preparing an Oral Presentation; Gathering Information and Materials; Audience Analysis; Using Flip Charts for Presentation; Usage of

Transitions; Purpose of Transition; Impromptu and Extemporaneous Speaking; Presentation Skills.

Unit 6: Poetry and Play Reading Session

Unit 7: Radio; TV and Stage Presentation

Who is a Presenter; Pre-Requisites to Be a Presenter; a Presenters Working Day; Qualities of A Presenter; How to Look and How to Act; Dressing for Radio; Dressing for TV; the Right Look at Right time; Movement ; Moving Figure; Body in Motion; Motivation in Movement; Characteristics of Movement; Reading on Auto Cue; Essentials of TV.

Unit 8: Etiquettes

Business, Social, and Party Etiquettes.

Unit 9: A Positive YOU

Optimism and Internal Beauty.

Suggested Readings:

1. Writing for Television and Radio, Robert L. Hilliard, Hastings House.
2. The Power of Body Language: How to Succeed in Every Business and Social Encounter, Tonya Reiman, Pocket Books, 2008.
3. Etiquettes, Daniel Boulanger, Gallimard Publication.
4. The Cambridge Encyclopedia of the English Language, David Crystal, Cambridge University Press.
5. Modern Recording Techniques, David Miles Huber, Robert E. Runstein, Focal Press.
6. Effective Presentation Skills: a Practical Guide for Better Speaking, Steve Mandel, Viva Books Private Limited.
7. The MIDI Manual: a Practical Guide to MIDI in the Project Studio, David Miles Huber, Focal Press

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II

REPORTING AND EDITING

Sub. Code: BJMC-204

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction

NEWS: What Makes News? Definitions, News Values: Timeliness, Proximity, Impact, Consequence, Novelty, and Conflict; What it Takes to be a Reporter; Structures of News Story: 5Ws and 1H; Inverted Pyramid Style of News Writing; News Intro and Headlines; Types of Intros; Importance of Headlines.

Unit 2: Sources of News

Primary Sources and Secondary Sources; Press Releases; Press Conferences; News Agencies; Interviews: Types of Interviews and Tips on Interviews; in-Depth Reporting; Political Reporting; Covering Sports; Covering the Court; Election and Polls.

Unit 3: Editing

Functions and Qualities of a Sub Editor; Copy Editing; Editing and Rewriting Process; Guidelines for Copy Writing; Understanding the Style Guide; House Style; Editing Wire Copies; News vs. Feature Treatment.

Unit 4: Elements of News Story

Pictures, Compiles, and Rewrites; Writing Headlines: Types of Headlines, Functions of Headlines; Criteria for News Worthiness; Red Herrings; Press Council Guidelines; Freedom of Press; Journalistic Ethics; Reporting Editing Terminologies.

Suggested Readings:

1. Investigative Reporting and Editing, Paul N. Williams, Tata McGraw Hill.
2. The Mass Media: Reporting, Writing, Editing, William L. Rivers, Harper & Row Publishers.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II

WRITING FOR MEDIA

Sub. Code: BJMC-205

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Writing

What is Writing? Concept of Writing; Philosophy; the act of Writing; Evolution of Writing; Different Aspects in the Evolution of Writing as Technology and as an Art; Writing for Media as an Art. Medium of Writing; the Write Spirit.

Unit 2: Research: Sources of News Gathering

Primary Sources and Secondary Sources; Finding and using News Sources; Recognizing the Sources; Getting Acquainted; Sources of News; News Sources and Solutions; at the Scene; Making Phone Calls; Stringers; Tipsters; Employee Inputs; Eye Witnesses; Do Cameras Influence Eye Witnesses; Researching The Story: Press Officers; Spin-Doctors; Experts; Ordinary People; Reference Books and Archives; Contact Book; E-Mail; Newsgroups; News Agencies; Hard News and Soft News.

Unit 3: Grammar

Basic Grammar Skills: Verbs, Adverbs, Nouns, Pronouns, Conjunctions, and Interjections; Compound Words; Adjectives; Prepositions and Punctuation. Active and Passive; Compound and Complex Sentences. Use of Abbreviations; Synonym's; Antonyms; Phrases.

Unit 4: Writing Styles

The Importance of Style: an Overview; the Fog Index; Write the Way You Talk; Metaphors are More Fun; Clarity; a Personal Style; Write Better than You Talk; Write with Your Ears; Words and Phrases; Sentences and Paragraphs; Figures of Speech; House Style; Writing For Various Media; Writing for Print Media; Writing for Radio; Writing for Television; Writing for Web; Writing for Advertisements..

Unit 5: Types of Writing

Fiction and Non Fiction Writing; Tools for Non Fiction; Description; Interviews: Introduction, Why am I Interviewing? Who should I Interview? How Many Sources are Enough? When should I Interview? Where should I Interview? What should I Interview: How should I Interview; Taking Notes; Final Thoughts; Writing the Interview Story; Feature Writing: What is a Feature? Types of Feature, Structuring and Developing a Feature; Writing Subject Feature; Writing Controversial Feature; Writing Opinion Feature; Business Writing: Introduction; Who is

the Audience? Headlines, Subheads, Executive Summary, PR Writing; Finding PR Gigs; Press Releases; Organizing the Information for Easy Writing.

Suggested Readings:

1. Media Writing Manual: Print, Broadcast and Public Relations, W. Richard, Whitaker, Janet E. Ramsey, Ronald D, Routledge.
2. Writing for the Media, F. Nel, Kerry Swift, Les Aupiais, Mail & Guardian.
3. Basic Media Writing, Melvin Mencher, McGraw Hill.
4. Writing for the Mass Media, James Glen Stovall, Prentice Hall.
5. Writing Space: The Computer Hypertext and the History of Writing; Botter .J. David; Lawrence Erlbaum Associates; 1996

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – II

COMPUTER APPLICATION II

Sub. Code: BJMC-206

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Web Design:

Evolution of Web Design; Web Design: Definition; Types; Abstracts & Visual Groupings; Web Design Elements; Web Site; Design & Layout; Images & Color; Web vs. Print; Design Principles.

Unit 2: HTML

Introduction to Internet; Introduction to HTML; Evolution of HTML; HTML Elements; Forms; Tables & Frames.

Unit 3: Flash

Introduction to Flash; Flash Tool Box; Applying Color; Working with Text; Timeline; Creating Flash Graphic; Symbols; Instances & Library; Animation; Sound; Publishing Flash Movies:

Unit 4: Dream-weaver

Introduction to Dream-weaver; Building a Site; Understanding Paths; Objects Panel and Color; Text and Image Formatting; Table Formatting; Layers & Timelines; Frames; Links and Navigation; Rollover; Image Maps; List; Forms in Dream-weaver.

Suggested Readings:

1. Computer Applications, Geoffrey Knight, Cambridge Communications Corporation.
2. Introduction to HTML, Cheryl Price, Julia Wix, Software Publications
3. The simple book: an introduction to internet management, Marshall T. Rose, PTR Prentice Hall.
4. Flash: An Introduction, Kate Williams, DK Publishing.
5. Dreamweaver: An Introduction, Brian Cooper, DK Publishing.
6. The Essential Guide to CSS and HTML Web Design, Craig Grannell, Apress L. P.

Semester III

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III

ADVANCED REPORTING

Sub. Code: BJMC-301

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Basics of Reporting

Difference between Print and Television Reporting; Meaning of News; Characteristics of Reporter; Resources for Reporting; Importance of Research for Reporters; Press Officers; Spin Doctors and Experts; Follow-Ups in Journalism.

Unit 2: Practical Reporting Skills

Listening and Note-Taking Skills; Structure of a News Report; Importance of Interviews; Techniques of Conducting Interviews.

Unit 3: Tools of Reporting

Maintaining Focus; Rewriting; Writing Tools; Concise Reports; Narrative and Dramatic Report
Defense Reporting: Fundamentals of Defense Reporting; Gadgets used during War Reporting.

Unit VI: Reporting Beats

Disasters; Communal Riots; New Role of Television in Election Coverage; Crime Reporting; Political Reporting; Foreign Ministry News Features.

Suggested Readings:

1. Advanced Reporting: Skills for the Professional; Bruce Garrison; Taylor & Francis.
2. Advanced Reporting: Discovering Patterns in News Events; Donald Lewis Shaw; Maxwell E. McCombs; Gerry K; Waveland Press.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III

COPY EDITING

Sub. Code: BJMC-302

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1:

Introduction to Copy Editing/Editor; Functions and Qualities of a Copy Editor; House Style; Correcting Mistakes; Subbing News and Features; Elements of Editing; Editing Quotes and Letters.

Unit 2:

Writing Headlines; News Desk; Basic Objectives and Types of Editors; Proof Reading; Legal and Ethical Problems of Sub Editors; Understanding Production; Website Subbing; Role of a copy Editor; Editing and Rewriting Process.

Unit 3:

Style Book; Editing Wire Copies and Photos; News vs. Feature Treatment; Pictures; Compiles and Rewrites; Types of Leads and Examples; Web Copy Style; Ad copy; Copy Structure in Advertising; Copy Editing for Advertising Media.

Suggested Readings:

1. Butcher's copy-editing: the Cambridge handbook for editors; copy-editors Judith Cambridge University Press.
2. Concise Guide to Copy Editing: Preparing Written Work for Readers; Paul LaRocque; Marion Street Press.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III**

PRINT PROJECT

Sub. Code: BJMC-303

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Edit Meeting

Overview of Newspaper Organization; Formation of Team; Decision Making in a Newsroom; Editorial Meeting; The Role of Editor, Schedule and Timeline; Division of Work; The Designated Reporter; The Reporters Role; Plan for Two Drafts for each Story; Writing Tips; Translate Jargon; Go beyond the Press Release; Humanize; Provide context; The Role of Sub Editor and Copy Desk; Deadlines.

Unit 2: Preparing and Publishing a Layout

Introduction to Interface of PageMaker; Tool Box;, Control Palette; Text Formatting; Document and Master Page; Margins & Columns; Grids & Numbering Pages;, Align, Import, Crop, Image Selection and editing; Picture Choice, Typography, Publication Design Putting it all together.

Unit 3: Reporting and Copy Editing

Role of the Sub Editor; Text Editing; Writing Headlines; "Rules" of Writing Headlines A Suggested Process for Writing Headline; Writing Captions; Types of Captions, How to Write captions.

Suggested Readings:

1. Layout Preparation and Markup (0204), Robert Schneider, GATF Press.
2. Strategic Copy Editing, John Russial, Guilford Press.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III

NEWS WRITING FOR ELECTRONIC MEDIA

Sub. Code: BJMC-304

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Ideas

Documentary and Feature Programmes; The Feature; Biographies; Lifestyle; Health; Specialty Writing and Reporting; News and Current Affairs; Science and Sports; Development of Educational Broadcasting in India: (Radio); Training.

Unit 2: Sources

News Sources; Interviews; Tip-offs; At The Scene; Eye Witnesses; News Agencies; Details of Important News Services; News Releases; Understanding and Using the Internet; Other Media.

Unit 3: Editorial Judgment

Introduction to Editorial Judgment; Guidelines for Editing; Applying the Principles of News Selection; Disaster and Human Interest; Prioritization; Editorial values and Policies; News Agendas; International News Agenda.

Unit 4: Writing Techniques

Introduction to Writing Techniques; Structure; Developing Story Line by Line; Objectivity Legality; Writing for Television; Writing for Radio; Piecing together Video and Audio; Associated Video and Audio Cues ; Steps in the Production of a Television Newscast.

Suggested Readings:

1. An Introduction to Writing for Electronic Media: Scriptwriting Essentials; Robert B. Musburge; Elsevier.
2. News Writing for the Electronic Media: Principles; Examples; Applications; Daniel E. Garvey; Wadsworth Publishing Company

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III

TV JOURNALISM

Sub. Code: BJMC-305

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Television Reporting

Writing for Television News Cast; News Writing for TV: TV Reporting Basics; Investigation and Interview Techniques; Beat Reporting; Reporting Live; World Television Standards: World TV Standards; Maintaining Video Quality; Video Formats; Aspect Ratio and Conversion.

Unit 2: Camera Basics

Introduction to Camera Parts & Operation; Lenses and Filters; Camera Composition Angles; Shots and Movements; Lighting: Introduction to Lighting; Lighting Principles; Lighting Ratios; Types of Light and Lighting Accessories; Sound: The Basics; Audio Control Devices Mixing; Equalization and Recording.

Unit 3: Editing Basics

Introduction to Linear Editing; Logging; Use of Time Code; Introduction to Non -Linear Editing; Vision Mixing in PCR; Maintaining Consistency and Continuity; Guidelines for Editing.

Unit 4: News Graphics; Anchoring and Budgeting:

Graphics for News; 2D; 3D Animation Graphics; Anchoring: Handling Teleprompter; Live Interview; Art of Anchoring; Producing a Bulletin: Production Control Room; Role of Functionaries; Putting the Bulletin Together; Run Order; PCR Commands and Cues; Live Broad Casting: Production Phases; Electronic News Gathering; Satellite News Gathering; Budgeting: Introduction to Budgeting; Proposal Making.

Suggested Readings:

1. Portable Video; Medeoff Norman J; Tanquary Tom; Focal Press.
2. Video Editing and Post production; Anderson Gary H. Focal Press.
3. Television News; Yorke Ivor; Focal Press.
4. Basic News Writing; Mencher Melvin; Universal Book Stall.
5. Television Production; Millerson Gerald; Focal Press.
6. Video Camera Techniques; Millerson Gerald; Focal Press.
7. Before the Headlines; Singh Chandrakant; P Macmillan.

8. Broadcast News; White Ted. Focal Press.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – III**

TV PRODUCTION

Sub. Code: BJMC-306

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Evolution to Contemporary Times

Introduction to Television; Introduction to Video; World TV Standards; Commercial and Professional Video Formats

Unit 2: Tools and Mechanics of Production

Sound for Television; Introduction to Camera; Parts and Operation; Lights and Lighting Principles; Basics of Editing.

Unit 3: The Information Era

The World of TV News: Art of TV Anchoring; Basics of SNG/ENG; Basics of News Production.

Unit 4: Preparing to Create and Production Flow

Introduction to Proposal Making; Elements of Production.

Suggested Readings:

1. Effective TV production; Gerald Millerson; Focal Press.
2. Teaching TV production in a digital world: integrating media literacy; Robert Kenny; Libraries Unlimited

Semester IV

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV

CAMERA AND SOUND

Sub. Code: BJMC-401

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Camera

Lighting Equipments; Controlling Light Quality; Knowledge of Safety Precautions & Other Lighting Accessories; Light Meters & how to Achieve the Best Exposure; Latest Meters & the Views of Cameraman; Flash Meter V & VI; Elementary Sensitometry; Color Sensitivity & Spectral Sensitivity Area; Types of Printer; How to Shoot the Gray Card; LAD; Qualities of Natural Day light; View on Color, Light & the Magic Hour.

Unit 2: Sound -I

Sound Production Chain: Microphones, Connector, Mixing or Routing Device, Recording Device and the Monitoring Circuit of the Recording Device; Use of Different Kinds of Microphones; Studio Setup: Mixer, Midi, Harmonizer, Connecting a Sound Card, Cabling, Plugins, Monitoring Device, Subwoofers and the Signal Flow of a Studio Setup.

Unit 3: Sound -II

Recording Process and Post Processing for the Vocals; the Art of Sound Effects; Noise Reduction; Art and Technique of Post Production Sound; Digital Recording; Nonlinear Editing Systems and their Setups; Sound Editing Software; Sound Track and Dubbing; Sound Concepts; the Importance of Sound in a Film

Suggested Readings:

1. Camera, Jean-Philippe Toussaint, Matthew B. Smith, Dalkey Archive Press.
2. The Camera, Larry Hills, Capstone Press.
3. Sound, William C. Robertson, Brian Diskin, NSTA Press.
4. Sound Patricia Kruth, Henry Stobart Cambridge University Press.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV

ADVERTISING INSIGHTS

Sub. Code: BJMC-402

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Trends

Past and Present Trends; New World of Marketing Communications; International Advertising; Indian Advertising Trends; Future Trends; Advertising and Society.

Unit 2: Advertising Dynamics

Scanning and Segmentation of Markets; Integrated Marketing Communications (IMC); Advertising and Market; How Advertising Works; New Media and Trends; Advertising in Multimedia Age.

Unit 3: Business of Advertising

Nature of Industry; Purpose & Importance; Definition & Basics ; Structure of Agency & Types; Working of an Agency; New Creativity Trends; Unique Selling Proposition (USP); Media Planning and Buying; Public Relations; Sales Promotion; Market Research.

Unit 4: Brands Today

Emerging Brand Environment; Branding an Asian Perspective; the 360-Degree Imperative Integration Redefined; Brands: Involvement is King; Future of Brands in Asia; Closer Look at Brands.

Unit 5: Career Opportunities

Power of New Ideas; Your Career & You.

Unit 6: Case Studies

Rasna; Parle; Amul; Keo Karpin; Arvind Denim; AXE Deodorant; Mercedes Benz.

Suggested Readings:

1. Always On: Advertising; Marketing; and Media in an Era of Consumer Control; Vollmer; Tata McGraw Hill.
2. Advertising and Promotion: An Integrated Marketing Communications Perspective; George Belch McGraw-Hill Australia; 2008.
3. Internet Advertising: Theory and Practice; David W. Schumann; Esther Thorson; Psychology Press.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV

MEDIA ETHICS AND LAWS

Sub. Code: BJMC-403

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Legal System

Jurisprudence; Laws: Definition; Sources of Law: Custom; Precedent; Statute; Types of Laws: Criminal; Civil; Tort; History of Indian Media Laws.

Unit 2: Judicial Systems in Relation to Media

Indian Constitution; Freedom of the Press; Structure of Judicial System in India; Supreme Court; High Court; Lower Courts; Introduction to Civil Procedure Code; Introduction to Criminal Procedure Code and Arrest; Trial; Charge; Trials of Different Cases; Judgment; Appeal; Execution; Press Council of India; Press Council Act, 1965, 1978; Press Council and Media Management.

Unit 3: Laws, Bills and Acts Related to Media Profession

Introduction to Indian Penal Code; Publication of Objectionable Materials: Defamation, Legal Procedure in Defamation, Right to Privacy; Introduction to Copyright; Copyright Act, 1957; International Copyright Order, 1999; Obscenity; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955; Freedom of Information Bill, 1998, 2000; Parliamentary Proceedings Act, 1971; Wireless and Telegraphy Act, 2000; Information Technology Act, 2000.

Unit 4: Ethics and Journalistic Professionals

Introduction to Ethics; Press Council's Norms of Journalistic Conduct; AIR News Policy for Broadcast Media; Broadcasting Code; Rights, Duties and Restrictions of Media Professionals; Politics and Elections; Communal Issues; Financial Reporting; Investigative Reporting; Court Reporting; Reporting Sex Related Offences; Juvenile Crimes; Reporting on the Web; Reporting with Accuracy; Being Fair; Balanced and Impartial; Maintaining Good Taste and Decency; Protecting Confidential Source of Information; Other Duties and Restrictions.

Suggested Readings:

1. History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
2. Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
3. Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV

TELEVISION ADVERTISING PRODUCTION

Sub. Code: BJMC-404

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Television Advertising Production

Overview on Advertising Production Techniques; Understanding Production and Stages; Bird's Eye View of the Production Process.

Writing for Television: the Script, the Key Element in Productions, Scriptwriting Guidelines, the Production Sequence.

World Television Standards: Maintaining Video Quality;, Video Formats and Conversion.

Unit 2: Camera Basics and Lighting

Introduction to Camera Parts and Operation; Lenses and Filters; Camera Composition; Angles Shots and Movements; Introduction to Lighting; Lighting Principles; 3Pt System; Lighting Ratios; Types of Lights and Lighting Equipments.

Unit 3: Sound Basics

Audio Basics; Types of Microphones; Audio Consoles; Audio Control Devices; Mixing; Equalization; Recording.

Unit 4: Editing

Introduction to Linear Editing; Introduction to Non-Linear Editing; Maintaining Consistency and Continuity; Guidelines for Editing; 2D, 3D & Animation Graphics.

Unit 5: Budgeting

Production Phases and Planning; Costing-Out a Production.

Suggested Readings:

1. Portable Video, Medeoff Norman J and Tanquary Tom, Focal Press, USA.
2. Video Editing and Post production, Anderson Gary H, Focal Press, USA.
3. Television News, Yorke Ivor, Focal Press, USA.
4. Basic News Writing, Mencher Melvin, Universal Book Stall, New Delhi.
5. Television Production, Millerson Gerald, Focal Press, USA.
6. Video Camera Techniques, Millerson Gerald, Focal Press, USA.

7. Before the Headlines, Singh Chandrakant P, Macmillan, India.
8. Broadcast News, White Ted, Focal Press, USA.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV**

ADVERTISING MANAGEMENT

Sub. Code: BJMC-405

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Advertising Issues

Introduction to Current Issues in Advertising; Advertising as Significant Commercial Force in Modern Society; the Advertising Process; Advertiser at the Centre of the Advertising Process; Understanding the Advertising Industry; Industry Players; Industry Perspectives .

Unit 2: Creative in Advertising

Defining the Creative in Advertising; Creative vs. Creativity; Role of Inspiration: in Individual; Groups and Process; Advertising Genius; Big Idea; Introduction to Advertising; Talent in Advertising; Men and Women; In and Out of Advertising Agencies around the Globe.

Unit 3: Managerial Role of Advertiser

Spotlight on Advertiser; Managerial Role of Brand Owner; Brand Manager and Ad Manager; Required Skills to Meet Brand Needs; Effectivity in Tying Up Disparate Energies; People and Processes; Deliver to Marketplace Demands; Market; Need and Consumer .

Unit 4: Role of Advertising Facilitators

Definition of Facilitation; Focus on Ad. Agency Role; Research Agency Role and Media Role; Influencing and Controlling Institution's Role; Competitor as Influencer or Controller; Competitors' Role; Role of Government; Each Facilitator Explored; Role in Advertising Process; Media Considerations.

Unit 5: Context of Advertising Planning

Definition: Advertising; Management and the Two Together; Elements of Science; Art and Craft in Advertising; Modern Consumer; Reach and Consumer Reach Vehicles; Cost Effectiveness; Persuasive Approaches; Reach and Persuasion Combined.

Unit 6: Advertising Budgeting and Effectiveness

Financial Resources for Advertising; Aligning Scarce Resources to Returns; Advertising as Investment; Advertising for Short Term Gains; Advertising for Tactical; Costs of Advertising at Entry; Sustenance; Maturity; Exercises in Advertising Budgeting; New Trends.

Suggested Readings:

1. Advertising Management: Concepts and Cases, Manendra Mohan, Tata McGraw Hill.
2. Advertising Management, Rajeev Batra et.al, McGraw Hill.
3. Advertising Management, C.L. Tyagi, Arun Kumar, Atlantic Publishers.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – IV

VIDEO PRODUCTION AND EDITING

Sub. Code: BJMC-406

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Modes of Production

Understanding the Different Modes of Film and Video Production; Studio Process; Individual and Collective.

Unit 2: Pre-Production

Understanding the Whole Process of Planning a Production from Developing a Concept and Establishing the Program's Objectives to Approach (Treatment); Writing a Script; Hiring and Meeting the Crew Members.

Unit3: Production

Understanding the Production Process; Production Roles of the Key Players in a Production; Hierarchy of the Crew; Production Sound: The Importance of Good Production Sound, Role of the Sound Crew and their Responsibilities.

Unit 4: Post Production (Editing)

Beginning of Editing: Cut, Shot, Scene and Sequence; the Basics of Grammar of Editing; Transitions; Flash-Forward and Flashbacks; Time, Subjective and Objective Treatments; the Classical Editing Style; Techniques of Continuity Editing; the Early Russian Cinema and the Montage; the Role Played by Kuleshov; Pudovkin and Eisenstein in the Russian Style of Editing; Eisenstein's Montage Theories; Alternatives to Continuity Editing; Discontinuity Editing; Jump Cuts; Dynamic Cutting; Elliptical Editing; Editing Processes: Logging, EDL, Rough Cut, Final Cuts; Introduction to Nonlinear Editing: Starting with FCP, Learning how to Capture Video and Start Performing Simple Cuts.

Suggested Readings:

1. Video Editing and Post-Production: A Professional Guide, Gary H. Anderson, White Plains, NY.
2. Video Production Handbook, Gerald Millerson and Jim Owens, Elsevier Science & Technology Books.

3. Integrating Educational Technology into Teaching, M. D. Roblyer, Pearson/Merrill Prentice Hall, 2006
4. Single-Camera Video Production, Robert B. Musburger, Focal Press.

Semester V

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

EVENTS AND EXHIBITION

Sub. Code: BJMC-501

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1

Defining Events; Introduction to Events; Demand for Events; Structure of Events; Supply and Suppliers; Event Process; Event Process; Media Coverage of an Event.

Unit 2

Interview Techniques; Celebrities and Media; Media Coverage of events; Celebrities in Events: Events and More; In Film Product Placement; Just an Article; Property Creation; Implications and Earnings; Implications of Events; Social; Economic; Political and Developmental Implications; Income from Events;

Unit 3

Exhibitions and the Indian Scenario; ITPO; What are Exhibitions and why we need them; Sports Events: A Complete Docket on how to Create and Conduct a Sports Event; Bans; Laws and Cases: Product Categories that are Banned; how do Companies Circumvent such Issue; Laws that Govern the Entertainment Business.

Suggested Readings:

1. How to Plan Exhibitions; Iain Maitland; Cengage Learning EMEA.
2. Events Management; G. A. J. Bowdin; Johnny Allen; William O'Toole; Elsevier.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

ORGANIZATIONAL BEHAVIOUR AND STRUCTURE

Sub. Code: BJMC-502

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Organizational Behavior

Overview and Scope: Understand what OB is, Identify the Objectives and Functions of OB, Identify the Scope; Building Relationship.

Unit 2: Group

Group Size and Types; Group Task and Group Building.

Unit 3: Conflict

Characteristics of Conflict; Sources; Conflict Management; Relationship; Communication.

Unit 4: Leadership

Corporate Leadership; Project and Process Management; Types of Leadership; Styles of Leadership Behavior; Quality of a Leader; Theories and Practices based on the Theories: Maslow and Motivational Factors, X and Y Theory, Herzberg's Hygiene & Motivational Factors, Keirsey Temperament Sorter.

Unit 5: Perception and Organizational Communication

Perception: Formation, Indicators, Needs, AIDA; Language, Style Switching; Organizational Communication: Internal and External Communication, Phases of Communication, Other Communication Types, Network Channels.

Unit 6: Semiotics and Popular Culture

The Study of Signs; Strengths of Semiotic Analysis.

Suggested Readings:

1. Organizational Behaviour, Fred Luthans, McGraw Hill.
2. Organization Behaviour: Human at Work, New Storm Davis, Tata McGraw Hill.
3. Organizational Behaviour, Robbins, S.P, Prentice Hall.
4. Organizational Behaviour, S.S.Khanna, Sultan Chand and Sons.
5. Organizational Behaviour, McSchane, Tata McGraw Hill.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

RESEARCH METHODOLOGY

Sub. Code: BJMC-503

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1:

Meaning of Research; Objectives of Research; Types of Research; Research Approaches; Significance of Research; Research and Scientific Method; Importance of knowing how Research is done; Research Process; Problems Encountered by Researchers in India; Meaning of Research Design; Need for Research Design; Important Concept Relating to Research Design; Different Research Designs; Basic Principles of Experimental Designs; Developing a Research Plan.

Unit 2:

Need for Sampling; Important Sampling Distributions; Sampling Theory; Interpretation; Why Interpretation; Techniques of Interpretations; Precaution in Interpretation; Report Writing; Interviewing Techniques; Understanding Surveys; Questionnaire Design; Receiving Completed Questionnaires; Data Gathering and Analysis Techniques; Collection of Data; Evaluate and Analyze the Data.

Unit 3:

Content Analysis: Analysis and Size; Questioning the Content; Qualitative and Quantitative Analysis; Anatomy of an on-line Focus Group; Affinity Groups; Internet Audience Research Analyzing Online Discussions: Ethics; Data and Interpretation; Reporting the Findings.

Suggested Readings:

1. Media and Communication Research Methods: an Introduction to Qualitative and Qualitative Methods; Arthur A; Sage Publications.
2. Mass Media Research: An Introduction ; Roger D. Wimmer; Joseph R. Dominick; CengageBrain.com
3. Media Research Techniques; Arthur Asa Berger; Sage Publications.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

E – MEDIA

Sub. Code: BJMC-504

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: The Process of Web Design

Internet Basic; Interface Design; Language of the Net; User Centered Design; What the Audience Needs; Text Formatting in HTML; Site Structure; Navigation in a web document

Unit 2: Page Designing

Home pages; Adding Search Features; Tables in HTML; Advanced Coding with HTML; Clarity and Order; Visual Balancing; Design Grids; Introduction to Dreamweaver Environment; Text formatting in Dreamweaver; Bandwidth; Future Scope; Graphics; Web Graphics file format; Using inline images in Dreamweaver

Unit 3: Site Elements

Site Genres; Site elements; Page Design Issues; Site Design Quality; Letters as Pictures; Tables and Borders in Dreamweaver; Content Structure and Visual Logic;

Unit 4: Visual Harmony

Cascading Style sheet; Frames and Framesets in Dreamweaver; Links and Anchoring within a document. Images on the Screen;

Unit 5: Multimedia and Publishing

Streaming media; HTML and graphics; Sounds and Moving images; Digital audio in Dreamweaver; Plugins for Digital Audio; Streaming Video in Dreamweaver; Embedded Video in a web page; Multimedia Strategies; Preparing Multimedia; Publishing your website; Uploading the web site.

Suggested Readings:

1. Web Design in a Nutshell, Jennifer Niederst Robbins, O'Reilly Media, Inc.
2. Designing Active Server Pages, Scott Mitchell, O'Reilly Media.
3. Design Basics Index, Jim Krause, David & Charles PLC.
4. Multimedia: the Complete Guide, DK Publishing

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Sub. Code: BJMC-505

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1:

History of PR; Public Interest Letter; PR War; Principal Instrument of PR; Reality Check; Pro : The Unsung Hero; Identify Players; Costly Face of PR; Building or Breaking Image; Image Makeover: Role Play.

Unit 2:

Communication Wonderland; PR Campaign Plan; PR Book Review; Product at Risk; Relationship in Crisis 1 ; Known vs. Unknown; Relationship in Crisis 2; Recovery PR; Crisis on the Web; Publics of Public Relations; Territory Larger than the Market; Public Statement;

Unit 3:

Writing on the Pack; Pack PR; Launch PR; Art of Releasing News; News Release not Press Release; Crafting the News Release; The Communicating Organization; Strategic PR Tools; News Conference Checklist; News Conference Objective; News Conference Materials; News Conference Live.

Suggested Readings:

1. The Essentials of Corporate Communications and Public Relations, Harvard Business School Press.
2. Reputation Management: the Key to Successful Public Relations and Corporate, John Doorl, CRC Press.
3. Handbook of Corporate Communication and Public Relations: pure and applied, Sandra Oliver, Routledge.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – V

CAMPAIGN PLANNING

Sub. Code: BJMC-506

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: The Advertising Perspective

The Changing World of Advertising; Industry Trends; Advertising: the Second Nature; New Advertising Agency and its Word Flow; Creating Advertising Institutions not Just Campaign; Developing Overall Advertising Objectives.

Unit 2: Branding as a Concept

Branding: a Process; a Tool; a Strategy & an Orientation; Benefits from Building a Brand; Consumer Own Brands not Products; Consumer Brand Equation; How Brands Playing a Meaning Role in Consumer's Life; Concept of Positioning; Factors Determining Positioning; Product & Consumer Positioning.

Unit 3: The Planning Perspective

Rainbow: Spectrum of Advertising Strategies; 7 Approaches and Case Studies; Campaign Briefing: Critical Points and Formats; Planning Framework & Planning Cycle; Digging out Consumer Insights; what Single Benefit we want to Convey; Consumer Responses; Determining Advertising Budget; Advertising Plan-an Out Line.

Unit 4: The Creative Perspective

How Creativity Enhances Advertising; Creative Strategies; Creative Briefing; Message Execution and Design; Copy Structure & Style; Practical Tips for Effective Creativity.

Unit 5: The Media Perspective

Maximizing the Advertising Exposure; Media Planning Process; Reach & Frequency; Measuring Advertising Effectiveness: Framework; Key Media Selection; Media Scheduling Options; Internet the Next Big Medium; Line Media and other Applications.

Suggested Readings:

Semester VI

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – VI

ECONOMICS FOR MEDIA

Sub. Code: BJMC-601

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1:

Economics and Media; Total and Marginal Utility; Fundamental Laws of Economics; Concept of Consumer Equilibrium; Cost and Revenue; Theory and Kinds of Costs; Theory of Supply and Supply Curve; Market and Dynamics of Competition; Types of Competition; Market Equilibrium.

Unit 2:

Overview of Post Independence Scenario of India; Genesis of Planning; Industrial Policy Resolution; Outline of Second and Third Five Year Plan; Nehru and Socialism; Socialism and Nationalization of Banks; MRTP & FERA Acts; License Permit Raj and Corruption; Oil Stocks of 1973 and Consequences; Green Revolution and its Impact on Indian Economy; Review of Five Year Plans; Structure of Indian Economy and the Factors Leading to the Changes in this Structure.

Unit 3:

Overview of Economic Reforms; Stock Exchange in India; Privatization and Disinvestments; Banking System in India; Corporate Governance and the Criticism against Foreign Investment; Overview of Contemporary Issues: Globalization, GATT, WHO; Implications on the Indian Economy.

Suggested Readings:

1. Media Economics: Understanding Markets, Industries and Concepts, Alan B. Albarrán, Wiley.
2. Understanding Media Economics, Gillian Doyle, Sage Publications.
3. Media Economics: Applying Economics to New and Traditional Media, Colin Hoskins, Stuart McFadyen, Sage Publications.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – VI

RADIO BROADCASTING JOURNALISM

Sub. Code: BJMC-602

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Radio Journalism

Gathering; Processing and Production of News for Radio and Television; ENG-Comparison with Practices in Print Journalism; News and Current Affairs; Broadcasting Code; Broadcasting Policy; Chanda Committee Report; Varghese Committee Report; Joshi Group on Television Software.

Unit 2: Radio Broadcasting in India

History and Development; All India Radio Services; Vividh Bharati; Radio Genres: E.G. News Bulletins, Radio, Features/ Documentaries, Talks, Interviews, Disc Jockey Programme, Quiz; Organization and Management of AIR; Audience Research Units; International Radio Broadcasting: BBC, VOA. etc.; Writing Radio Reviews.

Unit-3: Radio Interview

Panel Discussions and Features; Planning and Conducting Various Types of Interviews; Factual, Opinions and Ideas; Emotional Responsibility; Factuality and Credibility; Music; Spoken Word; Talks; Discussions; Radio-Plays and Features; Specific Audience; Programmes; for Children and Women; External Broadcasts; Radio Commentary on Events; Vividh Bharati; FM Radio and its Urban Impact.

Unit-4: Elementary Study

Microwave Communication Systems; Satellite Communication and Broadcasting; Digital Methods of Communication; Computer Communication; Satellite Distribution System; Ground Receiving and Transmission Systems: Up-linking and Down-linking Systems; Radio Networking and Television Broadcasting Satellite.

Suggested Readings:

1. Broadcast News: Radio Journalism and an Introduction to Television, Mitchell Stephens, Holt, Rinehart, and Winston.
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd, Focal Press.

3. An Introduction to Journalism: Essential Techniques and Background Knowledge, Richard Rudin, Trevor Ibbotson, Focal Press.
4. Radio Broadcasting Journalism, Cyber Tech Publication.

**SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – VI**

DEVELOPMENT COMMUNICATION

Sub. Code: BJMC-603

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Paradigms of Development

Introduction to Development; India's Approach to Development; Need for Planning in Development; Underdevelopment Revisited; Political & Economical Systems and Development.

Unit 2: Development Communication

Philosophical Basis of Development Communication; History of Development Communication; Communication and Development; Information and Rural Development; Gender Dimension in Development and Communication; International Agencies: UNDP; UNESCO and NWICO; Agriculture Communication in India; National Agencies: Extension System.

Unit 3: Media and Social Development

Panchayati Raj System; Role of NGOs in Development; Financial Institutions and Development; Role of Women in Development; Role of Media in Development Communication; Factors of Media Effecting Social Development; the Power of Communication and Information to Social Change; Using Folk Media in Development Programmes; Role of the Press in Development; Power of Radio in Development; Power of Television in Development; Information Communication Technology for Development.

Unit 4: Critical Concerns and Social Marketing in Development Communication

Understanding Globalization; General Agreement on Tariffs and Trade (GATT); Global Debt and Third World Development; Communication and Social Revolution; Need for an Information and Communication Policy; Introduction to Development Support Communication; Participatory Project Management; Introduction to Social Marketing; the Seven Step Social Marketing Model; Social Marketing & Health Practices.

Suggested Readings:

1. Involving the Community: a Guide to Participatory Development Communication, Guy Bessett, IDRC.

2. International and Development Communication: A 21st Century Perspective; Bella Mody, Sage Publications.

SYLLABUS
BACHELOR OF JOURNALISM; ADVERTISING AND MASS
COMMUNICATION
SEMESTER – VI

INTERCULTURAL COMMUNICATIONS

Sub. Code: BJMC-604

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Concept of Intercultural Communication

Intercultural Communication: Globalization; Informatization; and Cultural Change; Globalization; Informatization; and Intercultural Communication; Communicating in Culturally Diverse Workplace; Gateways to Effective Intercultural Communication; Brief History of Intercultural Communication; Culture: Introduction to Culture; Definition; Functions and Characteristics of Culture; Communication and Culture; Complexity of Cross Culture Studies; Cultural Hierarchy; Dimensions of Culture.

Unit 2: Sociology of Culture

Cultural Stereotypes; Culture Shock; Cultural Contexts of Ethnic Differences; High and Low Culture; Culture Influences on Communication; Folk and Popular Culture; Race; Colonialism and Culture.

Unit 3: Cultures and Communication

Intercultural Relationships; Communicating in Intercultural Relationships; Non-Verbal Communication; Language; Culture; Communication and Conflict; Intercultural Conflict.

Unit 4: Barriers to Intercultural Communication

Cross Cultural Gender: Masculinity – Feminity; Individualism-Collectivism; Ethnocentrism; Identity; Cultural Misunderstandings; Barriers in Communication; Trends in Intercultural Communication.

Suggested Readings:

1. Intercultural Communication: A Discourse Approach; Ronald Scollon, Suzanne B. K. Scollon, Wiley.
2. Intercultural Communication, L. E. Sarbaugh, Intercultural Communication, L. E. Sarbaugh, Transaction Publication.
3. Intercultural Communication: An introduction Fred Edmund Jandt, Sage Publications.
4. Basic Concepts of Intercultural Communication: Selected Readings, Milton J. Bennett, A Nicholas Brealey Publishing Company.