

**COURSE STRUCTURE BAJMC(Hons.)**

**(2019-20 Admission Batch)**

**UNDER CBCS PATTERN**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>COURSE TYPE</b>	<b>MARKS</b>	<b>COURSE CREDIT</b>
SEMESTER-I	BAJMC-1.1	Communicative English	AECC-I	100	4
	BAJMC-1.2	Introduction to Journalism (Print Media) Theory & Practical	CC-I	100	6
	BAJMC-1.3	Introduction to Media and Communication	CC-II	100	6
	BAJMC-1.4	Fundamentals of Electronic Media Theory & Practical	GEC-I	100	6
SEMESTER-II	BAJMC-2.1	Environmental Studies	AECC-II	100	4
	BAJMC-2.2	Reporting and Editing for Print Media Theory & Practical	CC-III	100	6
	BAJMC-2.3	Media and Cultural Studies	CC-IV	100	6
	BAJMC-2.4	Photography Theory & Practical	GEC-II	100	6
SEMESTER-III	BAJMC-3.1	History of the Media	CC-V	100	6
	BAJMC-3.2	Electronic Media Programme Production Theory & Practical	CC-VI	100	6
	BAJMC-3.3	Introduction to Advertising and Public Relations	CC-VII	100	6
	BAJMC-3.4	Writing for Advertising & PR Theory & Practical	GEC-III	100	6
	BAJMC-3.5	Film Studies	SEC-1	50	2
SEMESTER-IV	BAJMC-4.1	Introduction to New Media	CC-VIII	100	6
	BAJMC-4.2	Development Communication	CC-IX	100	6
	BAJMC-4.3	Media Law and Ethics	CC-X	100	6
	BAJMC-4.4	Documentary Production Theory & Practical	SEC-I	100	6
	BAJMC-4.5	Development Journalism	SEC-II	50	2
SEMESTER-V	BAJMC-5.1	Media Content Analysis	CC-XI	100	6
	BAJMC-5.2	Research Project	CC-XII	100	6
	BAJMC-5.3	Media Industry and Management	DSE-I DSE-II	100 100	6 6
	BAJMC-5.4	Mobile Journalism			
SEMESTER-VI	BAJMC-6.1	Field Visit & Documentation	CC-XIII	100	6
	BAJMC-6.2	Internship (Two Months)	CC-XIV	100	6
	BAJMC-6.3	Project Work –I	DSE-III	100	6
	BAJMC-6.4	Project Work -II	DSE-IV	100	6
	BAJMC-6.5	Event Management	GEC-IV	100	4
<b>Total Credit/Marks</b>				<b>2400</b>	<b>148</b>

**PAPER- BAJMC -1.1**  
**COMMUNICATIVE ENGLISH**

**UNIT-I**

Introduction: Theories of Communication, Types and modes of Communication.

**UNIT-II**

Language of Communication: Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies, Intra-personal, Inter-personal and Group communication.

**UNIT-III**

Speaking Skills: Monologue Dialogue, Group Discussion, Effective Communication/ Mis-Communication, Interview and Public Speech.

**UNIT-IV**

Reading and Understanding: Close Reading Comprehension, Summary Paraphrasing Analysis and Interpretation, Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts.

**UNIT-V**

**Writing Skills:** Documenting Report Writing, Making notes Letter writing.

**Suggested Readings:**

1. Fluency in English-Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjan Kaul, Dr. Brati Biswas

**PAPER- BAJMC -1.2**  
**INTRODUCTION TO JOURNALISM (PRINT MEDIA)**  
**Theory & Practical**

**UNIT-I**

**Journalism-** Meaning, scope & practice. Difference between journalistic and other forms of writing.

**Understanding news-** Definition. Essential ingredients of news. Qualities of news. Sources of news. News value. Criteria for news worthiness. Hard news vs. soft news.

**UNIT-II**

**News writing,** Inverted Pyramid structure of news writing, 5 Ws & 1 H.

**Things to watch-** Accuracy, authenticity, credibility, attribution, verification, balance & fairness, clarity, simplicity, directness, brevity, repetition, good taste, rumour & gossip, deadline, dateline, by-line, credit line, stylebook.

**UNIT- III**

**Basic components of a news story-** Headline, lead & body. Headline – objective, significance, types of headlines. writing good & effective headlines. Lead or Intro- importance, functions and types. Writing the right lead. Importance of translation in print media. Interview. Writing for magazines.

#### **UNIT-IV**

Contents Of Editorial page. Editorial, Feature & Article, Columns, Letters to the editor, Film Review, Book Review.

#### **UNIT-V**

Practical component of this paper includes writing News, Headlines, Editorial, Feature, Letters to the editor, Film & Book review. Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination.

**Practical component carries 50 marks. Practical Assignment- 30 marks.**

**Practical Record- 20 mark**

Suggested Readings:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing,2006.
3. *Introduction to Journalism*; Blackwell Publishing,2006.
4. George Rodmann. *Mass Media in a Changing World*; Mcgraw Hill Publication,2007.
5. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications,2006.

### **PAPER-BAJMC-1.3 INTRODUCTION TO MEDIA AND COMMUNICATION**

#### **UNIT- I**

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter, The Internet- discussion around media and everyday life Discussions around mediated and non-mediated communication.

#### **UNIT-II**

Communication and Mass Communication, Forms of, Communication, Levels of Communication Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere.

#### **UNIT-III**

Mass Communication and Effects Paradigm Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory.

#### **UNIT-IV**

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis, Critique of the effects Paradigm and emergence of alternative paradigm.

## UNIT-V

Four Models of Communication, Transmission models Ritual or Expressive models Publicity Model, Reception Model.

### Suggested Readings:

1. Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
2. John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
3. Dennis Mc Quail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133
4. Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning,
5. Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013).
6. Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1).
7. Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures, in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

## PAPER BAJMC-1.4 FUNDAMENTALS OF ELECTRONIC MEDIA

### UNIT-1

Basics of sound - Sound as a medium, Characteristics of sound ,types of sound, Image visualization, Diegetic and non-diegetic sound ,recording tools, sound recording, sound editing ,linear and non-linear, types of microphones.

### UNIT-2

Radio as a mass medium, characteristics and importance, types of radio program format.

### UNIT-3

Camera, various types of camera, film and digital camera, camera tools and operations.

### UNIT- 4

Visual Grammar-Image as a language, visual aesthetics, types of shots, Lighting, properties, types and techniques.

**UNIT-5 (PRACTICAL) Practical component carries 50 marks. Practical Assignment- 30 marks. Practical Record- 20 mark**

Storyboarding -Definition, historical evolution, Importance and Principles of storyboarding, Story boarding for different visual medium. Practical component of this paper includes Sound story, AV production of 5-10 minutes duration, Photo feature, and story board submission.

**Suggested Readings –**

1. Parker, Steve. Sound. Chelsea House Publishers, 2005.
2. McLeish, Robert. Radio Production. Focal Press, 2005.
3. Chantler, Paul, and Peter Stewart. Basic Radio Journalism. Focal Press, 2013
4. Belavadi, Vasuki. Video Production. Oxford University Press, 2013.
5. Zettl, Herbert. Video Basics. Wadsworth, Cengage Learning, 2013.
6. Leggatt, Kim, and Matt Hilliard. The Storyboard. Film Education.

**PAPER-BAJMC-2.1  
ENVIRONMENTAL STUDIES**

**Unit I**

Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

**Unit II**

Ecosystems: 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, lake, rivers, oceans, estuaries)

**Unit III**

Natural Resources: Renewable and non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impact due to mining dam building on environment, Forest, biodiversity and tribal populations.

Water: use and over exploitation of surface and ground water, floods, droughts, conflicts over

water (International & Inter-state).Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources growing energy needs case studies.

#### **Unit IV**

**Biodiversity and Conservation:** Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic Zones of India; Biodiversity Patterns and global biodiversity hot spots. India as a mega-biodiversity nation; endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, Man-wildlife conflicts, biological invasions; Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

#### **Unit V**

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

#### **Units VI**

**Environmental Policies & Practices:** Climate change, Global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture **Environment Laws:** Environment protection Act; Air (Prevention and control of pollution) Act; water (Prevention and control of pollution) Act; wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto Protocols and Convention on Biological Diversity (CBD).Nature reserve tribal Populations and rights, and Human wild life conflicts in Indian context.

#### **Unit VII**

**Human Communities and the Environment:** Human Population growth: Impacts on environment, Human health and welfare. Resettlement and rehabilitation of project affected Persons; case studies. Disaster management: Floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and Public awareness, case studies (e.g.,CNG vehicles in Delhi.)

#### **Unit VIII**

**Field Work:** Visit to an area to document environmental assets: river/ forest/ flora, etc. Visit to a local polluted site- Urban Rural/ Industrial/Agricultural. Study of common Plants, insects, birds and basic Principles of identification. Study of simple ecosystems-pond, river Delhi Ridge, etc.

## Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land : An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and low. N. (eds.) 1999. Global Ethics and environment, London, Routledge.
4. Gleick, P.H. 1993. Water in crisis. Pacific Institute for Studies in dev., Environment & Security. Stockholm Eny, Institute, Oxford Univ. Press.
5. Groom, Martha J ., Cary K. Meffe, and Carl Ronald Carroll. Principles of conservation Biology. Sunderland : Sinecure Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats From India's Himalaya dams. Science, 339:36.37.
7. Mc Cully, P.H. 1996. Rivers on more the environmental effects of dams (PP. 29-64).Zed Books.
8. McNeill, John R. 2000. Something New Under the sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., Odum, H.T. Andrews , j 1971 . Fundamentals ofEcology. Philadelphia: Saunders.
10. Pepper, i.L.,Gerba, C.P. & Brusseau, M.L. 2011. Environmental and PollutionScience. Academic Press.
  1. Publication





**PAPER-BAJMC-2.2**  
**REPORTING AND EDITING FOR PRINT MEDIA**  
**Theory & Practical**

**UNIT-I**

Reporter- role, functions and qualities, Covering Speeches, Meetings and Press Conferences, Sports Reporting, beat Reporting, Covering of beats- Crime, Courts, City reporting, Education, Culture.

**UNIT-II**

Techniques of Interviewing: doing the research, setting up the interview, conducting the interview, Organizing the news- Headline, Leads/intros, body; attribution, verification, Writing Articles, Features, and human interest stories,

**UNIT-III**

Organizational setup of a newspaper, Editorial department- The news desk & News bureau, Role of sub/copy-editor, News editor and Editor, Principles, Purpose and functions of Editing. Style sheet, Changing trend in Headline writing, Importance of pictures, selection of news pictures,

**UNIT-IV**

Understanding media and news, Objectivity & Sociology of news: factors affecting news treatment, paid news, agenda setting, trial by media, gatekeepers.

**UNIT-V**

Practical component of this paper includes *covering seminars & conferences, sports, cultural functions; writing and editing crime, political, city and campus news, Interview based news and features*. Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination. **Practical component carries 50 marks. Practical Assignment- 30 marks. Practical Record- 20 mark**

Suggested Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication  
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications  
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication  
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press  
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press.  
The Newspaper's Handbook, Richard Keeble, Routledge Publication

## **PAPER-BAJMC-2.3 MEDIA AND CULTURAL STUDIES**

### **UNIT- I**

Understanding Culture, types of Culture, Mass Culture, Popular Culture, Folk Culture Media and Culture, difference between Eastern & Western culture.

### **UNIT- II**

Critical Theories, Frankfurt School, Media as Cultural Industries, Political Economy, Ideology and Hegemony, culture as social institution. Globalization effects on Culture Representation of nation, class, caste and gender issues in Media.

### **UNIT- III**

Intercultural Communication—definition, meaning, importance. Cultural Symbols in Verbal & Non-Verbal Communication. Modern Mass Media as Vehicles of Inter-Cultural Communication, barriers in intercultural communication.

### **UNIT- IV**

Audiences, Uses and Gratification Approach, Reception Studies, Active Audiences Women as Audiences, Sub Cultures; Music and the popular, Fandom

### **UNIT- V**

Media and Technologies, folk media as instruments of intercultural communication, Folk Media as a form of Mass Culture, Medium is the Message; New Media and Cultural forms

### **Readings**

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes )
3. Dennis Mc Quail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009

6. Kevin Williams, *Understanding Media Theory* (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
7. James Clifford, Tony Benett, Raymond Williams, Stuart Hall, John Storey
8. Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan
9. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

## **PAPER-BAJMC-2.4**

### **PHOTOGRAPHY**

#### **Theory & Practical**

#### **UNIT- I**

History of Photography Definition and origin of Photography The birth of Camera and its evolution Modernization of Photography and its use in Mass Media Invention of Digital Photography

#### **UNIT- II**

Equipment of Photography Cameras Lenses Tripods Monopods Camera bags Digital storage Editing: Photo editing software: Microsoft Office Picture Manager, Adobe Photoshop, Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast,

#### **UNIT III**

**Lighting:** The different types of lighting: Natural lighting–and Artificial Lighting The reflection of light, outdoor lighting. Indoor lighting and Photography.

#### **UNIT- IV**

The basics of photojournalism and importance of context in photojournalism, Types of Photography and Photojournalism: News Photography, Feature photography: Sports Photography, Nature photography, Fashion photography and advertisement photography.

#### **UNIT- V**

Photo Feature. Photography portfolio and practical assignments. **Practical component carries 50 marks. Practical Assignment- 30 marks.**

**Practical Record- 20 mark**

#### **Readings**

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

5. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by LonelyPlanet

## **PAPER-BAJMC-3.1 HISTORY OF THE MEDIA**

### **UNIT I**

History of Print Media: Invention of Printing press. Evolution of newspapers in Europe and America, Yellow Journalism. Printing press arrives in India. James Augustus Hicky and India's first newspaper, early newspapers Raja Rammohan Roy and Growth of Indian language press.

### **UNIT II**

Role of newspapers in India's freedom struggle, Mahatma Gandhi as a journalist, British curbs on Indian Press. Dawn of freedom, Media in the Post-Independence Era, Emergency and Post Emergency Era, Growth of National Press, the emergence of regional language press. Growth of News Agencies in India.

### **UNIT III**

Origin and development of Radio in India: AIR: Organizational structure and Services, three tiers of Radio Broadcast—Local, Regional and National, Public Service Broadcast. Penetration of radio in rural India, FM Radio, Development of Educational & Community Radio.

### **UNIT IV**

Origin and Growth of Television in India: DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units, Doordarshan News Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast, DTH services come to India — Breaking of monopoly of DD, Prasar Bharti Act, 1997.

### **UNIT V**

Visual Media: The early years of Photography, Origin & development of Cinema, From Silent Era to the talkies, Cinema in India, and Cinema in later decades, present status.

### **Suggested Readings:**

1. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010)
2. Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language*.
4. Press,(New Delhi, Oxford 2003)
5. Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Media*.
6. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, chapter 8 and Chapter 9.
7. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India.
8. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
9. Parthasarthi, Vibhodh, —Constructing a \_New Media Market: Merchandising the Talking Machine in
10. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
11. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition,Chapters "Beginnings," & "Three Get Started,"
12. John V. Vilanilam, —The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation, in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage,2000).
13. Elen McDonald —The modernizing of communication: Vernacular Publishing in Nineteenth Century
14. Francis Robinson (1993) *Technology and Religious change: Islam and the impact of Print; Modern*

**PAPER-BAJMC-3.2**  
**ELECTRONIC MEDIA PROGRAMME PRODUCTION**  
**Theory & Practical**

**UNIT I**

Writing and Editing Radio News, Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and editing sound.

**UNIT II**

Conceptualization and writing of different radio program formats – Vox Populi, Radio talk,

Radio Interviews, Radio Commercials and community based programs.

### **UNIT III**

Characteristics of Television as a Medium. Television Language, Writing and Editing Television News, Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept),

### **UNIT IV**

Elements of Television News Bulletins, Elements of a Television News Story: Gathering, Writing/Reporting. Basics of Editing for TV – Broadcast News: Critical Issues and Debates, Changing Character of Television News 24-hrs. news format, News Production cycle, News 'Lingo', News 'Formulae' .

### **UNIT-V (Practicals):**

**Practical component carries 50 marks. Practical Assignment- 30 marks.**

**Practical Record- 20 mark**

- 1) Production of Radio News Bulletin for 5 minutes.
- 2) Production of Radio news Magazine for 15 Minutes.
- 3) Production of TV News Packages and encapsulation Bulletin for 24 minutes.
- 4) Production of TV news Debate or panel Discussion (1+2, 1+3)

### **Suggested Readings:**

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80,85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25-78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)
5. McLeish, Robert, and Jeff Link. Radio Production. Focal Press, 2016.

## **PAPER-BAJMC-3.3**

### **INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS**

#### **UNIT I**

Introduction to Advertising, definition, meaning, concept and practice, history of Advertising,

Importance and Functions, types of advertising, Economic, cultural, Psychological and Social aspects of advertising, Types of Media for advertising,

## **UNIT II**

Advertising as a tool of communication, Role of Advertising in Marketing mix, PR, Advertising Theories and Models-AIDA model, DAGMAR Model, Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

## **UNIT III**

Advertising Campaign: Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling, Marketing Strategy, Research and Branding, Advertising Budget, Planning, Creation and Production Advertising department vs. Ad. Agency-Structure, and Functions. Social Media Marketing, Social, Integrated Marketing Communication.

## **UNIT IV**

Public Relations-Concepts and practices: Introduction to Public Relations, Growth and development of PR Importance, Role and Functions of PR Principles and Tools of Public relations, Organization of Public relations: In house department vs consultancy. PR in govt. and Private Sectors, Govt.'s Print, Electronic, Publicity, Film and Related Media Organizations.

## **UNIT V**

PR-Publics and campaigns, Research for PR, Managing promotions and, functions PR Campaign-planning, execution, evaluation Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

### **List of Projects**

1. Design an ad copy for a product
2. Script writing for electronic media ( Radio jingle, TV Commercial)
3. Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

### **Suggested Readings:**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcose& Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

**PAPER-BAJMC-3.4**  
**WRITING FOR ADVERTISING & PUBLIC RELATIONS**  
**Theory & Practical**

**Unit I**

Designing ad copy for a product, Identifying elements in Ad copy, Social ad, Institutional Ad, Script writing for Advertising in electronic media (Radio jingle, TV Commercial).

**UNIT II**

Planning and designing advertising campaigns, Critical evaluation of advertisements.

**UNIT III**

What is Public Relations writing? Types of PR writing, Communication and the PR writer. Basics of PR writing- Grammar, Style; diversity, bias and cultural sensitivity, ethical issues, rewriting and proof reading.

**UNIT IV**

Preparing backgrounders, features, newsletters, brochures and posters. Writing news releases, media alerts, pitch alerts, Writing for broadcast media, online writing, PR photos.

**UNIT V**

Practical component of this paper includes preparing advertisements, advertisement campaign formulation, preparing backgrounders, newsletters, brochures, writing news releases, media alerts, pitch alerts, writing for broadcast media and online writing. Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination.

**Practical component carries 50 marks. Practical Assignment- 30 marks.**

**Practical Record- 20 mark**

**Suggested Readings:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. —What is New Media? In The Language of New Media.
3. Cambridge: MIT Press. pp. 19-48.
4. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
5. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
6. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
7. Borderless World. Oxford University Press US.

**PAPER- BAJMC- 3.5**  
**Film Studies**

**UNIT I**

Language of Cinema, Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage, Language of Cinema II – Focus on Sound and Colour:



Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Genre and the development of Classical Hollywood Cinema.

## UNIT II

Film Form and Style, German Expressionism and Film Noir Italian Neorealism, French New-Wave.

## UNIT III

Alternative Visions, Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurosawa.

## UNIT IV

Hindi Cinema, Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema Film Culture

### Suggested Readings:

1. Andre Bazin, —The Ontology of the Photographic Image from his book *What is Cinema Vol I*
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, —A Dialectic Approach to Film Form from his book *Film Form: Essays in Film*
4. *Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
5. Brace Jovanovich, Publishers: 1977, 45-63
6. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in
7. Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990,
8. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
9. Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
10. Paul Schraeder —Notes on Film Noir in John Belton ed. *Movies and Mass Culture* New Brunswick,

## **PAPER-BAJMC- 4.1**

### **INTRODUCTION TO NEW MEDIA**

New Media- meaning and scope, how does it differ from conventional mass media, Development of Information Technology, communication technology, impact of new technology on media. Application of computer.

### **UNIT II**

Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, Convergence and New Media: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media

### **UNIT III**

#### **Introduction to Internet**

Characteristics, advantage over other mass media, how internet has changed the media landscape, reach and access of internet in India, World Wide Web, Types of websites, E-mail, Video conferencing, Webcasting, Advertising on Internet.

### **UNIT IV**

Online Communication : Definition, Meaning & Features of Online Communication, its tools, knowledge of HTML podcast and webcast, online journalism in India, Traditional vs Online Journalism-difference in news consumption, Online Writing & Editing.

### **UNIT V**

The new breaking news medium, Citizen and participatory journalism, social activism & internet, Problem of Control, verification, accuracy and fairness, Cyber Laws & Ethics and the difficulty in enforcing them

#### **Suggested Readings:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
5. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
6. Borderless World. Oxford University Press US.

## **PAPER-BAJMC-4.2**

### **DEVELOPMENT COMMUNICATION**

#### **UNIT I**

Development: Definition, Meaning, Concept and process of development, Measurement of development, Development Indicators, Development versus growth, Human development, Developing countries versus developed countries, Barriers to development. Problems and issues.

#### **UNIT II**

Theories and Models of development: Dominant paradigm, dependency model, alternative paradigm, Basic needs models, Nehruvian model, Gandhian model, Development Dichotomies

#### **UNIT III**

Development communication: Definition, Concept, Purpose, Dev comm. approaches – Diffusion of Innovation, Empathy and Magic Multiplier Alternative Dev comm. approaches: Sustainable Development, gender and development. Role of Media in Development: Print, Radio, TV, Video, Traditional Media.

#### **UNIT IV**

Cyber Media and Development –e-governance, e-chaupal, national knowledge network, ICT for development, Narrow casting.

Development Support Communication (DSC), Development support communication in India in the areas of: Agriculture, health & family welfare, population control, women empowerment. SITE, Krishi Darshan, Kheda, Jhabua, MNREGA.

#### **UNIT V**

Strategies for designing Development messages for print, Radio and Television. Information needs in rural areas, Rural reporting in India, Writing development messages for rural audience. Use of traditional media for development in rural areas.

## **PAPER-BAJMC-4.3 MEDIA LAW AND ETHICS**

#### **UNIT I**

Ethical Framework And Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)(2)), Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights, Media ethics and cultural dependence,

#### **UNIT II**

Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc., Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court ) Discussion of Important cases-ex- Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

### **UNIT III**

Representation and ethics, Advertisement and Women Pornography, Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.

### **UNIT IV**

Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines, Self-Regulation Media Content- Debates on morality and Accountability: Taste, Culture and Taboo Censorship and media debates

### **UNIT V**

Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, Dalits, tribal, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353) Sedition-incitement to violence, hate Speech. Relevant Case Studies.

#### **Suggested Reading:**

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel Petheran Media Ethics, mansell,1998.
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication,2007,
5. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000,
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
7. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

## PAPER-BAJMC-4.4

### DOCUMENTARY PRODUCTION

#### Theory & Practical

##### UNIT- I

Introduction to Documentary, Types and genres of Documentary, Realism debate and documentary, Ethics and Representation in documentary.

##### UNIT- II

Pre-Production, Researching the Documentary, Modes of Research: Library, Archives, location, life stories, and ethnography, Writing a concept: telling a story, Script Writing, Treatment, Writing a proposal and budgeting.

##### UNIT-III

Radio Documentary Production, Understanding sound Creative use of Sound for Documentary Writing and Scripting for Radio Documentary, Field Recordings, Studio Recording & Editing.

##### UNIT- IV

Video Documentary Production, The Documentary Camera: Shooting styles, Scripting Production details and logistics, editing styles,

##### UNIT- V

Practical Exercise – Making a short video and radio documentary (5-10 minutes).

**Practical component carries 50 marks. Practical Assignment- 30 marks. Practical Record- 20 mark**

##### Suggested Readings:

1. Bill Nichols; Introduction to Documentary.
2. Erik Barnow and Krishnaswamy Documentary .
- 3-Charles Musser —Documentary in Geoffrey NowellSmith, *The Oxford History of World Cinema* Oxford University Press: 1996,322-333
- 4- Michael Renov —The Truth about Non Fiction and —Towards a Poetics of Documentary in
- 5- Trisha Das *How to Write a Documentary Double Take* by PSBT.

**PAPER-BAJMC-4.5**  
**DEVELOPMENT JOURNALISM**

**UNIT I**

Development Journalism, Definitions, nature and scope, agriculture extension. Information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, media advocacy, new age media and development journalism. Development journalism pre and post liberalization.

**UNIT II**

Development stories: Development with a human face, content, development news story and features, writing headlines and captions, innovative leads. Research and planning, Conflict of interests, mobilizing support for development.

**UNIT III**

Media specific development coverage: The differences in approach between print and broadcast development journalism, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

**UNIT IV**

Issues in development: Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport.

## PAPER-BAJMC-5.1

### COMMUNICATION RESEARCH AND METHODS

**Unit I** – Introduction to Research, Definition and importance, Basic and Applied Research, Types of research, Research process.

**Unit II** – Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis.

**Unit III** – Sampling, Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data, Observation, Interview, Questionnaire and schedule.

**Unit IV**- Methods of analysis and report writing. Data Analysis Techniques; Coding and Tabulation, Writing Citations, Bibliography ,Writing the research report.

**Unit V** –Research in print media, electronic media, advertising, public relations and online media.

#### **Suggested Readings:**

1. Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
2. Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
3. John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.
4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.
5. Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

## PAPER- BAJMC-5.2

### RESEARCH PROJECT

#### **Guidelines for Dissertation/Research Project**

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behavior for success in the field of journalism.

Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation they will follow the research steps under the guidance of the faculty members of guide approved by department. The objectives of the dissertation are:

- To enable the student to identify the prominent and important issues in the field of journalism.
- To have knowledge of history and significance of various dimensions of the issue.
- To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.
- To carry out intensive study to make their dissertation valuable and authentic.
- To provide them opportunity to go for reference, analysis and additional subject related readings.
- Student should be guided by the following points during the research/study for his/her dissertation.

**Title:** It should be decided with the help of HOD/approved guide

**Synopsis:** After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 5<sup>th</sup> semester.

**Progress:** From time to time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.

**Final Dissertation:** In two copies in hard bound should compulsorily be submitted before the final examination. The date of submission will be decided by HOD.

This dissertation carries 100 marks and will be evaluated by external examiners. 30 marks for content and presentation of dissertation, and 40 marks will be on the Viva-voce taken by the external examiner while 30 mainly on progress report during the study as mentioned earlier and given by the internal examiner.



**PAPER-BAJMC5.3**  
**MEDIA INDUSTRY AND MANAGEMENT**

**UNIT I**

Understanding management-Principles & Functions of management

Media Management- definition, need, practices.Factors influencing media management.  
Profit making and social commitment.

**UNIT II**

Media Industry: Role, Challenges & issues. Ownership patterns of media industries.  
Media industry as manufacturers- news, opinion pieces, entertainment. Content  
management. Market Forces, Performance evaluation (TAM, TRP, BARC and HITS)

**UNIT III**

Media organization: Structure and functions of media organizations. Media  
organizations in India. Hierarchy & Workflow. Managing director, Managing editor,  
editor.

**UNIT IV**

Understanding Media Economics- Media as an industry & business. Issues and  
concerns of media economics and management- Capital inflow, Revenue generation,  
Budgeting, Financial management. Circulation, Advertising and Promotion.

**UNIT V**

Structure and functions of I Newspaper, Television, AIR. Doordarshan.

Student will be required to prepare a project report detailing the structure and functions of  
any one media organization to be submitted to the department before commencement 5<sup>th</sup>  
semester End term examination.

**Suggested Readings**

1. Vinita Kohli Khandeka, Indian Media Business, Sage
2. Pradip Ninan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
  
5. Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and  
Method , Wiley- Blackwel

John M. lavine and Daniel B. Wackman, Managing Media Organisations

**PAPER- BAJMC- 5.4**  
**MOBILE JOURNALISM**  
**Theory & Practical**

**Unit-I**

Mobile Journalism Basic concept – definition, nature and scope. Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism.

**Unit-II**

Skills required for Mobile Journalism. Workflow of Mobile Journalism. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android.

**Unit-III**

Mobile phone as audio recording and editing podcasting. Usage of Mobile camera for Photography and editing, Videography and editing. Video Uploading.

**Unit-IV (Practical)**

Live streaming of audio and platforms. Live streaming of video and platforms. Recent trends mobile journalism apps.

**Unit-V (Project)**

To have knowledge of Mobile Journalism. The students have to complete the following assignments: **Practical component carries 50 marks. Practical Assignment- 30 marks.**

**Practical Record- 20 mark**

- 1) Audio News package and audio Interview for podcasting
- 2) Video news package and video interview
- 3) Live streaming of Audio, Video.

**PAPER-BAJMC-6.1**

**Field Visit & Documentation**

**PAPER-BAJMC-6.2**  
**INTERNSHIP (Two Months)**

**PAPER-BAJMC-6.3**

**Project work -I**

**Television Production:**

Students have to complete any two tasks from the module-

1. TV News Magazine Story – (Minimum 24 minutes)
2. News Reports with Piece to Camera ( 2 No.s)
3. Event Report. ( 25-30 minutes)
4. Television Sitcom (2 Episodes with maximum 5 characters- each episode not lesser than 15 minutes)

**PAPER-BAJMC-6.4**  
**Project work -II**

Students have to complete any two tasks from the module-

**Radio Production Module:**

1. Radio News Magazine Story – (Minimum 15 minutes)
2. Radio Feature/ Radio Drama (Not less than 2 characters )
3. Radio Commercials ( 5 No.s – 30 seconds each)
4. Radio Sitcom –( 2 Episodes)

**Video Production Module:**

1. Music Video (4 – 7 minutes)
2. Short Film (Fiction) (10 minutes)

**PAPER BAJMC-6.5**

**EVENT MANAGEMENT**

**Event concept and context-** Definition, significance, understanding different types of events, special events, signature event. Fashion shows as events. Event Management- Principles, scope, elements, 5C's of event management, role of event manager. Creativity in event management. Legal aspects of event management.

**UNIT II**

**Event Creation-** Critical stages in event management- conceptualization, event proposal making and briefing, event sponsorship. Event planning, need & importance, baseline plan, event life cycle, scale of event planning, event process flow, event budgeting and accounting.

**UNIT III**

**Event production and Evaluation**

Planning the event production, Preparing work plan, team building, check list, cue sheets. Event logistics, venue management, site management, stage management, set design, light, sound, video and special effects, Artist/celebrity management, Safety & security measures during events. Crowd management. Event evaluation- need and importance, techniques..

**UNIT IV**

Event marketing – objectives & strategies, Events as tools of marketing and brand

management, media in event management, event promotion, publicity and advertising. PR in the context of events. Use of internet and smart phones in event promotion. Future of event management in India.

## UNIT V

**Assignment:** Each student will be required to present in PPT plan outline of 5 events giving details of event proposal, planning, production design and Q-sheet, event logistics, stage design, and management, execution and evaluation. *Entertainment event, high profile wedding, show, sports event, product launch. Assignments carry 20 marks.*

1. Dr Asutosh Chaturvedi “Event Management” Global India Publications Pvt. Ltd, New Delhi.
2. Purnima Kumarui “Event Management”Anmol Publishers Pvt Ltd. New Delhi
3. Sandhya A.Kale”Event Management” Chandralok Prakasan
4. Karan Saxena”Event Management”Anubhav Publishing House
5. D.G.Conway”Event Management Bible” Constable and Robin son/Viva Books Pvt.Ltd
6. Joe Goldblatt “Special Events(Event Leadership for a New world)”.John Wiley Exclusive
7. Wagen”Event