Bachelor of Arts Journalism & Mass Communication (3 Continent)

Syllabus - First Semester

PRINT MEDIA – REPORTING AND EDITING

Course Code: JRC2151   **Credit Units : 03**

Course Objective:
This course is aimed at introducing the students to the world of journalism- news and its handling in context of print media. It deals with basic news elements, news structure and also the newsroom set up. The student is taught about agency and magazine journalism. Editing is an integral part of this unit.

Course Contents:

Module I: History of Journalism
Journalism in pre-independence era in India
Role of English and vernacular press during freedom struggle
Growth of journalism post independence

Module II: Growth and development of press
Emergence of newspapers, magazines and publication houses
Emergence and growth of Indian news agencies

Module III: The newsroom Set-up
Various departments in Editorial set-up
Hierarchy in the Newsroom
Qualities and responsibilities of a reporter
Sources and beats

Module III: News Reporting
What is News, News Value and Sources of News
Basic elements of News
Writing a News Report
Types of leads & Body text
Interviewing skills required for reporting
Types of Reporting

Module IV: Editing News
Role and functions of desk
Role of copy editor
Electronic Copy-editing, Rewriting
Writing Headlines and captions
Understanding the importance of style guides
Newspaper design & Layout

Examination Scheme:

Components	H	C	CT	A	EE
Weightage (%)	5	10	10	5	70

H- Home Assignment, C- Case Discussion/Presentation/Analysis, CT-Class Test, A-Attendance, EE- End Semester Exam

Text & References:
Text

- Writing and reporting news a coaching method by Carole Rich
- History of Indian press: Growth of Newspaper in India; Ahuja, B.N.

References
- Communication for Development In the Third world; Melkote, Srinivas R.
- History of India Journalism; Natarajan, J.
- Editing; Ahuja, B.N. &Chhabra, S.S
- News Reporting & Writing, A.L. Lawrenz;
- Handbook of Journalism & Mass Communication

FUNDAMENTALS OF ADVERTISING

Course Code: JRC2101   **Credit Units: 03**

Course Objective:
This module will help students understand the concepts of advertising. The students will understand the advertising scenario in India, organizational structure, and brand-management. Students will have an opportunity to explore various creative fields involved in making advertisements.

Course Contents:
Module I: Fundamentals of Advertising
What is Advertising?
Definition & Concepts of Advertisement
Types of Advertising
Classified
Corporate
Financial
Education/ NGO/Public Service /Institutional
Advertorial
Souvenirs/ Promotional Ads.

Module II:Aspects of Advertising
Concepts of Advertising
Advertising Campaign
Celebrity Endorsement
Embedded Advertisements

Module: III Structure of advertising agencies
Types of advertising agencies
Advertising agency structure
Functions of various departments
How agencies earn revenue

Module IV: Role of Marketing
What is a market?
Types of markets.
Different Media's
(Print, electronic, ATL, BTL & Cyber Media)

Module V: Ethics in Advertising
ASCII's code of Advertising Practice
Ethics in Advertising.

Examination Scheme:

Components	H	C	CT	A	EE
Weightage (%)	5	10	10	5	70

H- Home Assignment, C- Case Discussion/Presentation/Analysis, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Advertising; Jethwaney, Jaishri N.
- Foundation of Advertising; Chunawalla, S.A. &Sethia, K.C.

References
- Advertising Management; Manendra Mohan
- Advertising; Ahiya, B.N. &Chhabra, S.S.
- Advertising; O'Guinn,Thomas C

COMPUTER APPLICATIONS - I

Course Code: JRC2102   **Credits Units: 03**

Course Objective:
This unit will give students a broad knowledge of the basics of computer usage in publication houses. How to work with computers, what are the design softwares? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Course Contents:
Module I: Basics of Computer
Hardware/Software, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point, Networking: - Lan, Wan concept.

Module II: Desk Top Publishing
What is DTP (Desk Top Publishing)? How it is linked with computers. Newspaper, Magazine, Book publishing is part of DTP. Software: page design packages (e.g. Adobe PageMaker, Adobe Indesign. *"InDesign is a newer version of PageMaker"*) to be used for design and layout purposes, text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font, creation of pages, importation and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc.

Module III: Graphics Creation
Software: Adobe Illustrator is a powerful graphic design and drawing program that will help you create images or documentation with an artistic touch. It is used for creating vector graphic images. Also file formats. After creating graphic files, which format you are suppose to save and why? Images: choice of appropriate pictures/graphics, electronic scanning and manipulation using proper resolutions.

Examination Scheme:

Components	P	Q	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, Q- Quiz, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Fundamental of Computer, BPB Publication or Tech Book Publication
- Desktop Publishing on PC By M.C. Sharma

Reference
- Adobe Page Maker 7.0 Classroom in a book by BPB Publication or Adobe Publication
- Adobe InDesign CS 3 Classroom in a book by BPB Publication or Adobe Creative Team
- Adobe InDesign CS 4 Classroom in a Book by Adobe Creative Team
- Adobe Illustrator CS 4 Classroom in a book by BPB Publication or Adobe Creative Team
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

FUNDAMENTALS OF RADIO JOURNALISM

Course Code: JRC2103   **Credit Units: 03**

Course Objective:
The module is structured for the students to learn the basic Radio and radio technology. The genres in radio will be identified and explored so that the student is able to comprehend what are the core differences in implementation of information and entertainment in each specific genre. A brief background on the history of some institutions like All India Radio will also be discussed. This unit is aimed at laying the platform for further studies in the broadcast arena. At the end of this learning, the student will be able to understand all about radio.

Course Contents:
Module I: Background of Radio
History and growth of Radio in India
Radio as a medium of mass communication
Public broadcasting: All India Radio (AIR) as an institution
Role of BBC radio in India
The radio revolution in India: Private Players
Different types of radio stations
Concept of Community Radio
Present Scenario: Role of PrasarBharati Corporation

Module II: Radio formats and genres
Voice modulations
News bulletins, live talk shows, & interviews
Radio features & radio documentaries
Jingles & radio plays
Commentaries and magazines, countdowns
Basics of sound: frequency, amplitude, wavelength
Radio frequencies: AM and FM transmission
Importance of speech (or human voice) in broadcast media
Sound effects and its functions
Importance of music & background score in visual imagination

Module III: Elements of Radio Production
Radio ads/commercials
Phone ins and radio bridges
Steps of Radio news production
Pre production, production, post production
Idea: From conceptualization to broadcasting
Difference between recorded and live broadcast
Discussing eminent broadcasters and broadcasting channels
Radio Journalism as a career
Case studies about popular radio stations (scheduling, style, and content)

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	10	5	70

P- Project, H- Home Assignment, CT- Class Test, A- Attendance, EE- End Semester Examination

Texts & References:
Text
- Basic Radio Journalism: Paul Chantler&Peter Stewart
- Radio Journalism: Guy starkey& Andrew Crisell
- Radio Production worktext: studio & equipment; Reese, D.E. & Gross, Lynne S

Reference
- Acoustics And Psychoacoustics, David Howard and Jamie Angus
- Television and Radio Announcing ; Hyde, Stuart W
- Here's The News: A Radio News Manual; Maeseneer, Paul De
- A sound persons guide to video, Mellor David

READINGS IN MEDIA

Course Code: JRC2130   **Credit Units: 02**

Course Objective:
The objective of this concentration elective on readings in media is to inculcate analytical bent of mind in students. This will also encourage reading habit along with value addition to the existing understanding of the subject. The exercise will help media students not only develop understanding of different important issues but also give an insight into content handling. Critical analysis of different genres of write ups would help broaden the intellectual horizon of the student.

Guidelines
The student is required to critique a discipline-specific book and different genres of write ups (as specified) for which the student has to take prior approval of the faculty in-charge. The student is expected to have a detailed insight into the following:
- Content
- Content handling
- Information
- Writing style
- Thematic clarity
- Relevance of issue

Methodology
The student shall be given high quality news articles, editorials and relevant national/international stories from newspapers and newsmagazines. He/she shall be required to critically review the same in terms of content, media handling and content presentation etc. The student may also be asked to critique any non-fiction book. The given assignments are required to be submitted in the form of reports. He/she will be assessed on the basis of the assignment reports and viva voce.
In order to earn the credits, the student will be required to submit reports on the following:
Book Review (1)
Editorial (1)
News articles published on the edit page of a national/international daily (2)
Cover story of a national/international newsmagazine (1)
The report submissions will be followed by viva voce by a panel of 2 faculty members.

Examination Scheme
The student will be required to submit 5 assignments in all as per the details mentioned above. Each assignment will carry equal marks (20 marks each). The marks break up for each assignment will be as follows:

Written Report	Viva Voce
15 marks	5 marks

PROJECT (WITH PRESENTATION & EVALUATION)

Course Code: JRC2132   **Credit Units:03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.
The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.

STEP III : Collection of information and data relating to the topic and analysis of the same.

STEP IV : Writing the report dividing it into suitable chapters
STEP V : The following documents are to be attached with the Final Project Report.
    1) Approval letter from the supervisor (Annexure-IA)
    2) Student's declaration (Annexure-IB)
    3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:
- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):
Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks
Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks
Chapter 3: Research Design – 10 marks
Chapter 4: Findings& Results -- 20 marks
Chapter 5: Conclusion & Recommendations -- 10 marks
Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/ CERTIFICATION (DISCIPLINE/SPECIFIC)

Course Code: JRC2133   **Credit Units: 01**

Course Objective:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes For Workshop:
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines For Workshop:
The procedure for earning credits from workshop consists of the following steps:
a) Relevant study material and references will be provided by the trainer in advance.
b) The participants are expected to explore the topic in advance and take active part in the discussions held
c) Attending and Participating in all activities of the workshop
d) Group Activities have to be undertaken by students as guided by the trainer.
e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology:
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

Examination Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2136   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

		No. of items
1.	Press Release	1
2.	Feature	2
3.	Editorial/Article	1
4.	News Story	2
5.	News Analysis	1
6.	Ad Copy (TV/radio/print)	1
7.	Letter to Editor	2
8.	Movie Review	1

Guidelines for Media Production Portfolio:
The following procedure should be followed for the credits:
1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   ❖ Title Page
   ❖ Table of Contents
   ❖ Acknowledgement
   ❖ Write ups

Examination Scheme:
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Complete Work   10
b) Content
   • Creativity   15
   • Relevance   15
   • Clarity   15
   • Comprehensiveness   15
   • Originality   15
   • Presentation   15

BASIC PHOTOGRAPHY

Course Code: JRC2251   **Credit Units: 03**

Course Objective:
This unit introduces to the basic techniques of photography and it's applications in Mass Media with specialization in specific area. This course gives an opportunity to the student to get accustomed to this universal language of expression and communication and exhibit their skills to explore, understand the significance and utility of photographs as an effective medium of communication.

Course Contents:

Module I: Introduction to photography
Brief History of photography
Uses of Photography
Principles of light
How photography works
        a. image capturing
        b. film processing
        c. print processing

Module II: Camera

Elements of a Camera (Introduction) – view finder, lens, iris, shutter, film chamber, light metre
Camera Designs –
        a. pinhole camera,
        b. view camera,
        c. compact camera,
        d. T L R
        e. S L R,
        f. Instant/Polaroid camera,
        g. digital camera
Exposure control in camera

Module III: Films & Camera Accessories

Film formats & their use
Lenses - prime &zoom lens
        a. angle of view
        b. Aperture & f-no.
        c. Depth of field, how depth of field works
        d. Depth of focus
        e. Lens care
Camera accessories

Module IV: Photography & Darkroom Practicals
Outdoor Photography Assignments
Introduction to Darkroom Equipments and their uses
Developing & Printing B&W Films
Developing, Printing and Enlarging B&W Prints
Portfolio and Presentation

Examination Scheme:

Components	P	CD	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, CD- Class Discussion, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Basic Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- Photography, History; Spira

References
- A simple guide to 35mm photography; Corbett, Bill
- The Darkroom Cookbook; Anchell, Stephen G.

ELECTRONIC COMMUNICATION

Course Code: JRC2207   **Credit Units: 03**

Course Objective:
The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them. This unit will also focus on enhancing the writing skills of the student. Writing being an integral part of journalism, the students will get an opportunity to write for various mediums and genres. The students will be expected to create a radio program of their choice as a showcase of their knowledge gained during this semester. Field visits to radio stations are a must during this semester

Course Contents:
Module I: Audio Equipment
General audio and sound microphone techniques
Types of microphones
Construction of microphones
Positioning of microphones
Mixers
Considerations in Indoor and Outdoor recording
Common audio problems

Module II: Basics of camera
Basic parts of camera
Working of the camera
Types of camera
Camera Mounts
Camera accessories
Camera movements, shots & angles
Camera Care
Principles of composition *and visual grammar*
Difference between multi-camera and single camera set up
Videotape Formats – *S-VHS, VHS, U-matic, Betacam&Betacam-SP,MINI-DV*, DVCAM, DVC PRO, HD

Module III: Lighting
Difference between natural and artificial lighting
Use of natural light and reflectors
Factors that influence lighting needs
Bouncing light
Studio lighting instruments: Types of lights
Basic lighting set up: Three point lighting
Technical: - Color Temperature, Light intensity, *Filters*
Lighting tips
Taking Care of Lights and Yourself

Module IV: Pre-production
Idea generation
Research: location, budget, people, access, permission, insurance, resources, and time
Set designing: floor plan etc
Planning for the production
TV Writing**: -** Writing and Thinking Visually
Conventions of Writing
Terminology and Formats
Differences between writing for radio, TV, and print
Writing for different formats
Radio Writing **-** Writing for the Human Ear and Imagination
Difference between radio script, TV script, and a novel

Different Styles of Writing
Writing Process
Radio scripts for different formats and genres

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	70

P- Project, CT- Class Test, A- Attendance,H- Home Assignment, EE- End Semester Examination

Text & References:
Texts
- Fundamentals of Television Production; Donald, Ralph & Spann, T
- Television Production Handbook; Zettl, Herbert
- Video production, BelavadiVasuki

References:
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Television Production Handbook; Zettl, Herbert
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith

PRINT MEDIA DESIGN & PRODUCTION

Course Code: JRC2203   **Credit Units: 02**

Course Objective:
This topic will introduce the students to the various skills required to combine all the elements necessary to create an effective page for publication. They will also learn the terminology used in page layout and design and the importance of house style. Students will study design and layout of various pages, taking into consideration the choice of typeface, positioning, colors, images and text for Newspaper, Magazine, Book design etc**.**

Course Contents:

Module I: What is Design?
Design Elements, Design Principles, size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to headlines compared to length of copy, space given to advertising, relevant use of borders, tints, other layout techniques; showing how design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).

Module II: House styles
What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.
Styles: Typography, its history:- choice of typeface and masthead, choice and use of images and colour, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising,.

Module III: Layouts
What is layout? Stages of layout, how a layout of a newspaper and magazine is prepared? What is the difference between Newspaper & Magazine layouts? What needs to take care when creating layouts for Fashion feature or Business articles or News pages. Creating layouts using design softwares. Which software is to be used for making layouts, creating vector graphics and raster images?

Examination Scheme:

Components	P	CT	A	H	EE
Weightage (%)	10	10	5	5	70

P- Project, CT- Class Test, A- Attendance, H- Home Assignment, EE- End Semester Examination

Text & References:
Text
- Art and production; Sarkar, N.N.
References
- Photoshop 7 The Ultimate Reference; Ulrich, Laurie Ann
- Quark Express 5 for windows; Weinmann, E. &Lourekas, P.
- Adobe Page Maker 7.0 Classroom in a book; BPB Publication
- Photoshop 7 Killer Tips; Kelby, Scott & Nelson, Felix

ADVERTISING PRINCIPLES & PRACTICE

Course Code: JRC2204   **Credit Units: 03**

Course Objective:
The unit will stress on the core concepts like segmentation, targeting and positioning. Students will learn the strategy that goes behind creation of an ad.

Course Contents:
Module I: Advertising and Present Trends
PR and Advertising
Advertising tools
Marketing
Events

Module II: The Advertising Plan
Concept of a brief
Market segmentation and TA
Influence of marketing and TA on Advertising and consumers

Module III: Ingredients of an Ad
Copywriting- meaning, definition and objectives
Copywriting- Print Media
Copywriting- Electronic Media
Guidelines for creative copywriting

Module IV: The Media Plan
Selecting communication channel
Determining the advertising budget
Deciding on communication mix
Evaluation

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, C- Case Discussion/Presentation/Analysis, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- The advertising Handbook: Brienley
- Advertising, Jethwaney, Jaishri N.
- Foundation of Advertising: Chunawalla, S.A &Sethia, K.C

References
- Advertising : o' Guinn, Thomas c
- Foundations of advertising: theory and practices, Chunawalla, SA &Sethia, K.C
- Advertising: Ahiya, B.N &Chhabra, S.S.

COMPUTER APPLICATIONS - II

Course Code: JRC2205   **Credit Units: 03**

Course Objective:
This unit will give students a broad knowledge of below mentioned softwares with which they can create, edit, manipulate images as per their requirements.

Course Contents:
Module I: Quark Xpress
The fundamentals of QuarkXPress. It is a page layout application. You can use QuarkXPress to create multi page documents such as Text Books, Magazines and Novels, or single page documents such as a personal letter or a simple business card.

Module II: CorelDraw
Introduction, Interfaces and various palettes, Document Setting, About Menus. CorelDraw accomplishes all of its magic through objects, so your command of object functions determines much of your skill with this program. In this first of two parts devoted to working with objects, you will learn how to manipulate, move, share properties and many more powerful production techniques.

Module III: Adobe Photoshop
Introduction, Interfaces and various palettes, Document Setting, About Menus. Photoshop delivers a comprehensive environment for professional designers and graphics producers to create sophisticated images for print, the Web, wireless devices, and other media. With its comprehensive set of retouching, painting, drawing, and Web tools, Photoshop helps you complete any image-editing task efficiently.

Examination Scheme:

Components	H	P	CT	A	EE
Weightage (%)	5	10	10	5	70

H- Home Assignment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Photoshop 7 Killer Tips; Kelby, Scott & Nelson, Felix
- Photoshop 7 The Ultimate Reference; Ulrich, Laurie Ann
- Photoshop CS4 Bible by Stacy Cates

References
- Adobe Photoshop CS4 for Photographers: The Ultimate Workshop (Paperback) by Martin Evening
- Corel DRAW: The Official Guide by Gary David Bouton
- Corel DRAW X4 Essential Training by David Rivers
- Quark Express 5 for windows; Weinmann, E. &Lourekas, P.
- QuarkXPress 8: Essential Skills for Page Layout and Web Design by Kelly Kordes Anton and John Cruise
- QuarkXPress 5 Bible (With CD-ROM) by Galen Gruman, Barbara Assadi, Kelly Kordes Anton, and Kelly Anton

READINGS IN MEDIA

Course Code: JRC2230   **Credit Units: 02**

Course Objective:
The objective of this concentration elective on readings in media is to inculcate analytical bent of mind in students. This will also encourage reading habit along with value addition to the existing understanding of the subject. The exercise will help media students not only develop understanding of different important issues but also give an insight into content handling. Critical analysis of different genres of write ups would help broaden the intellectual horizon of the student.

Guidelines:
The student is required to critique a discipline-specific book and different genres of write ups (as specified) for which the student has to take prior approval of the faculty in-charge. The student is expected to have a detailed insight into the following:

- Content
- Content handling
- Information
- Writing style
- Thematic clarity
- Relevance of issue

Methodology
The student shall be given high quality news articles, editorials and relevant national/international stories from newspapers and newsmagazines. He/she shall be required to critically review the same in terms of content, media handling and content presentation etc. The student may also be asked to critique any non-fiction book. The given assignments are required to be submitted in the form of reports. He/she will be assessed on the basis of the assignment reports and viva voce.

In order to earn the credits, the student will be required to submit reports on the following:
Book Review (1)
Editorial (1)
News articles published on the edit page of a national/international daily (2)
Cover story of a national/international newsmagazine (1)

The report submissions will be followed by viva voce by a panel of 2 faculty members.

Evaluation Scheme:
The student will be required to submit 5 assignments in all as per the details mentioned above. Each assignment will carry equal marks (20 marks each). The marks break up for each assignment will be as follows:

Written Report	Viva Voce
15 marks	5 marks

PROJECT (WITH PRESENTATION & EVALUATION)

Course Code: JRC2232   **Credit Units: 03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.

The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.
STEP III : Collection of information and data relating to the topic and analysis of the same.

STEP IV : Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report.
1) Approval letter from the supervisor (Annexure-IA)
2) Student's declaration (Annexure-IB)
3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:
- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):
Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks
Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks
Chapter 3: Research Design – 10 marks
Chapter 4: Findings& Results -- 20 marks
Chapter 5: Conclusion & Recommendations -- 10 marks
Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/ CERTIFICATION (DISCIPLINE SPECIFIC)

Course Code: JRC2233   **Credit Units: 01**

Course Objectives:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes For Workshop:
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines For Workshop:
The procedure for earning credits from workshop consists of the following steps:
   a) Relevant study material and references will be provided by the trainer in advance.
   b) The participants are expected to explore the topic in advance and take active part in the discussions held
   c) Attending and Participating in all activities of the workshop
   d) Group Activities have to be undertaken by students as guided by the trainer.
   e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
   f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

METHODOLOGY
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

EVALUATION

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2236   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

	No. of items
1. Press Release	1
2. Feature	2
3. Editorial/Article	1
4. News Story	2
5. News Analysis	1
6. Ad Copy (TV/radio/print)	1
7. Letter to Editor	2
8. Movie Review	1

Guidelines for Media Production Portfolio
The following procedure should be followed for the credits:
1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   ❖ Title Page
   ❖ Table of Contents
   ❖ Acknowledgement
   ❖ Write ups

EVALUATION SCHEME
The production portfolio will carry 100 marks. The marks break up is as follows:

a)	Complete Work	10
b)	Content	
	• Creativity	15
	• Relevance	15
	• Clarity	15
	• Comprehensiveness	15
	• Originality	15
	• Presentation	15

TV JOURNALISM

Course Code: JRC2351   **Credit Units: 03**

Course Objective:
Students will move further into broadcast journalism in India. The unit will cover the process of how news develops and is moulded into essentials of any medium (Radio or TV) over a chain of processes. The basic attributes and skill set needed to pursue a journalistic path will also de debated and discussed. The unit will encourage students to identify the similarities and differences between key processes in both the mediums. The organizational set up will also be communicated for a better understanding of the functioning of a broadcast media organization.

Course Contents:
Module I: Basics of TV journalism
Qualities of a journalist
Developing sources of news gathering
Process of a report from the idea till its final implementation
Essentials during reporting
Live reporting and presenting the final story
Different styles of functioning for different beats
Basic Interview Skills: different types of interviews, approach, arrangements, research
Stages of production: pre, shoot and post.

Module II: Functioning of a TV organization
Hierarchy of a TV set up
Television Personnel – director, floor manager, audio technician, controller, cameraman
Role of a producer
Technical Process of news from initial stages to telecast.
Working process involved during live bulletin and recorded programme
Role/ contribution of each department and personnel
Hierarchy of a news organization
Professional terminologies

Module III: Outdoor production
Basic shooting according to shooting script
Team members and their role
Precautions and safety features while shooting
Single and multi-camera shoot
Shooting for fiction
Shooting for non-fiction
Building a sequence in the camera and without external editing
Process and elements of EFP (Electronic Field Production) and ENG (Electronic News Gathering)
OB (Outdoor Broadcast) Van
Satellite Phone

Examination Scheme:

Components	H	P	CT	A	EE
Weight age (%)	5	10	10	5	70

H-Home Assignment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Texts & References:
Text
• Writing and Production Television News; Gormly, Eric K.
References
• Broadcast News Production; Schultz, Brad
• Television Production Handbook; Zettl, Herbert
• Video production, Belavadi Vasuki
• Digital Broadcasting Journalism; Sharma, Jitendra K.
• Broadcast journalism; Boyd, Andrew
• Broadcast journalism; Cohler, David Keith

BASICS OF RESEARCH - I

Course Code: JRC2301   **Credit Units: 03**

Course Objective:
This Course would give students an understanding of Basic Research and its importance. It would give them a basic knowledge about the concepts of research.

Course Contents:

Module I: An Introduction to Research
Research: Meaning and definition, objectives of research
Types of Research – Basic & Applied Research
Qualitative & Quantitative Research
Significance of Research, Criteria for a good Research
Problems encountered by researchers in India.

Module II: Research Problem & Research Design
Defining the Research Problem
Selection of a problem
Techniques involved in defining a problem
Research Design: Meaning, definition & need of a research design.
Research designs used for different types of Research

Module III: Sampling
Sampling: Definition & need, concept of population, sample
& its characteristics, sample size & sample unit.
Census & Sample Survey, steps in a sample design
Criteria for selecting a sampling procedure.
Types of Sampling Designs : Probability Sample & Non Probability
Sampling & its further types.

Module IV: Measurement & Scaling Techniques
Measurement in Research, Measurement Scales
Nominal, Ordinal, Interval & Ratio Scale
Sources of Error in Measurement, Scaling: Meaning of scaling
Important scaling techniques: Rating Scales, Arbitrary Scales,
Differential Scales (Turnstone-type-scales), Summated (Likert Scale)
Cumulative scales & Factor Scales.

Examination Scheme:

Components	H	C	CT	A	EE
Weightage (%)	5	10	10	5	70

H- Home Assignment, C- Case Discussion/Presentation/Analysis, CT- Class Test, A-Attendance, EE- End Semester Examination

Text & References:
Text
- Research Methodology, Kothari. C.R.
References
- Research Methodology, Ranjeet Kumar
- Mass Communication Theories, Denis McQuail
- Communication Research: Issues & Methods, Anderson J.A.

NEWS AND CONTEMPORARY ISSUES

Course Code: JRC2302   **Credit Units: 02**

Course Objective:
The students are now on the brink of entering the job market or pursuing higher studies. Before stepping out, this module will serve as a refresher course, which will comprehensively cover all current newsmakers and events. The students will also get a chance to discuss and debate contemporary issues.

Course Contents:
Module I: (International)
Daily international news (newspapers, radio & TV)
Background to the daily news
Thumbnail sketches of chief personalities figuring in current news reports
Relevance of these reports to India and the world community or why they are considered to be important
Important actions taken under the UN umbrella over past 10 years
Regions of conflict in the world

Module II: (Domestic)
Daily domestic news
Background to the news items
Thumbnail sketches of chief personalities figuring in current news reports
Important bills, acts and Constitutional amendments passed by Indian Parliament over past 5 years
Important Supreme Court rulings over past five years

Module III: (Economic)
Regional economic groupings of the world and their functioning
The European Union and its expansion
The World Bank
The Asian Development Bank
World Economic Forum
Profile of the Indian economy (industry, agriculture, infrastructure, growth rates, world ranking, role of planning, budgets and government policies)
The world's top 15 economies

Module IV: (Issues for discussion)
Globalisation
The environment
US dominated world order – politically, culturally and economically
Parliamentary versus Presidential government
Indian Constitution – does it need a change?
Naxalism and Marxism
Clash of civilizations
Should the nuclear club remain exclusive?
Criminalisation of politics
Reservation
Restructuring the UN

Module V: (Science & Technology)
Space and planetary probes
The US and Russian Space programmes
European space programme
China's and India' space programmes and plans to send manned mission to Moon
Nanotechnology
Latest developments in bio-technology
Nuclear power production and risks
The year's Nobel Prizes and topics for which they have been awarded
Cloning

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	10	5	70

P- Project, H- Home Assignment, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:

Text

- Manorama Year Book

References

- Newspapers & Periodicals

DIGITAL PHOTOGRAPHY

Course Code: JRC2303   **Credit Units: 03**

Course Objective:
After being exposed to the basics of photography in the first semester, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:
Module I: Artificial Lighting & its control
Electronic flash & its synchronization
One, two & three point lighting
Working on the Subject

Module II: Subject & Composition Variation for various genres
Portrait
Product
Wildlife,
Nature & landscapes,
Night photography,
Journalism (photography for newspapers & magazines)

Module III: Understanding Digital Photography
Digital Image Construction (Size & Resolution of Digital Images)
Uses, Advantages and Limitations of Digital over Conventional Photography
Image Sensors (CCD and CMOS)
Formats of a Digital Image
Types of Digital Cameras

Module IV: Digital Image Manipulation
Problems with Digital Photographs
Commonly used image editors
Editing images with Adobe Photoshop and Photoshop Elements
Printing and Sharing Digital Images

Module V: Advanced Photography Practicals
Practicing Outdoor Photography
Photography Assignments and Projects
Developing Personal Digital Portfolio
Digital Image Manipulation using various computer software

Examination Scheme:

Components	H	P	CT	A	EE
Weightage (%)	5	10	10	5	70

H- Home Assignment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Advanced Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence

References
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John
- Special Effect; Hicks, Roger & Schultz, Frances
- The art of colour photography; Hedgecoe's, John
- Photography Foundations for art & design; Galer, Mark

PUBLIC RELATIONS

Course Code: JRC2304   **Credit Units: 03**

Course Objective:
The unit provides a broad introduction to the principles of public relations practice in India. Students will explore the role of public relations in marketing and its contribution to public and private sectors. It teaches techniques of written presentation for a range of specific purposes focusing chiefly on the importance of the overall campaign brief of writing objectives, internal and external communications, issuing statements and press releases, dealing with crises, and the role of the press officer.

Course Contents:

Module I: Basics of Public Relations
Definitions and concepts
Role and Objectives of PR
Public Relations in India
Changing trends in PR
Internal & External PR
Globalisation & PR
Event & Crisis Management

Module II: Public Relations & Media Affairs
Planning Publicity campaign
Media relations and media planning
Making Press kit
Organising press conference
Advertising and publicity campaign

Module III: PR Writing
Writing for press
Press release
Writing company profile
Contents for the newsletter

Module IV: PR for social development
Public Relations, NGOs & socio-economic development
Public Relations in journalism and advertising
Public Relations Laws and Ethics

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	10	5	70

P- Project, H- Home Assignment, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Public Relation Practices; Center,Allen H. & Jackson, P.
- Public Relations; Jethwaney, J.N. &Sarkar,N.N.
- The Practice of Public Relations; Seitel, Fraser P
- Public Relation; Moore, H. Frazier & Frank B.K
References
- Applied Public Relations and Communications; Balan, K.R.
- News, Public Relations and power; Cottle, Simon
- Practical public Realtions; Black, Sam
- Effective Public Relations; Cutlip, S. M. & Center, Allen H.
- Marketing Public Relations; Henry Jr. & Rene, A.
- Management of public relations & communication; Sengupta, Sailesh
- Dynamic of public Relations; Arya, Ashok

SUMMER INTERNSHIP EVALUATION-I

Course code: JRC2335   **Credit Units: 03**

Course Objective:
The basic objective of a Summer Internship is to refine the practical exposure of the corporate functioning. This summer training will provide an opportunity to the students to apply their theoretical understanding while working on the concerned project in the industry. Thus this summer internship programme is an attempt to bridge the gap between theory and practice. This will also enhance the students' intellectual ability and attributes related to data handling, decision making, report writing, oral presentation and imbibing an interdisciplinary approach.

General Guidelines:
Every student of BJMC shall be required to undergo a practical training in a media organization approved by the Institute for eight weeks, normally in the Summer Vacation, after the end of the semester examinations. The candidates shall be required to undergo training in the various areas of the media organization concerned. The work done by the candidate during the training period shall be submitted in form of a training report.
 The last date for the receipt of training report in the department shall be one month after the date of completion of training, i.e. at the beginning of the next semester.
The report has to be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 80 to 100 pages and has to be submitted in two copies.

Components of the Report
The outcome of Summer Internship is the Project Report. A project report should have the following components:
1) Cover Page: This should contain the title of the report with the name of the name of the media organization where the student interned, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during his/her internship.
3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
4) **Body of the Report:** The body of the report should have these four logical divisions
a) *Introduction:* This will cover the overview of the media organization in which the student has interned, rationale/ need / justification for interning with the organization, expectations from the internship and Chapter Planning.
b) *Conceptual Framework / National and International Scenario***:** (relating to the media domain in which the organization functions).
c*) Work Profile/ Assignments Handled by the Student***:**(using the tools and techniques mentioned in the methodology).
d) *Conclusion and Recommendations and Skill Sets Learnt during Internship:* In this section, the concluding observations based on the main findings and suggestions are to be provided.
5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.
6) Annexures: Questionnaires (if any), relevant reports, etc.

Chapter Scheme
Chapter I: Introduction 20 marks
Chapter II: Conceptual Framework/National/International Scenario 5 marks
Chapter III: Work profile/ assignments handled by the student   35 marks
Chapter IV: Conclusion and Recommendations and skill sets learnt during internship 15 marks

Examination Scheme:

Report	Power Point Presentation & Viva
75 marks	25 marks

COMPUTER GRAPHICS, ANIMATION & SOUND

Course Code: JRC2305   **Credit Units: 03**

Course Objective:
In this module, the students will learn the usage of graphics and animation as an integral element of packaging, design and statistical representation of ideas. This is primarily a technical unit where the student gets the opportunity to convert ideas into reality and get hands on experience.

Course Contents:
Module I: Concept of Graphics & Animation
The term **computer graphics** includes almost everything on computers that is not text or sound. Today almost every computer can do some graphics, and people have even come to expect to control their computer through icons and pictures rather than just by typing.
Difference between graphics and animation
Computer animation is the use of computers to create animations. There are a few different ways to make computer animations. Most useful is 3D animation. One way to create computer animations is to create objects and then render them. This method produces perfect and three-dimensional looking animations.
Classification of Animation
Difference between 2D & 3D Animation
Use of Animation, Compositing Animation

Module II: Flash
Flash Editor, Panels, Timeline
Basic Drawing and Painting Tools
Keyframes, Frame by Frame Animation, Onion Skins, Frame Rate
Graphic Symbols, Alignment, Libraries, Layers
Importing BMP and JPG images, Importing sound
Multi-layering
Creating Animation, Motion Tweening, Using a Guide Layer, Mask Animations

Module III: Sound
Fundamentals of Sound Editing
Types of sound formats- WAVE, MP3
Mixing of Stereo, Mono, and Multi-track sound
Mixing the composed sound with the animation

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	10	5	70

P- Project, H- Home Assignment, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Micromedia Flash Mx: A Biggner's Gide; Underdahl, Brian
- Macromedia Flash 5 in 25 Hours; Kerman, Phillip
- 3D Graphics & Animation; Giambruno, Mark

References
- 3ds Max 4; Woods, Cat &Bicalho, A.
- 3ds Max 5 Bible; Murdock, Kelly L.
- Live Sound Basics (Ultimate Beginner Tech Start Series) by Tony Marvuglio
- Sound Forge Audio Studio 9 by Sony Creative Software

MEDIA PLANNING AND BUYING

Course Code: JRC2306   **Credit Units: 03**

Course Objective:
The process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Contents:

Module I: Media Planning
Introduction to Media Planning(MP)
Defining Media Planning.
Objectives of MP.
Importance of MP in the current scenario
Developing Media Strategy-the media mix
Factors influencing media strategy decisions.

Module II: Media: An Overview
Media types characteristic of major media forms.
Internet –the big medium
ATL & BTL Media
Electronic media
Outdoor Advertising
Transit advertising

Module III: Media Planning Process
Matching media & market- Geographical selectivity, reach & frequency.
Media briefing
Media scheduling
Media plan & Strategy development Process
Media budgeting (Traditional& Modem methods)
Media Buying functions
New trends in Media Buying

Examination Scheme:

Components	H	P	CT	A	EE
Weightage (%)	5	10	10	5	70

H-Home Assinment, P-Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- The Business of Media; Croteam, David
References
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.

DEVELOPMENT COMMUNICATION

Course Code: JRC2307   **Credit Units: 02**

Course Objective:
This course will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.

Course Contents:

Module I: Concept and indicators of development
Definition, meaning and process of development, Theories and paradigms of development – developed and underdeveloped economics, Ingredients (5Ms) of development and money generation, MNCs and foreign aid, Basic needs model, Indicators of development, Communication, Democracy, Human Rights as an indicator, Sustainable development, Social Relations [inequality]

Module II: Development theories and issues
Diffusion of Innovation,   Empathy, theory of Magic multiplier, localized approach
Development support communication - Extension Approach- Health and FW, Women empowerment, Literacy & Education, Unemployment, Watershed management, Harvesting, Participation in development

Module III: Media and Development
Role of communication in development, process, Development message design and communication, Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective, Cyber media and development, Traditional media and their role in Development Communication, NGOs and development – Communication for rural development (INDIAN PERSPECTIVE): Panchayati Raj, Advancement in farming and alternative employment, Urban sanitation, Slum development, sanitation, Communication for Tribal development, Wild life and forest conservation etc.

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	70

H-Home Assignment, P-Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text :
- Narula Uma Development Communication – Theory and Practice, HarAnand, 1999
- Gupta V.S. Communication and Development Concept, New Delhi 2000
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001

References
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2001
- Lerner Daniel and Schramm Wilbur ed. Communication and changes in Developing Countries, East West Communication
- Centre, Hanolulu 7. Rogers Ereerett M Communication and Development, Critical perspective, Sage, New Delhi, 2000
- Todaro, Michael P Economic Development in the Third World,Longman, New Yort, 1981

PROJECT (PRESENTATION & EVALUATION)

Course Code: JRC2332   **Credit Units: 03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.
The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.
STEP III : Collection of information and data relating to the topic and analysis of the same.
STEP IV : Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report.

    1) Approval letter from the supervisor (Annexure-IA)

    2) Student's declaration (Annexure-IB)

    3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):

Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks

Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks

Chapter 3: Research Design – 10 marks

Chapter 4: Findings& Results -- 20 marks

Chapter 5: Conclusion & Recommendations -- 10 marks

Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/ CERTIFICATION (DISCIPLINE SPECIFICATION)

Course Code: JRC2333   **Credit Units: 01**

Course Objective:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes For Workshop
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop
The procedure for earning credits from workshop consists of the following steps:
a) Relevant study material and references will be provided by the trainer in advance.
b) The participants are expected to explore the topic in advance and take active part in the discussions held
c) Attending and Participating in all activities of the workshop
d) Group Activities have to be undertaken by students as guided by the trainer.
e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

Examination Scheme:

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2336   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

		No. of items
1.	Press Release	1
2.	Feature	2
3.	Editorial/Article	1
4.	News Story	2
5.	News Analysis	1
6.	Ad Copy (TV/radio/print)	1
7.	Letter to Editor	2
8.	Movie Review	1

Guidelines for Media Production Portfolio
The following procedure should be followed for the credits:
1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   ❖ Title Page
   ❖ Table of Contents
   ❖ Acknowledgement
   ❖ Write ups

EVALUATION SCHEME
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Complete Work   10
b) Content
   • Creativity   15
   • Relevance   15
   • Clarity   15
   • Comprehensiveness   15
   • Originality   15
   • Presentation   15

TV PRODUCTION AND PRESENTATION

Course Code: JRC2451   **Credit Units: 03**

Course Objective:
The module is structured for the students to move further into TV journalism. It shall explore strategies to *handle* key areas within broadcast journalism.
The skill for anchoring and presentation will be honed after explaining the nuances and essentials of the task. This module will also familiarize them with all that is needed for outdoor production and the role of important departments on location. From this unit onwards, they will be exposed to essentials of specialized coverage in the field of current affairs, sports, business etc.

Course Contents:
Module I: Anchoring and presentation
Qualities of an anchor
Role of styling (makeup techniques)
Anchoring according to program formats
News anchoring, Entertainment, current affairs, magazine shows etc
Anchoring techniques: live shows & recorded programmes
Discussing different news anchors of the industry
Using the teleprompter
Piece to camera
Module II: Editing (Post-production)
Basic FCP (Final Cut Pro) Tools of Editing
Basic Transitions (cut, dissolve, fade, wipe)
Sequencing shots
Concept of montage
Continuity vs. non continuity
Linear vs. non linear editing
Role of the editor
Ingest and digitize
Overlay and underlay of sound
Ethics involved in editing
Importance of File footage and archival footage
From finished product to broadcasting
Module III: Specialized coverage I
Current Affairs
Documentaries and Features
Business and stock market reporting
Sports coverage
Legal reporting and Judiciary
Psephology and election based coverage
Political & parliamentary coverage

Examination Scheme

Components	H	P	CT	A	EE
Weight age (%)	5	10	10	5	70

H-Home Assignment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Texts & References:

Text
- Television Production Handbook; Zettl, Herbert
- Video production, BelavadiVasuki

References
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith

FILM THEORY AND PRACTICE – I

Course Code: JRC2401   **Credit units: 03**

Course Objective:
This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course.

Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Course Contents:
Module I: Language of cinema
World space and screen space
Continuity: space & time
Camera Movements, angles & Shots
Different screen elements &Mise-en-scene
Continuous action, compression & expansion of time and concepts of editing
Dimensions of Sound: onscreen & off-screen, di-getic& non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.

Module II: Stages of Film Production
Development stage
Pre-production
Production
Post Production
Distribution, promotion & Release

Module III: Scriptwriting
Narrative Composition: 3 plot structure,
Characterization & Dramatic Structure
Scriptwriting formats, step outline & shot break down
Screen Play, Storyboarding & shooting script.
Script selection
Writing proposal

Module V: Film Theories
Early experiments & magic lantern
How to view/read the movie
Narrative and non narrative
Film Genre
French New wave & Italian neo-realism
Early Indian cinema & golden era
Evolution of documentary films
Case study of famous movies- Rosomon, Citizen Ken, PatherPanchali, Sholey, Charulata, Gone with the winds etc

Examination Scheme:

Components	CT	C	V	A	EE
Weightage (%)	10	10	5	5	70

CT- Class Test, C- Case Discussion/Presentation/Analysis, V- Viva, A- Attendance, EE- End Semester Examination

Text & References:

Text

- Film Art: An Introduction, D. Bordwell, K. Thomson 1990

References

- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- Image and imagination, GeetiSen
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian
- The Camera Age, Michael J. Arlen
- Gurudutt, NasreenMunniKabir
- 100 Years of Cinema, PrabodhMaitra
- Directing the Documentary; Rabiger, Michael

CORPORATE COMMUNICATION & EVENT MANAGEMENT

Course Code: JRC2402   **Credit Units: 03**

Course Objective:
Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. To develop an understanding of the role of event Management, in today's fast changing trends .The modules given below will provide complete understanding of the different kinds of events, their organization and how corporate communication plays a role. This subject marks the beginning and serves as an introduction to the Event Management and its related aspects.

Course Contents:
Module I: Corporate Communication
Introduction
Importance and functions
Elements of corporate communication: corporate philosophy, culture
Corporate identity, citizenship and philanthropy

Module II
Image management
Direct marketing, network marketing
Issue management
Crisis management, disaster management
Media management
Event management

Module III
Celebrity management
Public affairs, political PR
Lobbying
Desktop publishing (DTP)
Group communication

Module IV: Introduction to Events
Defining Event and Event Management
Different Kinds of Events
Relationship between-Events, Advertising, and PR

Module V: Marketing of Different Kinds of Events
Departments in an event Management company
Marketing of an Event
Brand Positioning through Events
Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, C- Case Discussion/Presentation/Analysis, CT- Class Test, A- Attendance, EE- End Semester Examination
Text & References:
Text
- Event Management; Lynn Van Der Wagem
- The power of corporate communication; Argenti, Paul A.& Forman, Janis
References
- Development communication & Media Debate; Menon, Mridula
- Media Management; Kundra, S.

WEB DESIGNING

Course Code: JRC2404   **Credit Units: 02**

Course Objective:
The power of the Internet has penetrated every nook and cranny of our lives. Journalism has also been revolutionized with the inclusion of the World Wide Web for news gathering and news dissemination. Aspiring journalists today need to be familiar with cyber journalism and basics of web designing. The course curriculum has been designed keeping this end in view.

Course Contents:
Module I: Introduction to Internet
Internet- Introduction, History, Benefits, limitations and Ethics, Future of the Web
W3C
Internet tool kits - server, IP address, URL, ISP, networking, browsers, Search Engine, Domain, Domain name etc
Classification of Websites
Home page, hyperlinks

Module III: Web Designing
Web Design Guidelines
Customer-Centered Design Process; Knowing your Customers
Planning your Website
Design Patterns
Basic HTML
CSS
Dreamweaver

Module IV: Web Graphics
Introduction
Image optimization, size, resolution and number of Colours, Creating Homepage,
File formats, Image mapping, Image manipulation (Effects)

Examination Scheme:

Components	H	P	CT	A	EE
Weightage (%)	5	10	10	5	70

H-Home Assignment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- The Internet Complete Reference; Harley Hahn
- The Web Writer's Guide, Koppel
- Macromedia Dreamweaver Mx advanced; Towers, J. Tarin

References
- Flash 5 Visual Jumpstart; Hartman, Patricia
- Art and production; Art and production
- The Ethics of Cyber space; Hamelink, Cees J.
- The Internet; Harley Hahn

BASICS OF RESEARCH – II

Course Code: JRC2405   **Credit Units: 03**

Course Objective:
This course will teach students about quantitative research where they will learn about methods of collection and analysis of data and they will also learn about the structured way of writing for research. It will enhance their abilities and understanding and as a result they will undertake a full-fledged research project.

Course Contents:
Module I: Data Collection
Type of research design: experimental, non-experimental, and quasi-experimental
Introduction to hypothesis testing – meaning & characteristics, types of hypothesis, procedure & limitations of hypothesis testing
Type of variables: independent, dependent and controlled
Data collection: The process of measurement, measuring techniques, levels and problems of measurement, psychometric features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies
Tools: questionnaires, surveys, & schedules
Questionnaire: structured/ detailed, unstructured/open ended, & pictorial

Module II: Data Analysis
Measurement in Research
Measurement Scales: nominal, ordinal, interval & ratio scale
Important scaling techniques: rating scales, arbitrary scales, differential scales (Turnstone-type-scales), summated (Likert Scale), cumulative scales & factor scales
Sources of error in measurement & scaling & meaning of scaling
Mathematical tools: mean, median, mode, & correlation
Measures of central tendency,& measures of dispersion
Module II: Data Presentation
Types of writers
Stages of writing: first draft, second draft, final draft and proof-reading
Difference between proposal, report and thesis
Writing as a continuous process: writing to report vs. writing to learn
Mistakes, Lessons, and Emerging Insights of the Pilot Project
Writing the final findings, insights, questions for future research
Structure and conventions of research writing: Tile of the Project, Abstract, Acknowledgements, Table of Contents and Indexing, format of referencing, Difference between footnotes and endnotes, Presenting tables, graphs, diagrams, and appendix

Module III: Research Project
Each student will be carrying out an individual project on quantitative research
Examination Scheme:

Components	H	P	CT	A	EE
Weightage (%)	5	10	10	5	70

H-Home Assinment, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination
Text & References:
Text
- Berger, Arthur Asa (2000) Media and Communication Research Methods: an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
- Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.

References
- White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.
- Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, BhartiBhawan: Patna.
- Keith F Punch (2005) (2nd edn.) Introduction to Social Research, Sage Publications: London

ADVERTISING DESIGN

Course Code: JRC2406   **Credit Credits: 03**

Course Objective:
The course provides students a broad knowledge of the skills required to combine all the elements necessary to create an attractive design for advertisements. They will learn the terminology used in layout and design. The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. Their work will include practical project as well as investigations into current advertising design.

Course Contents:
Module I: Building brand image
Corporate Identity: Study and Usage of Types & Fonts, Color schemes, Punch line etc.
Corporate Stationary: Logo, Logotype, Letterhead design, Business Card, Envelop, Catalogues, Brochures. Digital Posters. Calendar Design. Difference between Corporate and Personal stationary.

Module II: Communicating through multiple media
Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc. Choice and use of images and colors. Digital and print produces integrated design solutions.
How different choice of typography is useful in making of layout. Choice of smart fonts makes attractive and reader friendly advertisements. How can one make design, which will stand out from the rest?
How relevant images are manipulated for making up of an effective design.

Module III: Concept of Advertising Campaign
Advertising Campaign: Concept development for advertisements. To provide the valuable experience of developing advertising campaigns, from creative to presentation. Study of various existing campaigns. Practical work on developing an advertising campaign involving various facets of all the mediums. Working on campaign elements- Tagline, Visuals, Copy, **Spot colors,** Processcolors, **Color Management for images.**

Module IV: Relevant Softwares of Computer
Photoshop, PageMaker, Corel draw & Illustrator, its relevant usage indifferent in different design forms. Different softwares are used for different purpose with proper impact. Which software is to be used for making layouts, creating vector graphics/images and raster images?

Module V: Computer and Advertising
How computer and advertising is synonym to each other. To create any ad or design computer is a basic tool. It is smarter and faster to execute layouts. Working examples of the same to be discussed.

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, C- Case Discussion/Presentation/Analysis, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
• Art and production; Sarkar, N.N.
References
• Newspaper Layout & Design: A Team Approach; Daryl & Moen

BRAND MANAGEMENT

Course Code: JRC2407   **Credit Units: 02**

Course Objective:
This course will familiarize students with the power of Branding. Students will learn the basic concepts related to brands. And how various tools of marketing & communication revolve around launching, building and sustaining brands.

Course Contents:
Module I: Concept of a Brand
Evolution of Brands
Company, Brands & Products
Brand Differentiation
Brand Equity
Brand Extension
Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives

Module II: Important Brand Decisions
Brand Positioning – Attribute Benefit, Application, User, Competitor, Price / Quality & Product Category positioning.
Building brands in the new economy
Brand Image & Verbal Identity
Packaging &Labeling

Module II: Branding Strategies
Products Branding
Line Branding
Range Branding
Umbrella Branding
Source/Double Branding
Endorsement Branding

Examination Scheme:

Components	P	CT	C	A	EE
Weightage (%)	5	10	10	5	70

P-Project,CT- Class Test, C- Case Discussion/Presentation/Analysis, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Marketing Management, Philip Kotler, Pearson Education
- Brand Management, Harsh V Verma, Excel Books
References
- Strategic Brand Management, Jean-Noel Kapferer, Kogan Page
- Magazines – Business World, Time & Brand Reporter
- Brand Equity, a Thursday supplement with Economic Times

PROJECT (PRESENTATION & EVALUATION)

Course Code: JRC2432   **Credit Units:03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.
The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.
STEP III : Collection of information and data relating to the topic and analysis of the same.

STEP IV : Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report.

      1) Approval letter from the supervisor (Annexure-IA)

      2) Student's declaration (Annexure-IB)

      3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):

Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks

Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks

Chapter 3: Research Design – 10 marks

Chapter 4: Findings& Results --   20 marks

Chapter 5: Conclusion & Recommendations --   10 marks

Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/ CERTIFICATION (DISCIPLINE SPECIFICATION)

Course Code: JRC2433   **Credit Units: 01**

Course Objectives:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes For Workshop
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines For Workshop
The procedure for earning credits from workshop consists of the following steps:
   a) Relevant study material and references will be provided by the trainer in advance.
   b) The participants are expected to explore the topic in advance and take active part in the discussions held
   c) Attending and Participating in all activities of the workshop
   d) Group Activities have to be undertaken by students as guided by the trainer.
   e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
   f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

Examination Scheme

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2436   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

		No. of items
1.	Press Release	1
2.	Feature	2
3.	Editorial/Article	1
4.	News Story	2
5.	News Analysis	1
6.	Ad Copy (TV/radio/print)	1
7.	Letter to Editor	2
8.	Movie Review	1

Guidelines for Media Production Portfolio
The following procedure should be followed for the credits:
1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   - ❖ Title Page
   - ❖ Table of Contents
   - ❖ Acknowledgement
   - ❖ Write ups

Examination Scheme
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Complete Work   10
b) Content
   - Creativity   15
   - Relevance   15
   - Clarity   15
   - Comprehensiveness 15
   - Originality   15
   - Presentation   15

Syllabus – Fifth Semester

NEW MEDIA

Course Code: JRC2551   **Credit Units: 03**

Course Objective:
Apart from discussing specialized coverage, *the concept of* convergence will be explored in this semester. The power of the Internet has penetrated every nook and cranny of life. Journalism has also been revolutionized with the inclusion of the World Wide Web for newsgathering and news dissemination. Aspiring journalists today need to be familiar with cyber journalism and the basics of web designing. The course curriculum has been designed, keeping this end in view

Course Contents:
Module I: Specialized coverage – II
Disaster & crises coverage
Science and technology
Environment, Poverty, and Gender

Module II: Convergence
What is convergence?
Emergence of convergence and its effects on broadcast media
Language, structure and technology of new media
Creative, Business, Technical Skills in Convergence Media Programming

Module III: Cyber Media
Cyber Journalism: History of Internet
Comparison of cyber media with Print, TV & Radio.
Writing for Web Media
Online as a publishing medium
Online as an advertising tool
Why Print & Electronic Media networks are going on the Net?
Impact of Web Journalism on reading habits of people and media industry.
Analysis of important Indian news-based websites
Impact of globalization on Web Journalism
Cyber Laws and debates
Concept of e-governance & e-learning
Finding information on the World Wide Web
Writing for blogs

Examination Scheme:

Components	P	H	A	CT	EE
Weightage (%)	10	5	5	10	70

P- Project, H- Home Assignment, A- Attendance, CT- Class Test, EE- End Semester Examination

Text & References:
   Text
   • Convergence Culture: Where Old and New Media Collide: Henry Jenkins
   • The Language of New Media: Lev Manovich
   • Journalism Online, Mike Ward
   • The Internet Complete Reference; Harley Hahn
   References
   • The Web Writer's Guide, Koppel
   • The Ethics of Cyber space; Hamelink, Cees J.
   • E-government; Bhatnagar, Subhash
   • Cyber Media Journalism Emerging Technologies; Chakravarthy, Jagadish

FILM THEORY AND PRACTICE-II

Course Code: JRC2501   **Credit units: 03**

Course Objective:
The finer nuances of cinema will be explained. Film appreciation will be an integral part of the semester. The ability to analyse and put film studies in proper perspective will be intended during the course. Work of famous directors will be screened and analyzed. The students will be expected to put into practice their understanding by shooting a film on a topic of their choice.

Course Contents:
Module I: Editing Techniques
Digital &Analog editing systems
Linear & Non-Linear editing
Online and offline editing
Technical Vs Creative editor
Basic transitions
Match cut, jump cut, cut-in & cut-away
Parallel cutting & inter-cutting
Intellectual editing & Montage theory
Techniques of editing- Action sequence, comedy sequence, Romantic sequence, conversation sequences, chasing sequence, music video etc.
Use of graphics & animation
Basics operations of Final Cut Pro

Module II: Documentaries Film
Producing a documentary
Types of documentary films
Scripting documentary film
Post-production techniques of documentaries
Narration and voice-over style
Importance of Research in documentary film

Module III: Funding, Marketing, Promotions & Union memberships
Pitching the producer & distributors
Packaging of final product
Marketing and promotion strategies
Exhibition & film festival
Funding agencies and financial issues
Associations and Guilds
Changing audience perceptions and tastes
Strategies to garner profit: Multi theatre or single theatre release
Structure of the film industry

Module IV: Film Studies
Auteur Theory
Feminist Film Theory
Avant-Garde & Cinema Verite
Contemporary Indian Cinema
Case study of famous film directors- Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yashchopra, AdoorGopalkrishnan etc.
Current & Changing trends in Indian cinema

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, C- Case Discussion/Presentation/Analysis, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:

Text
- Film Art: An Introduction, D. Bordwell, K. Thomson 1990

References
- Directing the Documentary; Rabiger, Michael
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- Image and imagination, GeetiSen
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian
- The Camera Age, Michael J. Arlen
- Gurudutt, NasreenMunniKabir
- 100 Years of Cinema, PrabodhMaitra

SUMMER INTERNSHIP EVALUATION–II

Course Code: JRC2535   **Credit Units: 06**

Objective:
The basic objective of a Summer Internship is to refine the practical exposure of the corporate functioning. This summer training will provide an opportunity to the students to apply their theoretical understanding while working on the concerned project in the industry. Thus this summer internship programme is an attempt to bridge the gap between theory and practice. This will also enhance the students' intellectual ability and attributes related to data handling, decision making, report writing, oral presentation and imbibing an interdisciplinary approach.

General Guidelines:
Every student of BJMC shall be required to undergo a practical training in a media organization approved by the Institute for eight weeks, normally in the Summer Vacation, after the end of the semester examinations. The candidates shall be required to undergo training in the various areas of the media organization concerned. The work done by the candidate during the training period shall be submitted in form of a training report.
The last date for the receipt of training report in the department shall be one month after the date of completion of training, i.e. at the beginning of the next semester.

Components of the Report
The outcome of Summer Internship is the Project Report. A project report should have the following components:
1) Cover Page: This should contain the title of the report with the name of the name of the media organization where the student interned, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during his/her internship.
3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
4) **Body of the Report:** The body of the report should have these four logical divisions
a) *Introduction:* This will cover the overview of the media organization in which the student has interned, rationale/ need / justification for interning with the organization, expectations from the internship and Chapter Planning.
b) *Conceptual Framework / National and International Scenario***:** (relating to the media domain in which the organization functions).
c*) Work Profile/ Assignments Handled by the Student***:**(using the tools and techniques mentioned in the methodology).
d) *Conclusion and Recommendations and Skill Sets Learnt during Internship:* In this section, the concluding observations based on the main findings and suggestions are to be provided.
5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.
6) Annexures: Questionnaires (if any), relevant reports, etc.
Chapter Scheme
Chapter I: Introduction 20 marks
Chapter II: Conceptual Framework/National/International Scenario 5 marks
Chapter III: Work profile/ assignments handled by the student   35 marks
Chapter IV: Conclusion and Recommendations and skill sets learnt during internship 15 marks
The report has to be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 80 to 100 pages and has to be submitted in two copies.

Examination Scheme:

Report	Power Point Presentation & Viva
75 marks	25 marks

EVENT MANAGEMENT-II

Course Code: JRC2503   **Credit Units: 03**

Course Objective:
This course gives a further insight to the students, on the latest yet very important element of marketing communications – Event Management. With the traditional forms of communications becoming saturated, event management has emerged as an effective alternate for brand awareness. The students will essentially be taken through fundamentals of event management, concept and design, logistics, marketing and promotion, stagecraft

Course Contents:

Module I: Activities in Event Management
5c's of Event Designing
Scheduling
Pre, During Post Event Activities Logistic
Suppliers
Technical requirements-Lighting, Audio/Video

Module II: Event theme
Venue
Target Audience
Layout
Theme
Backdrop, Banner
Décor

Module III: Entertainment
Catering
Various media for event promotion
Understanding the relevance of each media to event promotion
Comparison and strengths and weaknesses of each
Sponsorships
Event marketing and event promotion

Module IV: Event Evaluation
Basic Evaluation Process
Establishing tangible objectives and sensitivity in evaluation
Evaluation from Event Organizers' Point of View
Evaluation from Clients' Point of View

Examination Scheme:

Components	P	Q	CT	A	EE
Weightage (%)	10	5	10	5	70

P- Project,Q- Quiz, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Managing Presentations; Wakhlu, SavitaBhan
- Stage Management, Lighting and Sound; Palmer's
- Stage Lighting step-by-step; Walters, Graham

References
- Scene Design and Stage Lighting; Parker, W.Oren& Wolf, R.Craig
- Event Marketing & Management; Gaur, Sanjaya S &Saggere,S.V.
- Event Marketing; Hoyle Jr., Leonaed H.
- Event Management; Lynn Van Der Wagem
- Planning, Performing & Controlling; Angus, Robert B.

MULTIMEDIA

Course Code: JRC2504   **Credit Units: 03**

Course Objective:
This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning. Based on the hands-on experience approaches, methods, and criteria for the evaluation of multimedia environments are introduced and will be applied to the examples. In the end of the course, students are exposed to further case studies and develop their own concept for a multimedia project.

Course Contents:
Module I: Introduction to Multimedia
Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc), Characteristics of multimedia, Constraints of multimedia, Application of multimedia in various industries, Challenges of multimedia.

Module II
Design Concepts
User Interface Design and Navigation
Hypermedia Authoring Concepts
Pre Production and Planning and Design
Post Production Evaluation
Multimedia Sound
Digital Video and Audio
Digital Video Production (compression and decompression)
Animation for Multimedia (concept, storyboard, key frames, production)

Module III
Basic Flash Action Scripting
Portfolio creation or show reel based on Flash or Dreamweaver
Final Project Presentations

Examination Scheme:

Components	P	Q	CT	A	EE
Weightage (%)	5	10	10	5	70

P- Project, Q- Quiz, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
- Micromedia Flash Mx: A Biggner's Gide; Underdahl, Brian
- Macromedia Flash 5 in 25 Hours; Kerman, Phillip

References
- An Introduction to Digital Multimedia by T. M. Savage and K.E. Vogel
- Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition by Karen S. Ivers and Ann E. Barron

ADVANCED RESEARCH

Course Code: JRC2505   **Credit Units: 02**

Course Objective:
In the previous semesters students learnt about both qualitative & quantitative research and in this semester the students will not only work on a more expansive research project but will learn about communication research theories and specialized application of research in the field of advertising and marketing.

Course Contents:

Module I: Communication Research Theories
Brief introduction to main communication models
Three traditions in communication research: Users and gratification, lifestyle, and reception analysis

Module II: Marketing Research
Concepts & definitions
Stages & process
Strengths & limitations
Relationship with marketing management
Applications of market research
Case Studies
Field trip to market research companies & submit a research report

Module III: Advertising Research
Concept & definitions
Importance of advertising research
Strengths & limitations

Module IV: Main Project
Students have a choice to choose from qualitative or quantitative project mixed approach to doing research.

Examination Scheme:

Components	Q	P	CT	A	EE
Weightage (%)	5	10	10	5	70

Q-Quiz, P- Project, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:
Text
- Kothari, C. R (1990) Research Methodology: Methods and Techniques: WishwaPrakashan: New Delhi.

References
- K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi
- Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
- David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall: Englewood Cliffs, NJ
- Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.)Mass Media Research, Wadsworth Publishing: London.

PROJECT (PRESENTATION & EVALUATION)

Course Code: JRC2532   **Credit Units: 03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.
The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.
STEP III : Collection of information and data relating to the topic and analysis of the same.
STEP IV : Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report.
       1) Approval letter from the supervisor (Annexure-IA)
       2) Student's declaration (Annexure-IB)
       3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:
- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e. average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):
Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks
Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks
Chapter 3: Research Design – 10 marks
Chapter 4: Findings& Results --   20 marks
Chapter 5: Conclusion & Recommendations --   10 marks
Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/ CERTIFICATION (DISCIPLINE SPECIFIC)

Course Code: JRC2533   **Credit Units: 01**

Course Objective:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes For Workshop
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines For Workshop
The procedure for earning credits from workshop consists of the following steps:
a) Relevant study material and references will be provided by the trainer in advance.
b) The participants are expected to explore the topic in advance and take active part in the discussions held
c) Attending and Participating in all activities of the workshop
d) Group Activities have to be undertaken by students as guided by the trainer.
e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

Examination Scheme

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2536   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

	No. of items
1. Press Release	1
2. Feature	2
3. Editorial/Article	1
4. News Story	2
5. News Analysis	1
6. Ad Copy (TV/radio/print)	1
7. Letter to Editor	2
8. Movie Review	1

Guidelines for Media Production Portfolio
The following procedure should be followed for the credits:
1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   ❖ Title Page
   ❖ Table of Contents
   ❖ Acknowledgement
   ❖ Write ups

EVALUATION SCHEME
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Complete Work   10
b) Content
   • Creativity   15
   • Relevance   15
   • Clarity   15
   • Comprehensiveness   15
   • Originality   15
   • Presentation   15

PROFESSIONAL PROJECT (ANY ONE)

Course Code: JRC2601   **Credit Units: 09**

Course Objective:
To give an in-depth exposure to the area of specialization, in order to make the students "industry ready" immediately after the programme

Course Contents:

Project Outlines
The students can opt for any of the following specialized area:

- Print
- Advertising
- Public Relations
- Photography
- Electronic Communication

PRINT

Students can jointly bring out a journal with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

ADVERTISING

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers of a new brand being launched. They will be required to study the following elements for the product category assigned to them:
- Market Research to determine the situation analysis
- Segmenting the market and selecting a segment for their new brand
- Identifying target audience
- Positioning their brand. This will involve a detailed study of the positioning of the competitive brands
- Developing the media strategy, including the communication mix
- Developing the creative strategy
- Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

PUBLIC RELATIONS & EVENTS

PR specialization can be undertaken in these different areas
- Crisis case studies
- PR in Non- Governmental organizations
- Cross- cultural PR
- Internal PR department in corporate situation

Event specialization can be undertaken as a consolidation of various elements of event management. The student will conceptualize and develop an original project which will incorporate the following aspects.
> Designing of an event
> Event logistics and Stage management
> Marketing and promotions of the event

(Topics other than listed can also be chosen in consultation with the concerned faculty)

PHOTOGRAPHY

Student can choose any two subjects for Specialization:
- Photojournalism
- Travel Photography
- Portrait Photography
- Product & Table-top Photography
- Glamour Photography
- Wild life Photography

Students have to get themselves registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W processing, contact sheet, enlargements and presentation in a portfolio.

These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

ELECTRONIC COMMUNICATION

(The Student can choose between creating and analyzing a topic in radio or television as part of this specialization.)

RADIO
Students can do specialization in the different areas of Radio production Viz. Various Formats, News, Talk shows, Spots and commentaries, Radio documentary, Radio features, Various music formats-classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc.
Commercials/Jingles/ PSAs

TELEVISION
The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making, Entertainment Based programming etc.

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation.

Examination Scheme:

Total marks for professional project -	100 marks
Break-up of marks	
A)**Project File**	**55 marks**
A.I) Timely Submission	5 marks
A.II) Content	
A.II.i) Clarity	25 marks
A.II.ii) Comprehensiveness	20 marks
A.II.iii) Originality	5 marks
B) Project Presentation	**45 marks**

INTERNSHIP / DISSERTATION

Course code: JRC2637   **Credit Units: 09**

Course Objective:
The basic objective of a Summer Internship is to refine the practical exposure of the corporate functioning. This summer training will provide an opportunity to the students to apply their theoretical understanding while working on the concerned project in the industry. Thus this summer internship programme is an attempt to bridge the gap between theory and practice. This will also enhance the students' intellectual ability and attributes related to data handling, decision making, report writing, oral presentation and imbibing an interdisciplinary approach.

General Guidelines:
Every student of BJMC shall be required to undergo a practical training in a media organization approved by the Institute for eight weeks, normally in the Summer Vacation, after the end of the semester examinations. The candidates shall be required to undergo training in the various areas of the media organization concerned. The work done by the candidate during the training period shall be submitted in form of a training report.
The last date for the receipt of training report in the department shall be one month after the date of completion of training, i.e. at the beginning of the next semester.

Components of the Report
The outcome of Summer Internship is the Project Report. A project report should have the following components:
1) Cover Page: This should contain the title of the report with the name of the name of the media organization where the student interned, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
2) Acknowledgement: Various organizations and individuals who might have provided assistance /co-operation during his/her internship.
3) Table of Content: Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
4) **Body of the Report:** The body of the report should have these four logical divisions
a) *Introduction:* This will cover the overview of the media organization in which the student has interned, rationale/ need / justification for interning with the organization, expectations from the internship and Chapter Planning.
b) *Conceptual Framework / National and International Scenario***:** (relating to the media domain in which the organization functions).
c*) Work Profile/ Assignments Handled by the Student***:**(using the tools and techniques mentioned in the methodology).
d) *Conclusion and Recommendations and Skill Sets Learnt during Internship:* In this section, the concluding observations based on the main findings and suggestions are to be provided.
5) Bibliography or References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.
6) Annexures: Questionnaires (if any), relevant reports, etc.
Chapter Scheme
Chapter I: Introduction 20 marks
Chapter II: Conceptual Framework/National/International Scenario 5 marks
Chapter III: Work profile/ assignments handled by the student   35 marks
Chapter IV: Conclusion and Recommendations and skill sets learnt during internship 15 marks
The report has to be type written in font Times New Roman, 12 points, 1.5 line spacing on both sides of the paper, Spiral Bound. The report should comprise a maximum of 80 to 100 pages and has to be submitted in two copies.

Examination Scheme:

Report	Power Point Presentation & Viva
75 marks	25 marks

READINGS IN MEDIA

Course Code: JRC2630   **Credit Units: 02**

Course Objective:
The objective of this concentration elective on readings in media is to inculcate analytical bent of mind in students. This will also encourage reading habit along with value addition to the existing understanding of the subject. The exercise will help media students not only develop understanding of different important issues but also give an insight into content handling. Critical analysis of different genres of write ups would help broaden the intellectual horizon of the student.

Guidelines:
The student is required to critique a discipline-specific book and different genres of write ups (as specified) for which the student has to take prior approval of the faculty in-charge. The student is expected to have a detailed insight into the following:
- Content
- Content handling
- Information
- Writing style
- Thematic clarity
- Relevance of issue

Methodology
The student shall be given high quality news articles, editorials and relevant national/international stories from newspapers and newsmagazines. He/she shall be required to critically review the same in terms of content, media handling and content presentation etc. The student may also be asked to critique any non-fiction book. The given assignments are required to be submitted in the form of reports. He/she will be assessed on the basis of the assignment reports and viva voce.

In order to earn the credits, the student will be required to submit reports on the following:
Book Review (1)
Editorial (1)
News articles published on the edit page of a national/international daily (2)
Cover story of a national/international newsmagazine (1)

The report submissions will be followed by viva voce by a panel of 2 faculty members.

Examination Scheme
The student will be required to submit 5 assignments in all as per the details mentioned above. Each assignment will carry equal marks (20 marks each). The marks break up for each assignment will be as follows:

Written Report	Viva Voce
15 marks	5 marks

PROJECT (PRESENTATION & EVALUATION)

Course Code: JRC2632   **Credit Units:03**

Course Objective:
This concentration elective will help the student develop a critical and analytical eye when it comes to understanding issues/trends related to media. It will provide a platform to the student to interrogate and review various media concepts. The live project will help in giving hands-on training to the communication students.

Major Themes for Project
The project may be based on any of the following major media streams:
- Print Media
- Electronic Media
- Advertising
- Event Management
- Corporate Communication & Public Relations
- Brand Management
- New Media
- Photography

Guidelines for Project
It must be based on either Industry or Research. The student will work under the guidance of a Faculty Guide that will be assigned by HOI. Student can choose topic as per his/her area of interest under the guidance of the Faculty guide.
The student may also choose to undertake a live project in any of the major media streams.

Project Report/Portfolio: 75 Marks
Before the end of the semester, the student will be expected to submit a project report. The project report shall have the following components.
- Title page
- Index
- Introduction
- Industry Overview
- Objectives
- Methodology
- Findings
- Conclusion
- Annexures (questionnaires, if any)
- Bibliography

In case the student undertakes a live project, he/she will have to submit the portfolio instead of the project report. The portfolio will carry 75 marks.

Presentation & Viva: 25 Marks
Student will make a presentation (based on Project Report) and it will be followed by a Viva Voce in front of a Panel of one internal expert and one external expert.

The Steps of a Project Report
STEP I : Selection of the topic for the project by taking following points into consideration:
- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II : Finalisation of the Topic and preparation of Project Proposal in consultation with the Supervisor.
STEP III : Collection of information and data relating to the topic and analysis of the same.
STEP IV : Writing the report dividing it into suitable chapters

STEP V : The following documents are to be attached with the Final Project Report.

      1) Approval letter from the supervisor (Annexure-IA)

      2) Student's declaration (Annexure-IB)

      3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Guidelines for evaluation:

- Each of the students has to undertake a Project/Live Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination may be English. The Project Report must be typed and hard bound.
- Failure to submit the Project Report/Portfolio or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report/Portfolio and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report/Portfolio unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report/Portfolio.

Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average marks of the internal and external experts will be allotted to the candidate.

Examination Scheme

Chapter Scheme and distribution of marks (for Project Report):

Chapter 1: Introduction with statement of objectives, limitations of the study & hypothesis – 10 marks

Chapter 2: Literature Review/Conceptual Framework/ National/International Scenario – 20 marks

Chapter 3: Research Design – 10 marks

Chapter 4: Findings& Results --   20 marks

Chapter 5: Conclusion & Recommendations --   10 marks

Chapter 6: Bibliography -- 05 marks

Project Report	Power Point Presentation & Viva
75 marks	25 marks

WORKSHOP/CERTIFICATION (DISCIPLINE SPECIFIC)

Course Code: JRC2633   **Credit Units: 01**

Course Objectives:
A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two way. The trainer has to make sure that the aspect covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

Major Themes for Workshop
The workshop may be conducted on any of the following major themes:
Print Journalism
Broadcast Journalism
Advertising
Public Relations
Event Management
Brand Management
Media Research
Media Planning
Photography
New Media
Designing Softwares

These themes are merely indicative and the trainer may choose any recent and relevant topic of study.

Guidelines for Workshop
The procedure for earning credits from workshop consists of the following steps:
a) Relevant study material and references will be provided by the trainer in advance.
b) The participants are expected to explore the topic in advance and take active part in the discussions held
c) Attending and Participating in all activities of the workshop
d) Group Activities have to be undertaken by students as guided by the trainer.
e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology
The methodology followed at the workshop could be based on any one or more of the following methods:
Case Study
Practical assignment
Group Activity
Role Play

Examination Scheme

Attendance	Active Participation	Multiple Choice Questions/ Quiz	Solving the case/ Assignment/ Write up	Total
10	30	30	30	100

MEDIA PRODUCTION PORTFOLIO

Course Code: JRC2636   **Credit Units: 03**

Course Objective:
This subject is an attempt to inculcate professional writing skills and knowledge in flowering buds of the media department. The subject will give hands on experience on different aspects of media writing to the students. The students may choose the option of this subject from their concentration electives.

Major Areas of Writing:
The Media Production Portfolio has the following topics for writing:

	No. of items
1. Press Release	1
2. Feature	2
3. Editorial/Article	1
4. News Story	2
5. News Analysis	1
6. Ad Copy (TV/radio/print)	1
7. Letter to Editor	2
8. Movie Review	1

Guidelines for Media Production Portfolio
The following procedure should be followed for the credits:

1. Thorough reading of relevant study material and references.
2. Students will choose the current topics for every area of writing.
3. Students will discuss the topics with the guide and will take the approval.
4. Students will use the formal writing pattern i.e. 12 font size, 1.5 line spacing and Times New Roman.
5. Students will have to make proper formal document that includes
   ❖ Title Page
   ❖ Table of Contents
   ❖ Acknowledgement
   ❖ Write ups

Examination Scheme
The production portfolio will carry 100 marks. The marks break up is as follows:

a) Complete Work   10
b) Content
   • Creativity   15
   • Relevance   15
   • Clarity   15
   • Comprehensiveness   15
   • Originality   15
   • Presentation   15