

**Bachelor of Arts Journalism & Mass
Communication**

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Programme Structure

Curriculum & Scheme of Examination

2017

AMITY UNIVERSITY CHHATTISGARH

RAIPUR

B.A-J&MC (Total Credits 150)

Programme Structure

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2151	Print Media – Reporting & Editing	2	-	2	3
JRN2101	Fundamentals of Advertising	2	1	-	3
JRN2102	Computer Applications – I	2	1	-	3
JRN2103	Fundamentals of Radio Journalism	2	-	2	3
Concentration Electives					3
JRN2104	Introduction to Visual Communication	2	-	2	3
JRN2105	Introduction to Culture & Society	2	1	-	3
JRN2130	Readings in Media	-	-	-	2
JRN2132	Project (with Presentation & Evaluation)	-	-	-	3
JRN2133	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2134	Study Abroad (12 days)	-	-	-	3
JRN2136	Media Production Portfolio	-	-	-	3
Open Electives					7*+3
LAN2151	Foreign Language-I *	3	-	-	3
LAN2152	French-I				
LAN2153	German-I				
LAN2154	Spanish-I				
LAN2155	Russian-I				
LAN2156	Chinese-I				
LAN2157	Portuguese-I				
LAN2158	Korean-I				
LAN2158	Japanese-I				
CSS2151	Effective Listening *	1	-	-	1
BEH2151	Understanding Self for Effectiveness*	1	-	-	1
ENV2151	Environmental Studies I*	2	-	-	2
	TOTAL				25

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2251	Digital Photography	2	-	2	3
JRN2201	Understanding Mass Communication	2	1	-	3
JRN2202	Print Media – Specialized Reporting & Feature Writing	2	-	2	3
JRN2207	Electronic Communication	2	-	2	3
Concentration Electives					3

JRN2203	Print Media Design & Production	1	-	2	2
JRN2204	Advertising Principles & Practice	2	-	2	3
JRN2205	Computer Applications – II	2	-	2	3
JRN2206	Indian Political System	2	-	-	2
JRN2230	Readings in Media	-	-	-	2
JRN2232	Project (with Presentation & Evaluation)	-	-	-	3
JRN2233	Workshop / Certification (Discipline Specific) 1 Credit per Workshop	-	-	-	1
JRN2234	Study Abroad (12 days)				3
JRN2236	Media Production Portfolio	-	-	-	3
Open Electives					7*+3
LAN2251	Foreign Language–II*	3	-	-	3
LAN2252	French-II				
LAN2253	German-II				
LAN2254	Spanish-II				
LAN2255	Russian-II				
LAN2256	Chinese-II				
LAN2257	Portuguese-II				
LAN2258	Korean-II				
LAN2259	Japanese-II				
CSS2251	Presentation Skills *	1	-	-	1
BEH2251	Problem Solving and Creative Thinking*	1	-	-	1
ENV2251	Environmental Studies – II*	2	-	-	2
	Total				25

SUMMER INTERNSHIP –I THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2351	TV Journalism	2	-	2	3
JRN2301	Basics of Research – I	2	-	2	3
JRN2302	News & Contemporary Issues	1	-	2	2
JRN2303	Writing for Media	2	-	2	3
JRN2304	Public Relations	2	1	-	3
JRN2335	Summer Internship-1(Evaluation)	-	-	-	3
Concentration Electives					3
JRN2305	Computer Graphics, Animation & Sound	1	-	4	3
JRN2306	Media Planning & Buying	2	1	-	3
JRN2307	Development Communication	2	-	-	2
JRN2332	Project (with Presentation & Evaluation)	-	-	-	3
JRN2333	Workshop / Certification (Discipline Specific) (1 Credit per Workshop)	-	-	-	1
JRN2334	Study Abroad (12 days)	-	-	-	3
JRN2336	Media Production Portfolio	-	-	-	3
Open Electives					4*+3

LAN2351	Foreign Language – III*	2	-	-	2
LAN2352	French-III				
LAN2353	German-III				
LAN2354	Spanish-III				
LAN2355	Russian-III				
LAN2356	Chinese-III				
LAN2357	Portuguese-III				
LAN2358	Korean-III				
	Japanese-III				
CSS2351	Reading & Comprehension *	1	-	-	1
BEH2351	Group Dynamics and Team Building*	1	-	-	1
	TOTAL				27

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2451	TV Production and Presentation	2	-	2	3
JRN2401	Film Theory & Practice– I	2	-	2	3
JRN2402	Corporate Communication & Event Management	2	-	2	3
JRN2403	Media Management	2	-	-	2
JRN2404	Web Designing	1	-	2	2
Concentration Electives					3
JRN2405	Basics of Research-II	2	-	2	3
JRN2406	Advertising Design	2	-	2	3
JRN2407	Brand Management	2	-	-	2
JRN2432	Project (with Presentation & Evaluation)	-	-	-	3
JRN2433	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2434	Study Abroad (12 days)	-	-	-	3
JRN2436	Media Production Portfolio	-	-	-	3
Open Electives					4*+3
LAN2451	Foreign Language – IV*	2	-	-	2
LAN2452	French-IV				
LAN2453	German-IV				
LAN2454	Spanish-IV				
LAN2455	Russian-IV				
LAN2456	Chinese-IV				
LAN2457	Portuguese-IV				
LAN2458	Korean-IV				
	Japanese-IV				
CSS2451	Corporate Communication *	1	-	-	1
BEH2451	Stress and Coping Strategies*	1	-	-	1
	TOTAL				23

SUMMER INTERNSHIP -II FIFTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2551	New Media	2	1	-	3
JRN2501	Film Theory and Practice - II	2	-	2	3
JRN2502	National & International Issues & Affairs	1	-	2	2
JRN2535	Summer Internship-II (Evaluation)	-	-	-	6
Concentration Electives					3
JRN2503	Event Management – II	2	-	2	3
JRN2504	Multimedia	2	-	2	3
JRN2505	Advanced Research	2	-	-	2
JRN2532	Project (With Presentation & Evaluation)	-	-	-	3
JRN2533	Workshop / Certification (Discipline specific) (1 credit per Workshop)	-	-	-	1
JRN2534	Study Abroad (12 days)	-	-	-	3
JRN2536	Media Production Portfolio	-	-	-	3
Open Electives					4*+3
LAN2551 LAN2552 LAN2553 LAN2554 LAN2555 LAN2556 LAN2557 LAN2558	Foreign Language–V* French-V German-V Spanish-V Russian-V Chinese-V Portuguese-V Korean-V Japanese-V	2	-	-	2
CSS2551	Employability Skills *	1	-	-	1
BEH2551	Individual ,Society and Nations*	1	-	-	1
TOTAL					24

SIXTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2601	Professional Project (Specialization: (Any one)) <ul style="list-style-type: none"> • Print • Advertising • Public Relations & Events • Photography • Electronic Communication • Sports Journalism • Business Journalism 	4	2	6	9
JRN2637	Internship/Dissertation	-	-	-	9
Concentration Electives					3
JRN2602	Media Analysis	3	-	-	3
JRN2630	Readings in Media	-	-	-	2

JRN2632	Project (With Presentation & Evaluation)	-	-	-	3
JRN2633	Workshop / Certification (Discipline Specific) * 1 credit per workshop	-	-	-	1
JRN2636	Media Production Portfolio	-	-	-	3
Open Electives					2*+3
CSS2651	Workplace Communication *	1	-	-	1
BEH2651	Interpersonal Communication and Relationship Management*	1	-	-	1
	TOTAL				26

PRINT MEDIA – REPORTING AND EDITING

Course Code: JRN2151

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 IV: News Reporting

What is News, News Value and Sources of News
Basic elements of News
Writing a News Report
Interviewing skills required for reporting
Types of Reporting

Module V: 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: JRN2101

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

ASCI'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: JRN2102

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: JRN2103

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

INTRODUCTION TO VISUAL COMMUNICATION

Course Code: JRN2104

Credit Units: 03

Course Objective:

Seeing comes before words. We learn to see and recognize before we learn to speak. When we grow older as adults, the way we see things is affected by what we know and what we believe. Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises in the form of scrapbooks so as to prepare them for undertaking the remaining courses in BJMC.

Course Contents:

Module I: Introduction to Visual Communication

Defining an image and visual communication (VC)

VC as integral part of human communication

Human Vision and 2 dimensional images

Human beings have highly developed seeing rather than hearing abilities

Historical trends and developments: from painting to installation art, from naturalism to impressionism to neo-realism, high-art and low-art, role of visual technologies, debates related to art and social reality

Science, Human beings, and Visual Information: how human body receives information: senses, brain, stimuli, heart, and body parts

Module II: Basics of Visual Communication

Some Fields: chemical imaging, data, information, software, volume, and product visualization, technical drawing etc

Some Image Types: computer graphics, map, pictograph, photograph, moving image, table, drawing, diagram, ideogram, illustration, etc

Contemporary applications: cartography, spatial analysis, graphics, visual perception and analytics, advertising, politics, entertainment, business etc

Medium: digital, paper, electronic, electrical, web

Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc

Principles of design: contrast, harmony, proportion, balance, and movement

Module III: Power, Visual Representation & Society

Human beings and visual information processing mechanism: registering selected information, processing thoughts and feelings, storing information and acting or speaking according to the information processed and stored.

Gestalt and constructivism, which are sensual, are early theories that explain the mechanics while semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, intellect, and the mind

Consumer culture (from 19th-21st century) & growth of VC: changes in ways of seeing, ways of being seen & ways of telling

Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities

Experience of images (signs: indexical, symbolic, and iconic), context in which images are interpreted (medium, form, socio-economic dimensions) and ways in which they are interpreted (cliché, stereotype, convention)

Politics of representation of mediated images: video's sensation, dreams, and manipulation; film's logic and rhetoric; advertising image's shock and seduction; political image's public image, public relations, and propaganda; and media image's persuasion and violence

Examination Scheme:

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

H- Home Assignment, Q- Quiz, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:**Text**

- Lester, Paul Martin (2006) (4thed) *Visual Communication- Images with Messages*, Thomson Wadsworth:Belmont, CA.

Reference

- Sturken, Marita& Cartwright, Lisa (2001) *Practices of Looking: An Introduction to Visual Culture*, Oxford University Press:
- Hall, Stuart (1997) *Representation: Cultural Representations and Signifying Practices*, Open University Press/sage Publications: London.
- Barry, Ann Marie (1997) *Visual Intelligence: Perception, Image, and Manipulation in Visual Communication*: State University New York Press: NY.
- Berger, John (1972)*Ways of Seeing*, Penguin and BBC: London
- Smith, Kenneth Louis (2005) *Handbook of Visual Communication- theory methods and media*, Routledge: London.

INTRODUCTION TO CULTURE & SOCIETY

Course Code: JRN2105

Credit Units: 03

Course Objective:

Before stepping out into the field of mass communication and journalism, students need to have basic knowledge, curiosity, and awareness of politics, history, economics, and society. Various teaching methods and streams will be to make the students aware of contemporary issues so that they not only have opinions but also can intelligently analyze them from a broad perspective. Classes will be conducted in interesting and interactive ways where examples will be drawn from real life situations and from media texts (such as TV serials & movies).

Course Contents:

Module I: (History)

What do you know of Indian history?
Main periods in Indian history
Stories of some main events & personalities
Colonial Rule
Struggle for Independence
Modern Independent India
Division of States and the ongoing debates on autonomies of state
Post-Liberalization India

Module II: (Politics)

Parliamentary, Presidential, and Monarchy
Single party, two party and Coalition Governments
Federal and Centralized System
3 wings of the Government: Judiciary, Legislation, and Executive
Chief national personalities figuring in current news
Bi-polar and uni-polar world after fall of communism
Chief international personalities figuring in current news
International debates in the media in last 5 years
Role of UN umbrella over past 10 years

Module III: (Economics)

India a mixed economy –feudalism, socialism, and capitalism
Industrial and agricultural economies
Developing, Developed, and Under-Developed economies
Role of Private and Public Enterprise in the economy
Role of Banks: RBI, World Bank, Asian Development Bank
Regional economic groupings and their functioning
The European Union and its expansion
World Economic Forum
Indian Economy: Growth Patterns

Module IV: (Society)

What is Globalization and its cultural impact
Global warming and environment
Naxalism and Marxism
Family, marriage, and gender relationships
Cultural shifts in Indian society
Urbanization & migration
Reservation & Positive Affirmation
New Age Spiritualism/ Health
Growth of Entertainment Industry
Shifts in the Indian Sports Scenario

Module V: (Science and Scientific Temper)

Nanotechnology

Latest developments in bio-technology

Nobel Prizes in Science

Debates on Cloning

Debates on Nuclear Non-Proliferation

Criminalization of politics

Modern day debates on War and warfare

Examination Scheme:

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

H- Home Assignment, CD- Class Discussion, CT- Class Test, A- Attendance, EE- End Semester Examination

Text & References:***Text***

Media, Culture and Society by Paul Hodkinson

References

- Newspapers
- Magazines
- Online literature
- Journals

READINGS IN MEDIA

Course Code: JRN2130

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: JRN2132

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: JRN2133

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:

- Relevant study material and references will be provided by the trainer in advance.
- The participants are expected to explore the topic in advance and take active part in the discussions held
- Attending and Participating in all activities of the workshop
- Group Activities have to be undertaken by students as guided by the trainer.
- Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
- 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: JRN2136

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 - Second Semester

DIGITAL PHOTOGRAPHY

Course Code: JRN2251

Credit

Units: 03

Course Objective:

This unit introduces to the basic techniques of photography and its 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

- image capturing
- film processing
- print processing

Module II: Camera

Elements of a Camera (Introduction) – view finder, lens, iris, shutter, film chamber, light metre

Camera Designs –

- pinhole camera,
- view camera,
- compact camera,
- T L R
- S L R,
- Instant/Polaroid camera,

digital camera Exposure control in camera 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 III: Films & Camera Accessories

Film formats & their
use Lenses - prime
& zoom lens

- angle of view
- Aperture .
- Depth of field, how depth of field works
- Depth of focus
- L

lens care

Camera

accessories

Module IV: Photography & Lighting

Basics of Light, Indoor Light, Outdoor Light, 3 Point Light, Use of Reflectors, Outdoor Photography Assignments

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.

UNDERSTANDING MASS COMMUNICATION

Course Code: JRN2201

Credit Units: 03

Course Objective:

Students will be introduced to the basic aspects of human communication and especially mass communication. Mass Media industries have developed in unprecedented ways and they have been discussed systematically by thinkers so that we can make sense of how they influence the society and vice versa. While in other subjects, students will learn about contemporary forms, in this course they will also be introduced to the traditional modes of communication in India. With this basic grounding in place, students will be able to evaluate mass media within a wider context. They will be taught by using various teaching aids such as case studies, practical exercises, class presentations, screenings, and reading groups.

Course Contents:

Module I: Introduction to Communication

Process and elements of communications

Levels of communication

Barriers to effective communication

Future of communication studies

Forms and Functions of communication

Module II: Traditional Media

Introduction to traditional media

Oral Tradition of story-telling since early civilization

Influence on contemporary forms of mass communication

Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs

Case studies of each form

Strengths and limitations

Relationship with the society: tool for political, social, economic, and health awareness

Present Scenario

Module III: Understanding Mass Communication

Definition and forms of mass communication

Growth of mass media in India

History of Western mass media

Four eras in mass communication theories

Era of mass society theory (1850-1940)

Era of scientific perspective on mass media (1940-1950)

Era of limited effects (1950-1960)

Era of cultural criticism (1960-1980)

Ongoing Debates about mass media

Examination Scheme:

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

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

Text & References:

Text

- Rosengren Erik Karl (2000) *Communication: An Introduction*, Sage Publications: London.
- Kumar Keval J (2007) (3rdedn), *Mass Communication in India*, Jaico Publications: Delhi.
- Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) *Clarifying Communication Theories: a Hands-On Approach*, Surjeet Publications: Delhi

References

- Baran J Stanley & Davis K Dennis(2002) (2ndedn) *Mass Communication Theory: Foundations, Ferment, and Future*, Thomason Asia Pte Ltd: Singapore
- Dr.Andal N. (2005) *Communication Theories and Models*, Himalaya Publishing House: Bangalore
- Denis Mc Quail (2005) (5thedn) *McQuail's Mass Communication Theory*, Vistaar Publications: New Delhi

PRINT MEDIA- SPECIALIZED REPORTING & FEATURE WRITING

Course Code: JRN2202

Credit Units: 03

Course Objective:

This unit is an extension of what was taught during the first semester in print journalism. It will give you the advanced elements of reporting and the concepts of magazine reporting. As future journalists, students must have a clear understanding of media management and structure. In order to work effectively, journalists must understand the legal framework within which they operate. Students will learn about the journalist's rights and restrictions under the law, court structure in India and court reporting. They will also learn in detail about contempt of court, defamation legislation, copyright and issues of privacy.

Course Contents:

Module I: City Reporting

Covering a news beat

Coverage of various beats: crime, education, health, civic affairs and local government.

Module II: National Reporting

Political Reporting (Political structure in India, Covering political parties/events/rallies/elections)

Parliament Reporting (Parliament Structure, reporting on legislature)

Covering the Government (PIB, Ministries)

Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)

Module III: Business & Sports Reporting

Basic Business Knowledge & Business Bodies

Corporate Reporting

Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries)

Stock market coverage

How to develop good sports writing skills

Covering local, national and international level events

Module IV: Investigative Reporting

Definition and elements

Tools of investigative reporting

Importance of Sources

Sting Operations and latest trends

Relevant Case studies: Indian and International

Module V: Feature Writing

How to write a feature

Different types of features

Book reviews and film reviews

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

- Modern Media Writing; Rick Wilber & Randy Miller
- Writing the New's; Fox, Walter
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.

References

- Journalism Reporting; M.V. Kamath
- News Writing; Hough, George A.
- Storycrafting: A process Approach to writing News; Rosenauer, Kenneth L.
- Sports Writing: The Lively Game; Fink Conrad C.

ELECTRONIC COMMUNICATION

Course Code: JRN2207

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, Belavadi Vasuki

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: JRN2203

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: JRN2204

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: JRN2205

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

INDIAN POLITICAL SYSTEM

Course Code: JRN2206

Credit Units: 02

Course Objective:

Working knowledge of the Indian Political system is mandatory for any aspiring journalist. The course content has been designed to fulfill this requirement without burdening the students. Knowledge about the government, legislatures, judiciary and political parties is vital for those wishing to enter the media. Students are introduced to the Indian Constitution and electoral system all of which form the foundation of a working democracy like India.

Course Contents:

Module I: Overview

Basic understanding of the Indian political system.
Political parties and groups in power at the centre and states
Coalition politics, multiparty and two-party systems
Parliamentary versus presidential form of government, federal and unitary government
Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism,

Module II: Constitution

Making of Indian Constitution, philosophy, unity in diversity
Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship
Key amendments of the Constitution (flexible or rigid?)

Module III: Legislatures

Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences
State legislative assemblies and legislative councils
Election Commission, powers and structure, model code of conduct, election process
General elections, midterm election, constituencies
Electoral reforms

Module IV: Executive

President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers
Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers
Governor-powers, functions, responsibilities, relations with Central govt.
State Governments, chief minister and state council of minister
Centre-state relations

Module V: Judiciary

Supreme Court, appointment of Chief Justice of India
Judicial review
Public Interest Litigation
Writ petitions
High Courts

Module VI: Political Parties

Party system in India
Main national political parties
Main regional political parties
Political defections-anti-defection laws
Major alliances UPA, NDA, Left
Pressure groups and lobbies

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***

- Indian Polity : M. Laxmikanth
- Constitutional Questions in India; Noorani, A.G.

References

- Constitution of India : Durga Das Basu
- Indira Gandhi, The Emergency And Indian Democracy; Dhar, P.N.
- Political Parties and Party Systems: Ajay Mehra and D.D. Khanna

READINGS IN MEDIA

Course Code: JRN2230

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: JRN2232

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.

ExaminationScheme

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: JRN2233

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:

- Relevant study material and references will be provided by the trainer in advance.
- The participants are expected to explore the topic in advance and take active part in the discussions held
- Attending and Participating in all activities of the workshop
- Group Activities have to be undertaken by students as guided by the trainer.
- Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
- 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: JRN2236

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

Syllabus – Third Semester

TV JOURNALISM

Course Code: JRN2351

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 be 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: JRN2301

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: JRN2302

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's 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

WRITING FOR MEDIA

Course Code: JRN2303

Credit Units: 03

Course Objective:

Through this course students will learn basics of Media Writing. Writing skills will be enhanced through this subject. This writing will be focused on Print, Radio, TV and new media.

Course Contents:

Module I: Writing for Print Media

Writing news for Newspapers
Writing news for magazines
Writing Book reviews
Writing film reviews
Writing Editorial, Writing features

Module II: Writing for Television

Writing news for TV, Script for News
Selection of words for TV news
TV Interview question preparation
Writing for soap operas
Writing for Documentaries

Module III: Writing for Radio

Writing for Radio News
Writing for Radio Drama, Radio Feature, Radio Interview
Writing for different type of radio programs

Module IV: Writing for PR and Advertising

Writing Press Release, Pre and Post Press Release
Writing Reports
Writing for Newsletter, Writing for Ad-Copy
Preparation for Ad Copy, Slogan Writing, Punch line writing
Tag line writing

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

Taylor, Shirley, Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.

Thomas S. Kane, Oxford Essentials Guide To Writing

Robey, L Cora, New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando

Usha Raman, Writing for Media. Oxford Edition 2009.

PUBLIC RELATIONS

Course Code: JRN2304

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 Relations; 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- I

Course code: JRN2335

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 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: JRN2305

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; Giamb Bruno, 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: JRN2306

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& Modern 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 Assignment, 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: JRN2307

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

ome 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 Eereerett 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: JRN2332

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: JRN2333

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:

- Relevant study material and references will be provided by the trainer in advance.
- The participants are expected to explore the topic in advance and take active part in the discussions held
- Attending and Participating in all activities of the workshop
- Group Activities have to be undertaken by students as guided by the trainer.
- Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
- 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: JRN2336

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

Syllabus - Fourth Semester

TV PRODUCTION AND PRESENTATION

Course Code: JRN2451

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, Belavadi Vasuki

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: JRN2401

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-di-getic, 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: JRN2402

Credit Units: 03

Course Objective:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and its 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.

MEDIA MANAGEMENT

Course Code: JRN2403

Credit Units: 02

Course Objective:

Today newspaper business is one of the most challenging and competitive. It is important for the student of mass communication to know about newspaper management and how the ownership has changed. Media has to operate given within the framework of ethics and laws. Hence it's important for the student to know and learn about media laws and ethics.

Course Contents:

Module I: Media Management: An Introduction

Media as an industry and profession

Journalists becoming managers

Ownership patterns of mass media: Print and Broadcast Media

Organizational structure: Different Departments, General Management, Control and co-ordination, Hierarchy

Module II: Contemporary Practices in Media Management

Media ventures: Growth of Indian Print Media Business, Growth of Indian TV Industry, Resurgence of Radio Industry, The Indian Film Industry

Problems, process and prospects of Indian Media Business

Media Industry: Changing commercial equations vis-à-vis market and audience

Module III: Media and Globalization

Foreign equity in Indian media

The concept of global media

Global Media Giants and their selected holdings

Globalization of media and its impact

Module IV: Media Laws and regulation bodies

Laws governing media: The Contempt of Courts Act, Defamation, The Copyright Act (Concept of piracy), Right to Information Act, The Official Secrets Act, Right to privacy, Freedom of media, The code of media ethics

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

- Media management in the age of Giants; Herrick, Dennis.H.

References

- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

WEB DESIGNING

Course Code: JRN2404

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: JRN2405

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: Title 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 Macmillan: Basingstoke.
- Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.
- Keith F Punch (2005) (2nd edn.) Introduction to Social Research, Sage Publications: London

ADVERTISING DESIGN

Course Code: JRN2406

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, Dangers 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: JRN2407

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

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: JRN2432

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: JRN2433

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:

- Relevant study material and references will be provided by the trainer in advance.
- The participants are expected to explore the topic in advance and take active part in the discussions held
- Attending and Participating in all activities of the workshop
- Group Activities have to be undertaken by students as guided by the trainer.
- Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
- 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: JRN2436

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: JRN2551

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: JRN2501

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

NATIONAL AND INTERNATIONAL ISSUES AND AFFAIRS

Course Code: JRN2502

Credit Units: 02

Course Objective:

This course focuses on the need to keep the students abreast of the latest happenings in the national and international arenas. This module will have all the latest information on contemporary events. Essential backgrounders on prominent national and international organizations that are constantly in the news for various reasons will also be provided to the students. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda.
International organizations-

Course Contents:

Module I: International organizations

United Nations, International Red Cross, Interpol,

Module II: International groupings

Like G8, Non Aligned movement, Commonwealth

National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission

Module III: Indian foreign policy-

India and issue of permanent seat in the UN

India's relations with different countries- US, UK, Pakistan, Nepal, Sri Lanka, Middle East

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:

- Newspapers & Periodicals

SUMMER INTERNSHIP – II

Course Code: JRN2535

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 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: JRN2503

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: JRN2504

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: JRN2505

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

uiz, 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: JRN2532

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: JRN2533

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:

- Relevant study material and references will be provided by the trainer in advance.
- The participants are expected to explore the topic in advance and take active part in the discussions held
- Attending and Participating in all activities of the workshop
- Group Activities have to be undertaken by students as guided by the trainer.
- Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
- 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: JRN2536

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

Syllabus – Sixth Semester

PROFESSIONAL PROJECT (ANY ONE)

Course Code: JRN2601

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)

Sports Journalism

- Students will have to cover various sports events at District, State and national level. They may also cover School and universities' sports events and write reports on various sports events.
- They may also do study on coverage of different sports through various medium of media.
- Students' will have to write News, Analysis, Features, Editorials on different sports.

Business Journalism

- Students will have to cover various economic policies of State & Central Government.
- Special Stories on General Budget.
- Coverage of Stock Market.
- Covering Financial Markets
- Covering RBI and its policies
- Covering Finance and Commerce Ministry

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	
Clarity	25 marks
Comprehensiveness	20 marks
Originality	5 marks

B) Project Presentation	45 marks
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INTERNSHIP/DISSERTATION

Course code: JRN2637

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 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

MEDIA ANALYSIS

Course Code: JRN2602

Credit Units: 03

Course Objective:

The objective of this course is to provide a clear understanding of trends, movements and principles of journalism, problems and issues in newsgathering.

Course Contents:

Module I: Problems and Issues in Newsgathering

Objectivity

Introduction to defamation

Activism in journalism

Embedded reporters

Credibility of sources

Pressures on media – internal, governmental, advertising, PR

Module II: Commercialization of media

Media trials

Changing equations in media business – mergers & acquisitions, cross media holdings, new trends

Media ethics

Module III: Alternate media

Citizen Journalism

Blogs as alternate media

Community media

Module IV: Broadcast Regulations

Overview of Broadcast law

Evolution of Broadcast Bill

Cable TV Regulation Act

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

Texts & References:

Text

- Mass communication In India; Keval J. Kumar
- Communication for Development In the third world; Melkote, Srinivas R.

References

- India's communication Revolution; Singhal, A. & Rogers, E. M.
- Media in a Globalised Society; StigHiarvard
- Media Management in India; Prassana K Biswasroy
- Government Media, Autonomy and After; G S Bhargava

READINGS IN MEDIA

Course Code: JRN2630

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: JRN2632

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: JRN2633

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: JRN2636

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