

# **AMITY SCHOOL OF COMMUNICATION**

## **Programme Structure and Curriculum Under Choice Based Credit System**

**Bachelor of Arts (Journalism & Mass Communication)**

**Programme Code: BJM  
Duration- 3 Years Full Time**

**BA (J&MC)**

**2019**

**AMITY UNIVERSITY RAJASTHAN  
JAIPUR**

## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70-50

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

# Programme Learning Outcome-PLO

1. Understand the theoretical aspects of functions, roles, requirements and opportunities in various areas under the broad umbrella of media and communication field;
2. Identify the professional skill sets required in various discipline of mass communication along with comprehensive insight into the concepts, strategies, tools and techniques engaged into the development of media products ;
3. Demonstrate specialized knowledge and skill set in creating and developing content for mass dissemination through various traditional and new age media platforms;
4. Exhibit expertise in multiple sub-fields of mass communication catering the professional requirements of media industry across the globe;
5. Employ the theoretical knowledge set; advanced tools and techniques to research, evaluate, analyze and improve the contemporary techniques and trends in media practices.

## PROGRAMME SUMMARY

### **Bachelor of Arts (Journalism & Mass Communication)**

BJMC (3 years/ 6 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	-	25
II	15	3	4	3	-	25
III	16	3	4	3	3	29
IV	15	3	4	3	-	25
V	9	3	4	3	6	25
VI	3	3	-	-	16	22
<b>Total</b>	<b>79</b>	<b>15</b>	<b>20</b>	<b>12</b>	<b>25</b>	<b>151</b>

\* CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, NTCC- Non Teaching Credit Courses

# BA (J&MC)

## SEMESTER I

Code	Course	Category	L	T	P/FW	Credit Units
BJM 101	Print Journalism	CC	2	-	2	3
BJM 102	Fundamentals of Advertising	CC	2	1	-	3
BJM 103	Introduction to Visual Communication	CC	2	1		3
BJM 104	Computer Applications - I	CC	2	-	2	3
BJM 105	Understanding Mass Communication	CC	2	1	-	3
BJM 106	Indian Political System	CC	3	-	-	3
BJM 107	News & Contemporary Issues	CC	1	2	-	3
BCS 101	English	VA	1	-	-	1
BSS 103	Behavioural Science I (Understanding Self for Effectiveness)	VA	1	-	-	1
FLN 101 FLG101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
<b>Total</b>						<b>25</b>

# BA (J&MC)

## SEMESTER II

Code	Course	Category	L	T	P/FW	Credit Units
BJM 201	Advertising Principles & Practices	CC	3	-	-	3
BJM 202	Basic Photography	CC	2		2	3
BJM 203	Television Production	CC	2	-	2	3
BJM 204	Radio Journalism	CC	2	-	2	3
BJM 205	Computer Applications – II	CC	1	1	2	3
BCS 201	English	VA	1	-	-	1
BSS 203	Behavioural Science -II (Problem Solving and Creative thinking)	VA	1	-	-	1
FLN 201 FLG201 FLS 201 FLC201	Foreign Language - II French German Spanish Chinese	VA	2	-	-	2
	Open Elective II	OE				3
BJM 206	Portfolio Development- Print	DE	3	-	-	3
BJM 207	Writing for Media		3	-	-	
<b>Total</b>						<b>25</b>

# BA (J&MC)

## SEMESTER III

Code	Course	Category	L	T	P/FW	Credit Units
BJM 301	Television Journalism	CC	2	-	2	3
BJM 302	Computer Graphics, Animation & Sound	CC	1	1	2	3
BJM 303	Public Relations	CC	2	1	-	3
BJM 304	Digital Photography	CC	2	-	2	3
EVS 001	Environment Studies	CC	4	-	-	4
BJM 305	Term Paper (Evaluation)	NTCC	-	-	-	3
BCS 301	Communication Skills – I	VA	1	-	-	1
BSS 303	Behavioral Science III (Interpersonal Communication & Relationship Management)	VA	1	-	-	1
FLN 301 FLG301 FLS 301 FLC301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2
	Open Elective III	OE				3
BJM 306	Media Planning and Buying	DE	2	1	-	3
BJM 307	Event Management	DE	2	-	2	3
<b>Total</b>						<b>29</b>

## SEMESTER IV

Code	Course	Category	L	T	P/FW	Credit Units
BJM 401	Film Theory & Practice – I	CC	2	-	2	3
BJM 402	Basics of Research	CC	2	1		3
BJM 403	Media Management	CC	2	1	-	3
BJM 404	Advertising Design	CC	1	1	2	3
BJM 405	Corporate Communication	CC	2	-	2	3
BCS 401	Communication Skills – II	VA	1	-	-	1
BSS 403	Behavioural Science -IV (Group Dynamics & Team Building)	VA	1	-	-	1
FLN 401 FLG401 FLS 401 FLC401	Foreign Language - IV French German Spanish Chinese	VA	2	-	-	2
	Open Elective IV	OE				3
BJM 406	Brand Management	DE	2	1	-	3
BJM 407	Specialized Television Journalism		2	-	2	
<b>Total</b>						<b>25</b>

## SEMESTER V

Code	Course	Category	L	T	P/FW	Credit Units
BJM 501	Advanced Research	CC	2	1	-	3
BJM 550	Summer Project (Evaluation)	NTCC	-	-	-	6
BJM 503	Film Theory and Practice-II	CC	2	-	2	3
BJM 504	Online Journalism	CC	2	-	2	3
BCS 501	Communication Skills – III	VA	1	-	-	1
BSS 503	Behavioral Science-V (Individual, Society and Nation)	VA	1	-	-	1
FLN 501 FLG 501 FLS 501 FLC501	Foreign Language - V French German Spanish Chinese	VA	2	-	-	2
	Open Elective V	OE				3
BJM 505	Multimedia	DE	1	1	2	3
BJM 506	Portfolio Development (Online Journalism)		-	-	-	
BJM 507	Digital Marketing		3	0	0	
<b>Total</b>						<b>25</b>



## SEMESTER VI

Code	Course	Category	L	T	P/FW	Credit Units
BJM 601	Internship	CC/FW	-	-	-	10
BJM 602	Media Laws and Ethics	CC	3	-	-	3
BJM 603	<ul style="list-style-type: none"> <li>Professional Project (Specialization: (Any one)</li> </ul>	CC/FW			12	6
BJM 604	Professional Project (Print )					
BJM 605	Professional Project (Advertising)					
BJM 606	Professional Project (Public Relations & Events)					
BJM 607	Professional Project (Photography)					
BJM 608	Professional Project (Television Journalism)					
BJM 609	Professional Project ( Film and Television Production)					
BJM 610	Development Communication	DE	2	1	-	3
BJM 611	National & International Issues & Affairs		2	1	-	
<b>Total</b>						<b>22</b>

## LIST OF OPEN ELECTIVES BJMC

<b>Course Code</b>	<b>Course Title</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Practical (P) Hours per week</b>	<b>Total Credits</b>
BJM 204	Radio Journalism	2		2	3
BJM 301	Television Journalism	2	-	2	3
BJM 403	Media Management	2	1	-	3
BJM 504	Online Journalism	2	1		3
	<b>Total Credits</b>				<b>12</b>

**Minor Track-BJMC  
Journalism**

<b>Course Code</b>	<b>Course Title</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Practical (P) Hours per week</b>	<b>Total Credits</b>
BJM 204	Radio Journalism	2	-	2	3
BJM 301	Television Journalism	2	-	2	3
BJM 403	Media Management	2	1	-	3
BJM 504	Online Journalism	2	1		3
	<b>Total Credits</b>				<b>12</b>

# PRINT JOURNALISM

Course Code	L	T	P/FW	Credit
<b>BJM 101</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

## Course Objective:

The course will introduce students to the history of the Indian press, and familiarize them with the organization of the newsroom and news flow. During the course, they will learn the basics of news reporting and editing. They will also learn the principles of design and the finer points of newspaper and magazine layout. Besides this, they will be introduced to news agency and magazine journalism. The lectures will be backed by classroom assignments.

## Course Contents:

### Module I: History of Press in India

Press in pre-independent India  
Role of English and Vernacular Press during Freedom Struggle  
Press in India from Independence to Emergency  
Changes in media after Emergency  
Growth of Indian news agencies

### Module II: Newsroom

Structure and hierarchy  
Qualities and responsibility of a reporter  
Role and functions of a copy editor  
News Flow  
News Agencies

### Module III: Reporting

What is News, Kinds of News and Sources  
System of Beats  
Elements of News (5Ws & H)  
News Lead and types of Leads  
Structure of News Report – Inverted Pyramid  
Art of Interview  
Covering a press conference  
Writing from press releases

### Module III: Editing

Basics of Editing  
Headline Writing  
Clubbing  
Caption writing  
Rewriting  
Style Guides

### Module IV: Layout and design

Photo-editing: Choosing a picture, Creative cropping  
Principles of design and its objectives  
Tools and techniques of layout designing  
Front page make-up  
Types and typefaces  
Use of white space in layout designing  
Importance of dummy

## Examination Scheme:

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

**Text & References:**

1. Rich, C. (2000). *Writing and Reporting News: A Coaching Method* (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
2. Melvin Mencher. (1999 ) *Basic News Writing*, (3rd ed.,) Universal Book Stall,
3. Rangaswami. P. (1989) *Journalism in India: From the Earliest Times to the Present Day*, Sterling Pub.

# FUNDAMENTALS OF ADVERTISING

Course Code	L	T	P/FW	Credit
BJM 102	2	1	-	3

## 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: Ethics in Advertising

ASCI's code of Advertising Practice  
Ethics in Advertising.

## Examination Scheme:

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

## Text & References:

1. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
2. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
3. Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

# INTRODUCTION TO VISUAL COMMUNICATION

Course Code	L	T	P/FW	Credit
BJM 103	2	1	-	3

## Course Objective:

Visual communication applies the fundamentals of major art forms for professional problem-solving. 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

VC as integral part of human communication  
Human Vision and 2 dimensional images  
How human body receives information?: senses, brain, stimuli, heart.  
Visual communication as carrier of Information  
Historical trends and developments: from painting to installation art, Naturalism, Impressionism Neo-Realism, high-art and low-art, role of visual technologies.

### Module II: Basics of Visual Communication

Fields, scopes and applications of Visual Communication  
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 and of design: contrast, harmony, proportion, balance, and movement

### Module III: Power, Visual Representation & Society

Major Theories and Concepts: Gestalt and constructivism  
Consumer culture (from 19<sup>th</sup>-21<sup>st</sup> 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)

## Examination Scheme:

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

## Text & References:

1. Lester, P. (2013). Visual Communication: Images with messages (6th ed.,P.480 page). Belmont, Calif: Wadsworth Publishers
2. Smith, K. ( 2004). Handbook of Visual Communication-Theory methods and media (1st ed., p.624 pages) Routledge
3. Barry, A. (1997). Visual Intelligence Perception, image, and manipulation in visual communication (3rd ed.,p. 476 pages). Albany: state University of New York Press.
4. Sturken, M. & Cartwright, L. (2001), Practices of Looking : An introduction to visual culture (2nd ed., p.675 Pages) Oxford: Oxford university Press.

## COMPUTER APPLICATIONS - I

Course Code	L	T	P/FW	Credit
BJM 104	1		4	3

### 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,

DTP (Desk Top Publishing): Newspaper, Magazine, Book publishing is part of DTP.

#### Module II: Adobe In-design

Overview of Software- Adobe In-design and Templates

Working on Text: Importing text from other sources

Generation and Preparation of Text for Designing

Designing headlines, Use of appropriate fonts

Converting fonts into graphic; Display Designs

Digital Typesetting, Editing Text, Layout, Working with Layers,

Preparing master pages

#### Module III: Adobe Photoshop

Overview of Software; Type of Graphics

Image Resolution and working with DPI, PPI and LPI

Editing Tools and Palettes and Preferences Settings

Image Manipulation and Color Correction

Re-sampling and Effects

Saving file in various formats

#### Module III: Adobe Illustrator

Overview of Software Adobe, Vector Art and Tracing Images,

Working Layers and Sub-Layers

Color Modes

Saving Files in various formats for high quality print

### Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	20	5	20	5	50

### Text & References:

1. Sinha, P. (2016) Computer Fundamentals (6th ed.). Himalaya Publications.
2. Sarkar, N. (2014) Art and Print Production (2nd ed.). Sage Publication
3. Team, A. (2012). Adobe Illustrator CS6 Classroom in a Book (1<sup>st</sup> ed). Adobe Press
4. R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell.



## UNDERSTANDING MASS COMMUNICATION

Course Code	L	T	P/FW	Credit
BJM 105	2	1	-	3

### Course Objective:

This course introduces the students to the basic aspects of human communication and especially mass communication. They will be also be taught 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  
Forms and Functions of communication

#### Module II: Traditional Media

Introduction to traditional media  
Oral Tradition of story-telling since early civilization  
Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs  
Case studies of each form  
Strengths and limitations

#### Module III: Communication Theories

Aristotle's theory  
Berlo's theory  
Magic bullet theory  
Two step flow theory  
Multi step flow theory  
Cultivation theory  
Play theory

#### Module IV: Understanding Mass Communication

Definition and forms of mass communication  
Growth of mass media in India  
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 (1950-60s)  
Era of cultural criticism (1960s-19980s)

### Examination Scheme:

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

### Text & References:

1. Kumar Keval J (2007) (3<sup>rd</sup> edn), Mass Communication in India, Jaico Publications: Delhi.
2. Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore
3. Denis Mc Quail (2005) (5<sup>th</sup> edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi
4. Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications: Delhi
5. Baran J Stanley & Davis K Dennis(2002) (2<sup>nd</sup> edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
6. Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company: New Delhi.
7. Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.

# INDIAN POLITICAL SYSTEM

Course Code	L	T	P/FW	Credit
BJM 106	3	-	-	3

## 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: 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 II: Judiciary

Structure of Courts in India and their Jurisdictions  
Powers of Court  
Judicial review of Laws  
Public Interest Litigation & Writ petitions

### 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: Political Parties

Political parties, Alliances 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 in India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism,

## Examination Scheme:

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

## Text & References:

1. Laxmikant, M. (2016) Indian Polity. (5<sup>th</sup> ed) McGraw Hill Publications, New Delhi
2. Sanghavi, L.M. (2016) Evolution of Indian Judiciary. Prabhat Publication, New Delhi.
3. Basu, D.D.; (2013) Constitution of India. Lexis Nexis, New Delhi
4. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
5. Johari, J.C. (2012) Indian Political System. Anmol Publications, New Delhi

## NEWS & CONTEMPORARY ISSUES

Course Code	L	T	P/FW	Credit
BJM 107	1	2	-	3

### Course Objective:

This course will focus on to provide knowledge and skills related to news and contemporary issues and will explore broadening an understanding of contemporary approaches through diverse discourses on current affairs.

### Course Contents:

#### Module I: Current Affairs

Newspaper reading and discussion on important national stories  
Top ten Indian personalities in news

#### Module II: Political Issues

Naxalism and Marxism  
Reservation & Positive Affirmation  
Criminalization of Politics  
Religion, communalism and politics  
Contemporary Political Issues

#### Module III: Indian Economy

Profile of the Indian economy: An overview Industry Agriculture

IT and Telecom Money and inflation

#### Module IV: National Organizations

Central Bureau of Investigation Election Commission Central Vigilance Commission National Human Rights Commission

### Examination Scheme:

S. N.	Evaluation Component	Mark %	Remarks
1	Continuous Evaluation	45	As per the requirement
2	Attendance	05	
3	Final Examination	50	

### Text & References:

1. Journals: Reputed National Journals & Newspapers:
2. Year Books: Competition Success Review, Manorama, Times Year Book, Internet Resources.
3. Periodicals: India Today, Frontline, Outlook, The Week, Mainstream, Economic and Political Weekly.
4. India 2019: Publication Division.
5. The Making of India's Foreign Policy: J. Bandyopadhyay
6. Introduction to the Constitution of India: Justice Durgadas Basu
7. Indian Administration: S. Maheswari
8. Indian Economics: K. Sundaram
9. Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). Modern Indian political thought: Text and context. New Delhi: Sage.
10. Chandhoke, Neera & Priyadarshi, Praveen. (2009). Contemporary India: Economy, Society, Politics. New Delhi: Dorling Kindersley (India).
11. Rangarajan, Mahesh. (2007). Environmental issues in India. New Delhi: Dorling Kindersley.
12. Rajagopal, Arvind.(2001). Politics after television: Religious nationalism and the reshaping of the Indian public. Cambridge: Cambridge University Press.

## **SEMESTER II**

## ADVERTISING PRINCIPLES & PRACTICES

Course Code	L	T	P/FW	Credit
BJM 201	3	-	-	3

### 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 advertisement.

### Course Contents:

#### Module I:

Understanding Market  
Understanding Target audience  
Understanding consumer behaviour  
High/Low Involvement Products  
Segmenting , Targeting , Positioning ( S T P )

#### Module II:

Advertising planning  
Campaign planning  
Defining advertising objectives through marketing objectives  
Communication objectives  
Advertising Budgeting

#### Module III:

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	5	15	5	70

### Text & References:

1. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
2. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
3. Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

## BASIC PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
BJM 202	2	-	2	3

### Course Objective:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this course. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. Among other things, the students will learn about different kinds of cameras, lenses and composition. They will be required to translate this learning into practice through assignments and projects.

### Course Contents:

#### Module I: Introduction to Photography

Photography – Introduction, Scope, Uses  
Human and Camera  
Photography in Mass Media  
Light in photography – Art and Science  
Exposure Triangle – Aperture, Shutter Speed, ISO, Depth of Field  
Historical Background, Stages of Development  
Working of Film Photography (B/W and Colour), Dark room practices

#### Module II: Camera & Accessories

Types of Cameras: Pinhole, View Camera, TLR, SLR, Digital  
Parts of Camera  
Kinds of Lenses  
Kinds of Film  
Camera Accessories  
Studio Accessories  
Camera and Lens Care

#### Module III: Composition and Framing

Composition and its Rules  
Types of Photography – Portraits, Wildlife Photography, Nature and Landscape Photography, Night photography, Photo-journalism, Sports Photography, Fashion Photography.  
Breaking the rules – Experiment Photography, Long Exposure  
Review on photographs

### Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

### Text & References:

1. Bleyen, M. (2012). Minor photography: Connecting Deleuze and Guattari to photography theory. Leuven, Belgium: Leuven University Press.
2. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.
3. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
4. Deshpande, B. (2007). Photojournalism. New Delhi: Sonali Publications.
5. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
6. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
7. Kopelow, G. (1998). The focal handbook of commercial photography. Boston: Focal Press.

# TELEVISION PRODUCTION

Course Code	L	T	P/FW	Credit
<b>BJM 203</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

## Course Objective:

The basic concepts and fundamental elements of 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.

## Course Contents:

### Module I: Basics of Video camera

Basic parts of camera

Working of the camera

Types of camera

Camera Mounts, Accessories and Care

Videotape Formats – S-VHS, VHS, U-matic, Betacam & Betacam-SP, MINI-DV, DVCAM, DVC PRO, HD

Camera movements, shots & angles

Principles of composition and visual grammar

### Module II: 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 III: Planning the Production and Scripting

Stages of Production

Research: location, budget, people, access, permission, insurance, resources, and time

Basics of Writing for TV

Scripting Practice

### Module IV: Shooting and Editing

Singlecam and Multicam shoot

Shooting Practices: Indoor and Outdoor

Editing Practice: Adobe Premier

## Examination Scheme:

Components	P	V	CT	A	EE
<b>Weightage (%)</b>	20	10	15	5	50

## Texts & References:

1. Belavedi, V. (2013). Video production. Corby: Oxford University Press.
2. Zettl, H. (2010). Television production handbook (Eleventh ed.). Wadsworth Publishing Company.
3. Collie, C. (2007). The business of TV production. Port Melbourne, Vic., Australia: Cambridge University Press.
4. Utterback, A. (2007). Studio television production and directing. Amsterdam: Focal Press.
5. Harris, P. (2006). Television production. Tinley Park, Ill.: Goodheart-Willcox.
6. Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.

## RADIO JOURNALISM

Course Code	L	T	P/FW	Credit
<b>BJM 204</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

### Course Objective:

This paper is structured for the students to learn the basic of audio technology and learn the nuances of radio production including phases of pre production, production and post production. At the end of this learning, the student will be able to produce radio programs independently.

### Course Contents:

#### Module I- Basics of Radio Broadcasting

Characteristics of Radio: strength and limitations  
Evolution and Growth of Radio: Pre- Independent & Post independent  
Contemporary Broadcasting : Private Radio, Public Radio, community Radio  
Difference between AM and FM  
Radio Stations Structure

#### Module II- Introduction of Radio Program

News Program: 15-minute bulletin, 5 minute, news-on-phone, headlines  
Radio News Magazine, New Format News  
Non- News Program: Radio features, radio documentaries,  
Drama, radio serials and music shows

#### Module III- Writing and Editing for Radio

Characteristics of spoken word  
Planning and structuring the copy for various audio inputs  
Radio News program: Types, Structure, headline and style book  
Scripting of radio programs: Radio features/documentaries, Radio Drama, Jingles etc

#### Module IV- Radio Production

Introduction: Audio studio and its equipment  
Different types of microphones and mixers  
Editing: Types and software's,  
Different types of Sound Effects  
Different audio file formats and uses

### Examination Scheme:

Components	P	V	CT	A	EE
<b>Weightage (%)</b>	<b>20</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>50</b>

### Text & References:

1. Hyde, S. (1991). Instructor's resource manual (6th ed.). Boston: Houghton Mifflin.
2. Mellor, D. (2000). A Sound Person's Guide to Video. Oxford: Focal Press.
3. McLeish, R. (2005). Radio production (5th ed.). Amsterdam: Focal Press.



## COMPUTER APPLICATIONS – II

Course Code	L	T	P/FW	Credit
BJM 205	1	1	2	3

### Course Objective:

This unit will give students a broad knowledge of print industr and below mentioned softwares which they can create, logo stationary, poster and manipulate images as per their requirements.

### Course Contents:

#### Module I: Adobe Indesign

Overview of Software- Adobe Indesign & Use of Templates

To create Multipage Documents

Use of Master page and single page

Use of Ruler, Snap, Guide & Grid

Design Magazines, News Papers and Newsletter.

#### Module II: Adobe Photoshop

Overview of Software- Working with scanning images

Use of pen tool in selection

Lossy & lossless file formats

Working with Color correction & Advance editing techniques,

Digital paintings & brushes

Use of various palettes Document Setting,

Use of Adobe Photoshop in Web Designing

#### Module III: CorelDraw

Overview of Software-Corel draw & Types of Graphics (Vector and Raster)

Working with tools & family features

Use of objects and various palettes in designs

Document Setting and Menus bars

Importing images, manipulation color correction

Production techniques and their saving file formats.

### Examination Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

### Text & References:

1. Evening, M. (2009). Adobe Photoshop CS4 for Photographers. Focal Press; Pap/Dvdr edition
2. Button, G. (2012). CorelDRAW X6 the Official Guide. McGraw-Hill/Osborne Media;
3. R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell

# DOMAIN ELECTIVES

## PORTFOLIO DEVELOPMENT-PRINT

Course Code	L	T	P/FW	Credit
BJM 206	-	2	2	3

### Course Objective:

This subject is an attempt to inculcate professional skills and knowledge among budding media professionals aiming to opt for Print media. The subject will help student earn hands on experience on different aspects writing and production of a campus newspaper or magazine.

### Guidelines for Print Media Production Portfolio:

The following procedure should be followed for the credits:

1. Student will prepare one production in a campus newspaper or magazine.
2. Student will keep a track of various production stages for each item.
3. The stages for programs will be prepared after the consultation and approval of subject faculty.
4. At the end of the semester students will submit a project, Faculty Consultation Diary, and articles with a PPT for final production

### Examination Scheme:

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

- a) Overall Project 20
- b) Content
  - Creativity 15
  - Technical Application 15
  - Comprehensiveness 15
  - Originality 15
  - Viva 20

# WRITING FOR MEDIA

Course Code	L	T	P/FW	Credit
BJM 207	2	1	-	3

## Course Objectives:

This paper is an extension of Print Journalism taught in the first semester of this program. This paper focuses on polishing the writing skills for various forms of print media. Translation techniques and practice is another important element of the course.

## Contents:

### Module I: Grammar of Writing:

Language and Vocabulary Skills  
Sentence making, Paragraph, Punctuations  
Creative Use of Language  
Qualities of effective Writing  
Precision & Brevity, Logical Sequencing of thoughts

### Module II: Writing for Various Media

Kinds and Purpose of Media Writing  
Fact Verification and Research for Writing  
Specialized writing  
Basic principles and elements of writing for print: News, Articles, Editorials, Features, Reviews  
Writing for Electronic Media: TV News writing in various formats, Features, Documentary

### Module III: Translation

Concept & Definition of Translation  
Nature, Norms and Important of Translation  
Word to Word Translation ii. Literal Translation iii. Summarised Translation  
The need and importance of Translation in Journalism.  
Guidelines for Translation

## Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

## Text & References:

1. Bennett, G. (2011). The knowledge translation toolkit bridging the know-do gap : A resource for researchers. New Delhi, India: Sage Publications
2. Steven, P. (2012). The news. Toronto: Greenwood Books.
3. Rich, C. (2000). Writing and reporting news: A coaching method (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
4. Melvin Mencher, (1999) Basic News Writing, 3rd ed., Universal Book Stall
5. Rangaswami. Parthasarathy, (1989) Journalism in India: from the earliest times to the present day, Sterling Publishers

## **SEMESTER III**

# TELEVISION JOURNALISM

Course Code	L	T	P/FW	Credit
BJM 301	2	-	2	3

## Course Objective:

This paper gives the students an in-depth understanding of television programming. Students will get to work on various formats like Discussions, Features, Documentaries, Newsreel and Magazine programming. They will also be taught the technical aspects of news production including visual and byte selection, video editing and packaging.

## Course Contents:

### Module I: The Newsroom

Hierarchy of a TV Newsroom Set Up & News Flow  
Television Personnel – Role and Responsibility  
Professional terminology

### Module II: Getting the Story

Working in the field: Process and Challenges  
Developing Story Ideas  
Sources of News; Research and Fact Verification  
Collecting Bytes & Visuals  
Preparing and Delivering P-to-C  
Creative Use of P-to-C in the Story

### Module III: Writing Process

Body, Elements and Formats of TV Script  
Writing for News, Documentaries/Features  
Writing Practice  
Editing News Copy

### Module IV: Packaging

Planning Magazines and Newsreel  
Dumping and Selecting Bytes, Visual and Background Score  
Recording Voiceovers  
Final Packaging of the Programme  
Video Editing Practice

## Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

## Text & References:

1. Boston: Allyn & Bacon. 2. Block, M. (2010). Writing broadcast news: Shorter, sharper, stronger: A professional handbook. Washington, DC: CQ Press
2. Shook, F., Larson, J., & DeTarsio, J. (2009). Television Field Production and Reporting..
3. Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.

## COMPUTER GRAPHICS, ANIMATION AND SOUND

Course code	L	T	P/FW	Credit
BJM 302	1	1	2	3

### 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

Types of computer graphics,  
Difference between graphics and animation  
Graphic software and their role in animation software  
Creating walk cycle through the Image tracing and saving file formats

#### Module II: Flash

Classification of Animation  
Difference between 2D & 3D Animation  
Flash Editor, Panels, Timeline  
Basic Drawing and Painting Tools  
What is tweening, Motion & Shape Tweening & Keyframes  
Onion Skinning & Frame by Frame animation  
Graphic Symbols & Use of Library?  
Importing BMP, JPG and sound file in the timeline window  
Layer and Guide Layer  
Creating Animation Mask layer Animation,  
Basic introduction of 3D animation and softwares  
Working with different viewports  
Working with basic shapes and primitives

#### Module III: Sound

What are sound & recording techniques?  
Basic editing techniques  
Types of sound file formats- WAVE, MP3, MIDI, AVI, WMA and AIFF  
Difference between Stereo & Mono sound

### Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	15	20	50

### Text & References:

1. Adobe Creative Team (2005) Adobe Photoshop 7.0 classroom in a Book. Adobe Publishers
2. Ramesh Bangia (2002). Learning Multimedia. Khanna book publishers
3. Purcell, Lee (2001). ABC of Java Script. BPB Publication
4. Reinhardt Robert & Snow Dowd (2002). Flash MX bible. Wiley Publishers

# PUBLIC RELATIONS

Course code	L	T	P/FW	Credit
BJM 303	2	1	-	3

## 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

Principles and tools of Public Relations, Basic elements of PR

PR as a tool of modern management

PR role in the Indian Setting-Developing economy

PR as distinct form and other forms of Communication,

PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

Types of Publics - Internal & External PR

Public Relations in India

Changing trends in PR, MPR, Digital PR, Artificial Intelligence, Digital Storytelling

Event & Crisis Management

### Module II: Public Relations & Media Affairs

Planning advertising and Publicity campaign

Media relations and media planning

Making Press kit

Organizing press conference

### Module III: PR Writing

Writing for press

Press release & PR News Wire Sites

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 (%)	5	5	15	5	70

## Readings:

1. Allen H. (2008). Effective Public Relations. S. M. & Center, Prentice Hall
2. Moore, H. Frazier & Frank B.K.(2005). Public Relations : Principles, Cases and Problems.. Richard D Irwin
3. Reddi, C.V.N. (2001). Effective Public Relations and Media Strategy (8<sup>th</sup> Edition). Prentice Hall of India.
4. Sachdeva, I.S. (2009). Public Relations: Principles and Practices. (4<sup>TH</sup> Edition). Oxford Press
5. Jethwaney,J. (2009). Public Relations Management. Sterling Publications

## DIGITAL PHOTOGRAPHY

Course code	L	T	P/FW	Credit
<b>BJM 304</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>

### Course Objective:

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

### Course Contents:

#### Module I: Artificial Lighting & its control

Electronic flash & its synchronization

One, two & three point lighting

Working on the Subject

#### Module II: Subject Composition & Variation for various genres/Practical

Composition – Rules of Composition & Framing.

Working the subject.

Genre (Portrait, Product, Wildlife, Nature & landscapes, Night photography, Journalism (photography for newspapers & magazines).

#### Module III: Understanding Digital Photography

Digital Image Construction (Size & Resolution of Digital Images)

Uses, Advantages and Limitations of Digital over Conventional Photography

Image Sensors

Formats of a Digital Image

Types of Digital Cameras

#### Module IV: Digital Image Manipulation

Problems with Digital Photographs

Commonly used image editors

Editing images with Adobe Photoshop and Photoshop Elements

Printing and Sharing Digital Images

#### Module V: Advanced Photography Practicals

Practicing Outdoor Photography

Photography Assignments and Projects

Developing Personal Digital Portfolio

Digital Image Manipulation using various computer software

### Examination Scheme:

Components	P	CT	A	EE
<b>Weightage (%)</b>	30	15	5	50

### Text & References:

1. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
2. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
3. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
4. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
5. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New



# TERM PAPER

**Course Code: BJM 304**

**Credit Units: 03**

## **Course Objective:**

A term paper is primarily a record of intelligent reading from several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.

## **GUIDELINES**

The procedure for writing usually consists of the following steps:

- a) Choosing a subject
- b) Finding sources of materials
- c) Collecting the notes
- d) Outlining the paper
- e) Writing the first draft
- f) Editing & preparing the final paper

### **1. Choosing a Subject**

- a) The subject chosen should not be too general.
- b) Make sure you start either with a presumption that you want to test or with a question that you want to address. .

### **2. Finding Sources of materials**

- a) The material sources should be not more than 10 years old unless the nature of the topic is such that it involves examining older writings from a historical point of view.
- b) Begin by matching the subjects under investigation with those found in the source materials.
- c) The sources could be books and magazines articles, news stories, periodicals, scientific journals etc.

### **3. Collecting the notes**

Skim through sources, locating the useful material, then make good notes of it, including quotes and information for footnotes.

- a) Notice the methods and procedures and how the author has arrived at the results & conclusions.
- b) Compare your ideas with those of author's arguments.
- c) Bring analysis rather than just opinions.
- d) Check cross references.
- e) This work will be part of the Literature Review

### **4. Outlining the paper**

- a) Review notes and write down your ideas on a piece of paper
- b) Sort the collected material under headings and as again each heading can be divided into sub-sections so that it begins to look more coherent and takes on a definite structure.
- c) If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

### **5. Writing the first draft & second draft**

Write the article based on the outline. You may follow the following structure:

- a) statement of purpose, limitations, and parameters of the writing
- b) main body (including your references and your ideas and points of agreement and disagreement)
- c) statement of summary, insights gained, further questions, and conclusion
- d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
- e) Include only information/ details/ analyses that are relevant to your presumption or question.
- f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

### **6. Preparing the final draft**

- a) Check to see that quotations serve one of the following purposes:
  - (i) Show evidence of what an author has said.
  - (ii) Avoid misrepresentation through restatement.
  - (iii) Save unnecessary writing when ideas have been well expressed by the original author.
    - b) Read the paper to ensure that the language is not awkward, and that it "flows" properly.
    - c) Check for proper spelling, phrasing and sentence construction.
    - d) Check for proper format for footnotes, quotes, and punctuation.

- e) Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

Term paper should be composed of the following sections:

- 1) Title page
- 2) Table of contents
- 3) Introduction
- 4) Literature Review
- 5) Findings, Discussion & Conclusion
- 6) Bibliography
- 7) Appendix

Generally, the introduction, discussion, conclusion and bibliography part should account for a third of the paper and the review part should be two thirds of the paper.

**Discussion**

The discussion section either follows the results or may alternatively be integrated in the results section. The section should consist of a discussion of the results of the study focusing on the question or presumption.

### **Conclusion**

The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:

- a) summary of question posed
- b) summary of findings
- c) summary of main limitations of the study at hand
- d) details of possibilities for related future research

### **Bibliography**

From the very beginning of a research project, you should be careful to note all details of articles gathered. The bibliography should contain ALL references included in the paper. References not included in the text in any form should NOT be included in the bibliography. The key to a good bibliography is consistency. Choose a particular convention and stick to this.

### **Bibliographical conventions:**

#### ***Journal articles:***

Padhy, M.K. (Jan' 2008), New Product Diffusion in Indian Consumer Market: An Application of Innovation Communication Theory. *Journal of Advertising Express, ICFAI University, Vol. 19, PP.54-59*

#### ***Electronic book:***

Chandler, D. (1994), *Semiotics for beginners* [HTML document]. Retrieved [5.10.'01] from the World Wide Web, <http://www.aber.ac.uk/media/Documents/S4B/>.

#### ***Electronic journal articles:***

Watts, S. (2000) Teaching talk: Should students learn 'real German'? [HTML document]. *German as a Foreign Language Journal [online] 1*. Retrieved [12.09.'00] from the World Wide Web, <http://www.gfl-journal.com/>.

### **Appendix**

The appendix should be used for data collected (e.g. questionnaires, transcripts, ...) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints in the main text.

### **Examination Scheme:**

Dissertation:	30
Viva voce	20
<b>Total:</b>	<b>50</b>

## Media Planning and Buying

Course code	L	T	P/FW	Credit
BJM 306	2	1	-	3

**Course Objective:** This course will give details of Media Planning process and expose students to key concepts of Media Planning and Buying Process. Students will also get to know about current trends in media planning.

### Course Content

#### Module –I : Media Planning Process

Reach & Frequency

Framework to maximizing advertising exposure

Media Objectives & Advertising Budgeting

#### Module –II: Advertising Effectiveness

Advertising Share Vs Market Share

Measuring Media Fragmentation

Key Media Selection Decision

Selecting Media Class & Media Vehicle

Ad Exposure

Media Size & Format

Media Scheduling

#### Module –IV Digital Advertising Trends

In Store Advertising

Direct Marketing

Internet & Digital Media

Reaching Audience on the web

Trends in Online Advertising

Banner Ads Vs Streaming Media Ads

#### Module –V Media Buying and Client Servicing

Media Buying and Media Sales: Conceptual Insight and Current Scenario

Contemporary trends in Media Buying and Sales

Pitch, Proposal; Rate Card Customization

Roles & Responsibility of Media Buying, Client Servicing Department

### Examination Scheme:

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

### Text & References:

1. Uncommon Sense of Advertising , Sanjay Tiwari , Response Books

# EVENT MANAGEMENT

Course code	L	T	P/FW	Credit
<b>BJM 307</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

## 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: Introduction to Events

Defining Event and Event Management  
Different Kinds of Events  
Principles of event management  
Relationship between-Events, Advertising, and PR

### Module – II – Event planning and team management

5c's of Event Designing, concept and designing  
Scheduling, Technical requirements-Lighting, Audio/Video  
Pre, During Post Event Activities Logistic ,catering, Suppliers  
Event Theme, venue, target audience, layout, theme, backdrop ,banner, decor

### Module III: Marketing of Different Kinds of Events

Departments in an event Management company  
Marketing of an Event, various media for event promotion  
Understanding the relevance, strength and weakness of each media  
Sponsorship  
Event marketing and event promotion  
Brand Positioning through Events

### 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	C	CT	A	EE
Weightage (%)	5	5	15	5	70

## Text & References:

1. Palmer, S. (2000). Essential Guide to Stage Management, Lighting and Sound, USA, Hodder & Stoughton
2. Walters, G. (2001). Stage Lighting step-by-step, Better way Books
3. Parker, W. (2003). Scene Design and Stage Lighting, Thomson Wadsworth
4. Gaur, S (2009). Event Marketing & Management, New Delhi, Vikas Publishing House
5. Wagen, L (2010) Event Management, Australia, Pearson

## **SEMESTER IV**

## FILM THEORY AND PRACTICE – I

Course code	L	T	P/FW	Credit
<b>BJM 401</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

### 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: Brief History of World cinema

History from art to technology

The pioneers from Lumiere Brothers, Milies

Hollywood silent era, American talkies

Narrative and Non narrative

Film Genre

Case study of famous movies- Rosomon, Citizen Ken, PatherPanchali, Sholey, Charulata, Gone with the winds etc

#### Module II: Language of cinema

Camera Movements, angles & Shots

Different screen elements & Mise-en-scene

Continuous action, compression & expansion of time and concepts of editing

Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.

#### Module III: Stages of Film Production

Pre-production -

- Narrative Composition: 3 plot structure,
- Characterization & Dramatic Structure
- Scriptwriting formats, step outline & shot break down
- Budgeting & budgeting formats
- Scheduling & Reece
- Casting and source of casting

Production –

- Camera - Lens, filters and gels
- Lighting – Cinematic Lighting

Post Production

- Distribution, promotion & Release

Production Role of Key Members of Production

#### Module IV: Scriptwriting

Screen Play, Storyboarding & shooting script.

Script selection

Writing proposal

### Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

### Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.

2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). *Image and imagination: Five contemporary artists in India*. Grantha Corporation.
6. Pandian, M. S. (2015). *The image trap: M.G. Ramachandran in film and politics*. New Delhi, India: SAGE Publications India Pvt

# BASICS OF RESEARCH

Course code	L	T	P/FW	Credit
BJM 402	2	1	-	3

## 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.

### Module III: Sampling

Sampling: Definition & need, concept of population, sample & its characteristics, sample size & sample unit.  
Census & Sample Survey, steps in a sample design  
Types of Sampling Designs : Probability Sample & Non Probability Sampling.

### Module IV: Measurement & Scaling Techniques

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

Assignment: Prepare a research based project using proper research methodology.

## Examination Scheme:

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

## Text & References:

1. Thomas R. Lindlof & Bryan C. Taylor (2002) (2<sup>nd</sup> edn.) Qualitative Communication research methods, Sage Publications: London.
2. Kimberly A. Neuendorf (2005) (1<sup>st</sup> edn.) The Content Analysis Guidebook, Sage Publications: London.



3. Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.) Mass Media Research, Wadsworth Publishing: London.
4. White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillan: Basingstoke.
5. Alasuutari, Pertti and Bickman, Leonard (2008) The SAGE handbook of social research methods, edited by Julia Brannen, Sage: London.
6. Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
7. Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
8. Kumar, Ranjeet (2009) Research Methodology: A Step by step guide for beginners, Pearson Education, New Delhi

# MEDIA MANAGEMENT

Course code	L	T	P/FW	Credit
BJM 403	2	1	0	3

## Course Objective:

Today media business is one of the most challenging and competitive activities. It is important for the student of mass communication to know about newspaper, television, internet, radio management and how ownership and practices has changed with growth, new technology. Media has to operate within the framework of ethics and laws and has also to be viable. Hence it is important for the student to learn about media laws, ethics and function and the present status of various forms of media specially Internet and the new media

## 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, Music Industry , Stress on entertainment in all media outlets, Growth of Internet and gaming

Problems, process and prospects of Indian Media Business, Piracy of content and the media

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

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	5	15	5	70

## Text & References:

1. H, Dennis. (2012) Media management in the age of Giants. University of New Mexico Press; Herrick, Dennis.H.
2. The Indian Media Business; Kohli, Vanita
3. Mass Communication in India; Aggarwal, Veerbala

Course code	L	T	P/FW	Credit
<b>BJM 404</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>

### 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 texts & Fonts, Color schemes, Punch line etc.

**Corporate Stationary:** Logo design, 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 uses 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: Designing of Advertising Campaign

Concept of designing for developing advertisements.

To provide the valuable experience of developing advertising campaigns for creative 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, Spot colors, Process colors for images.

Difference between web & print advertisements.

#### Module IV: Relevant Software of Computer

Photoshop, Corel draw & Illustrator, its relevant usage in different design forms.

Which software is to be used for making layouts, creating vector graphics/images and raster images?

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.

### Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

### Text & References:

1. Art and production; Sarkar, N.N.
2. Newspaper Layout & Design: A Team Approach; Daryl & Moen

## CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
<b>BJM 405</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

### 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. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

### Course Contents:

#### Module I: Corporate Communication

Introduction

Role and functions and Scope of Corporate Communication

Differences and Similarities between PR and CC

Elements of corporate communication: Corporate Governance, Corporate Philosophy, Culture

Corporate Identity, Citizenship and Philanthropy

#### Module II

Image management

Corporate Reputation

Direct marketing, network marketing

Crisis management, disaster management

Media management

Event management

#### Module III

Celebrity management

Public affairs, political PR

Lobbying

Desktop publishing (DTP)

Group communication

#### Module IV

Talent of a corporate communicator: Employee Communication, Team Work, Leadership & Motivation

Major issues facing corporate PR professional

Areas of Strategic Thinking in Corporate Communication

Corporate communication strategies in the context of globalization

Corporate Publications and Tools – The need, scope and role of corporate publications in communication with both internal and external publics. Types of Corporate Publications – Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders – Fact sheets – Direct Mailers etc.

### Examination Scheme:

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

### Readings:

1. Paul, A..& & Jain, F.(2007 ). The Power of Corporate Communication (4<sup>TH</sup> Edition). McGraw-Hill/Irwin
2. Cornelissen, J. (2013). Corporate Communication: A Guide to Theory & Practice (3<sup>RD</sup> Edition). Sage Publication
3. Venkataraman.(2008). Corporate communication ( 3<sup>rd</sup> Edition). Sterling Publisher
4. Newman, G..Corporate communication. State University, of New York

# DOMAIN ELECTIVE

## BRAND MANAGEMENT

Course code	L	T	P/FW	Credit
BJM 406	2	1	-	3

### 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

Brand Laddering, Brand Relevance

#### Module III: Branding Strategies

Products Branding

Line Branding

Range Branding

Umbrella Branding

Source/Double Branding

Endorsement Branding

#### Module IV - Building brand on Internet

Internet and Brand management

Comparing brand building in cyber space and tradition world

How to define and search segments in cyber space

Objectives of website

Dimensions of Brand building in cyber space

How to evaluate and read competitive cyber Internet brands

### Examination Scheme:

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

### Text & References:

1. Marketing Management, Philip Kotler, Pearson Education
2. Brand Management, Harsh V Verma, Excel Books
3. Strategic Brand Management, Jean-Noel Kapferer, Kogan Page
4. Magazines – Business World, Time & Brand Reporter

# SPECIALIZED TELEVISION JOURNALISM

Course code	L	T	P/FW	Credit
BJM 407	2	-	2	3

## Course Objective:

As the extension of Television Journalism courses taught in the previous semester; this course will further enhance the skills of the students in developing specialized content for television. The course aims to offer a deeper understanding of various specialized reporting genre and techniques to produce area focused stories using investigative and interpretative skills set.

## Course Contents:

### Module I: Contemporary Trends and Tools of Specialized Reporting

Growing significance of specialization in media  
Journalistic skills and tools in the digital age  
Conducting Research for the story: Finding the correct Information  
Interpreting and Analyzing the Data for the story  
MOJO, Data Journalism, Digital Story Telling

### Module II: Working on the Beat

Politics  
Crime  
Sports  
Business  
Social Development etc.  
Investigative and Interpretative Approaches  
Major stories from various beats  
The Art of Conducting Interviews

### Module III: Technical and Creative aspects of News Programming

Drafting the story for visuals  
Creative Use of PTC  
Facing the camera and voice training  
Studio anchoring and Use of Teleprompter  
Voice over, sound track for features.  
Moderating studio news programmes: Debates, Discussions

## Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

## Text & References:

1. White T, & Bernas F. (2010). Broadcast News: Writing, Reporting and Producing. Focal Press, Oxford
2. Cushion S. and Lewis J. (2010) The Rise of 24-Hour News Television: Global Perspective. Peter Lang, New York
3. Roberts B. M (2007) An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres; Focal Press, Oxford
4. N. Sunetra Sen. (2013) Globalization and television: A study of the Indian Experience, Oxford University Press
5. Sengpta A. (2006) Electronic Journalism: Principles and Practices. Authors Press, New Delhi
6. Herber J. (2000) Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media. Focal Press, Oxford

## **SEMESTER V**

# ADVANCED RESEARCH

Course code	L	T	P/FW	Credit
<b>BJM 501</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>

## 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: 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: Methodology and Data Analysis

Popular research methods of communication

Mathematical tools: mean, median, mode, & correlation

Measures of central tendency, & measures of dispersion

Computer Software for Quantitative Analysis: SPSS for quantitative data

### Module III: Data Presentation

Stages of writing: first draft, second draft, final draft and proof-reading

Difference between proposal, report and thesis

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.

## Examination Scheme:

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

## Text & References:

1. Berger, Arthur Asa (2000) Media and Communication Research Methods: an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
2. Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
3. White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillan: Basingstoke.
4. Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.



# SUMMER PROJECT(Evaluation)

**Course Code: BJM 550**

**Credit Units: 06**

## GUIDELINES FOR SUMMER PROJECT

Research is an endless quest for knowledge. Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

### Types of Summer Project:

1. Comprehensive Case Study covering formulation, analysis and recommendations.
2. Inter organizational study if any and comparison, surveys.
3. Field study.
4. Preparation of daily report in case of summer training work.

### In general, the Project should be comprehensive and include:

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

### Report Layout

The report should contain the following components:

#### Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom.

#### ➤ Preface

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

#### ➤ Acknowledgement

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

#### ➤ Certificate (Project Guide)

A certificate from the project guide to be enclosed

#### ➤ Table of Contents

Titles and subtitles are to correspond exactly with those in the text.

#### ➤ Introduction

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

#### ➤ Research Design

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

#### ➤ Literature Review

This section should contain a detail list of related literature reviewed by the project investigator while preparing

the project report.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

➤ **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

**Examples**

Foot notes to be given.

**For research article**

Padhy, M. K., (2005) Development communication campaign in developing countries, Journal of Communication studies, Vol.1, PP.116–117.

**For book**

Padhy, M.K.,(2006) Advertising and Marketing Communication, Gyan Jyothi Publication, Kathmandu, ISBN No.99946-645-1-4, Edn.I, PP. 63-67.

**ASSESSMENT OF THE PROJECT FILE**

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfill the following *assessment objectives*:

**Range of Research Methods used to obtain information (Including the statistical devices).**

**Execution of Research**

**Data Analysis**

Analyse Quantitative/ Qualitative information

Control Quality

**Draw Conclusions**

**Examination Scheme:**

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.

Project Report:	50
Viva Voce:	50
<b>Total:</b>	<b>100</b>

## FILM THEORY AND PRACTICE – II

Course code	L	T	P/FW	Credit
<b>BJM 503</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>

### 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:

Auteur Theory

Feminist Film Theory

Avant-Garde & Cinema Verite

Contemporary Indian Cinema

Famous film directors and their work- Satya jit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kapoor, Yash chopra, Adoor Gopalkrishnan etc.

Current & Changing trends in Indian cinema

#### Module II: Documentaries Film

Types of documentary films

Producing a documentary

Importance of Research in documentary film

Scripting documentary film

Post-production techniques of documentaries

Narration and voice-over style

#### Module-III: 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-IV: 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

### Examination Scheme:

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

## Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.
2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). *Image and imagination: Five contemporary artists in India*. Grantha Corporation.
6. Pandian, M. S. (2015). *The image trap: M.G. Ramachandran in film and politics*. New Delhi, India: SAGE Publications India Pvt

## ONLINE JOURNALISM

Course code	L	T	P/FW	Credit
BJM 504	2	0	2	3

### Course Objective:

The shifts in technology and platforms changed the way journalist curate news and audience read the news. This module focuses on on emerging media themes, such as the ethical and legal implications of publishing online and aggregating content in a 24/7 environment; the impact of social media on the news stream and mainstream media; and the importance of search engine optimization and Web analytics.

### Course Contents:

#### Module I: News Collection and Reporting

Introduction to Internet  
News and Web  
Online Vs Traditional Media  
Cyberworld- History, Development and Future  
Editing Style and Publishing  
Theories and Principles of Online Journalism

#### Module II: Open Source Journalism

Citizen Journalism  
Civic Journalism  
Collaborative Journalism  
Participatory Culture  
Pop Culture and Collaborative Culture

#### Module III: News and Social Media

Embedded Journalism  
Digital consumers  
Social media and privacy/ethics  
Blogs and Publishing Tools  
Electronics Publishing

#### Module IV: Ethics of Online Journalism

Cyber Laws – Analysis of Global and Indian Context  
Ethics of Online Journalism

### Examination Scheme:

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

### Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an evolving environment. Thousand Oaks, CA: SAGE.
3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., & Lievrouw, L. A. (2009). New media. London: SAGE.

# DOMAIN ELECTIVE

## MULTIMEDIA

Course code	L	T	P/FW	Credit
BJM 505	1	1	2	3

### 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.

### Course Contents:

#### Module I: Introduction to Multimedia

Introduction of multimedia  
Introduction to morphing and warping  
Multimedia elements  
Characteristics of multimedia  
Application of multimedia in various industries  
Use of multimedia in education and medical industry

#### Module II: Design Concepts

User Interface Design and Navigation  
Pre Production, Planning and Design  
Post Production Evaluation  
Multimedia Sound and editing  
Introduction to video editing  
Digital Video Production  
Animation for Multimedia

#### Module III: Basic Flash Action Scripting

Portfolio creation or show reel based on Flash or video editing  
Final Project Presentations

### Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

### Text & References:

1. Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
2. Micromedia Flash Mx: A Biggners Gide; Underdahl, Brian
3. Macromedia Flash 5 in 25 Hours; Kerman, Phillip
4. An Introduction to Digital Multimedia by T. M. Savage and K.E. Vogel
5. Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition by Karen S. Ivers and Ann E. Barron

## PORTFOLIO DEVELOPMENT - ONLINE JOURNALISM

Course code	L	T	P/FW	Credit
BJM 506	1	1	2	3

### Course Objective

The process of news collection, editing, reporting and publishing got new dimensions in this digital age. This course aims to the students who are interested in developing a career in online journalism. By the end of the course, the student will be producing his/her portfolio under the guidance of faculty.

### Guidelines for Online Journalism Portfolio:

The following procedure should be followed for the credits:

5. Student should create a news website/news blog at the beginning of the class.
6. Student should create any one social media network page for the promotion and distribution of the news content from the website/blog.
7. There should be minimum of 5 news update per week.
8. The news should be original. The originality of the news content will be tested through plagiarism softwares.
9. At the end of the course, an overall evaluation of the website/blog will be done.

### Examination Scheme:

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

Components	Weekly Posts	Originality	Relevance	Design/Presentation	Final Viva
Weightage (%)	20	20	10	10	40

### Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an evolving environment. Thousand Oaks, CA: SAGE.
3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., & Lievrouw, L. A. (2009). New media. London: SAGE.

# DIGITAL MARKETING

Course code	L	T	P/FW	Credit
	3	0	0	3

## Course Objective:

The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function of Competitive events. The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

## Module I: Introduction to digital marketing

What is digital marketing  
Benefit of Digital Marketing  
Digital Marketing platform and Strategies  
Comparing digital with traditional marketing  
New Venture opportunity and defining digital marketing goals  
Latest digital marketing trends  
Case study of digital campaigns

## Module II: Search Engine Optimization

Introduction to search Engine Optimization  
How the search engine work?  
Component of search engines  
Google Results Page  
Latest update on Google  
Online Resources  
Keyword research and competition  
Types of keyword  
Google keyword planner  
Market Research Analysis  
New Keyword Ideas

## Module III: Social Media Marketing

Introduction to the Social Media  
Concept of Social Media Marketing  
Social Media Marketing Strategy  
Impact of Social Media Marketing  
Email Marketing  
Importance of Email Marketing  
Popular Email Marketing Software's

## Module V: Traditional Vs Digital Marketing

Introduction and comparison of Traditional Vs Digital Marketing  
Introduction to Pay per click  
Growth of Pay Per Click  
Definition and Concept of Ad Words  
Content Marketing  
Content Marketing Strategies

## Examination Scheme:

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



**Text & References:**

1. Event Management, Lynn Van Der Wagem (2008) Pearson Education
2. Event Marketing and Management; Gaur, Sanjaya S. & Saggere, S.V. (2007) Vikas Publication
3. Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons
4. Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill
5. Holt H David, Entrepreneurship (2005) New Venture Creation, Patience –Hall
6. Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications
7. Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education
8. Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig(2005) Scholastic Library Publishing
9. Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books

## **SEMESTER VI**

# INTERNSHIP

Course code	L	T	P/FW	Credit
BJM 601	-	-	-	10

Students preparing to present the internship report are required to adhere to the following guidelines:

## **Format of the file and its content:**

- Cover page
- Declaration from the student
- Acknowledgement
- Certificate from the organization
- Index

### **Chapter 1: Introduction to the Organization**

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Employee Profile
- Major projects and Clients (in case of Advertising Agency, PR agency, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

### **Chapter 2: Internship Work**

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

### **Chapter 3: Internship Experience**

- Challenges and Problems
- Learning Outcome
- Overall Experience

### **Chapter 4: Conclusion**

Appendix (Copies of the work done by the student during internship)

## **Format of the Report**

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)  
12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)  
1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6<sup>th</sup> edition.
- Bibliography: In alphabetical order following APA style 6<sup>th</sup> edition.

## MEDIA LAWS & ETHICS

Course code	L	T	P/FW	Credit
<b>BJM 602</b>	<b>3</b>	-	-	<b>3</b>

### Course Objective:

The explosion of media in India has brought into focus several ethical and legal issues. These issues relate to privacy, methods of gathering information, packaging of advertisements as news etc. Through lectures, case studies and panel discussions students will be explained the importance of ethics in news operations.

### Course Contents:

#### Module I:

Definition of Ethics  
Truth, Fairness & Objectivity  
Trial by media  
Difference between Media Ethics and Media Laws

#### Module II: Guidelines on Ethics

Press Council Guidelines  
Advertising Council of India Guidelines  
Broadcast Guidelines  
Case study:Media trial in Arushi Talwar case

#### Module III: Ethical Issues

Editorial & Advertorial  
Meeting Advertisers' Needs  
Obscenity and Morality debate  
Laws on Morality, Obscenity and Censorship  
Editorial integrity  
Sting operations  
Case Study:Uma Khurana case & Zee News sting and reverse sting and other similar cases

#### Module IV: Media Laws

Constitutional Restrictions on freedom of speech and expression  
Defamation  
Right to Privacy  
Privacy of news source  
Copyright act in media industry  
Right to Information Act (RTI )  
Cable TV Regulation Act  
Cinematograph Act  
Information Technology Act and Article 66A of IT Act

### Examination Scheme:

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

### Text & References:

1. Guha Thakurta, (2014). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press
2. Basu, D.D.; (2013) Constitution of India.Lexis Nexis, New Delhi
3. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
4. Basu D.D., (1980) **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
5. B. N. Ahuja,(1988) **History to Press, Press Laws & Communications** , Surjeet Publications, 1988

## PROFESSIONAL PROJECT (ANY ONE)

Course code	L	T	P/FW	Credit
BJM 603-609	-	-	12	6

Final year students of MJMC and BJMC program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertation can be of two types:

1. Research based theoretical dissertation
2. Practical work/field work based electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:

### **Research based theoretical dissertation:**

1. Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.
2. Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:
  - ✚ Research Problem
  - ✚ Background
  - ✚ Brief review of literature
  - ✚ Theoretical Framework, Objectives and Hypothesis
  - ✚ Research Methodology
  - ✚ Conclusion
  - ✚ Bibliography
3. The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.
4. Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)
5. A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.
6. Approved by the committee, student may submit their work for final evaluation.

### **Field/Practice based Dissertation/Specialization Project:**

1. The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.
2. Student has to clearly mention the area for which he/she wants to be evaluated for.
3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for dissertation.

### **Basic contents of the file:**

- ✚ Cover page
- ✚ Declaration from the student
- ✚ Certificate from the Guide
- ✚ Acknowledgement
- ✚ Index
- ✚ Introduction to the Research Problem, Review of Literature, Theoretical Framework & Research Objectives; Research Methodology should be written in single chapter under different sub-heads.
- ✚ *(Further chapters can be decided by the researcher under the guidance of faculty supervisor.*

### **Format of the Report:**

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## DOMAIN ELECTIVE

### DEVELOPMENT COMMUNICATION

Course code	L	T	P/FW	Credit
BJM 610	2	1	-	3

#### Course Objective:

This course will develop an understanding among students of development; use of communication tools and techniques to make people aware of the importance of it and techniques to expedite the pace of developmental activities.

#### Course Contents:

##### Module I: Concept and indicators of development

Definition, meaning and process of development,  
Theories and paradigms of development  
Developed and underdeveloped economics,  
Sustainable Development Goals (SDGs),  
Indicators of development

##### Module II: Development communication approaches

Diffusion of Innovation,  
Empathy, theory of Magic multiplier,  
Localized approach  
Development support communication:  
Extension Approach- Health and FW, Women empowerment, Literacy & Education, Unemployment and Watershed management.

##### Module III: Media and Development

Role of communication in development,  
Development message designing,  
Role and performance of print, radio, TV, film in Indian perspective;  
Cybermedia and development;  
NGOs and development;  
communication for rural development (Indian Perspective):

##### Module IV: Use of visual media & digital media for development communication

Use of visual media for development communication,  
Potential of digital media for development communication,  
Role of visual media in the CSR campaigns and promotions.

#### Examination Scheme:

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

#### Text & References:

1. Joshi U. (2001) Understanding Development Communication, Dominant Publications, New Delhi
2. Melkote Srinivas R. (2001) Communication for Development in the Third World, Sage, New Delhi
3. Gupta V.S. (2000) Communication and Development Concept, New Delhi
4. Rogers Ererett M (2000) Communication and Development, Critical perspective, Sage, New Delhi
5. Narula U. (1999) Development Communication – Theory and Practice, Har Anand
6. Tewari, I P (1997). Communication Technology and Development, Publication Division, Govt. of India,
7. Todaro, Michael P (1981) Economic Development in the Third World, Longman, New York

## National & International Issues & Affairs

Course code	L	T	P/FW	Credit
BJM 611	2	1	-	3

### 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.

### Course Contents:

#### Module I: International News

Newspaper reading and discussion on major national stories  
Newspaper reading and discussion on major International stories  
Top ten international personalities in news  
Top ten international stories in news

#### Module II: World organisations

The United Nations  
The European Union  
SAARC and ASEAN  
International Red Cross  
Interpol  
Non Aligned movement  
Commonwealth  
Important actions taken under the UN umbrella over past 10 years

#### Module III: Economics

The World Bank and International Monetary Fund  
World Economic Forum  
The politics and economics of petroleum

#### Module IV: Global Issues

Terrorism  
Climate change and Global warming  
Hunger and Poverty  
Women Rights  
Human Rights

#### Module V: Indian foreign policy

India and issue of permanent seat in the UN  
India's relations with US, UK, Pakistan, Nepal, Sri Lanka and Middle East

### Examination Scheme:

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

### Text & References:

1. Newspapers & Periodicals
2. On line literature