

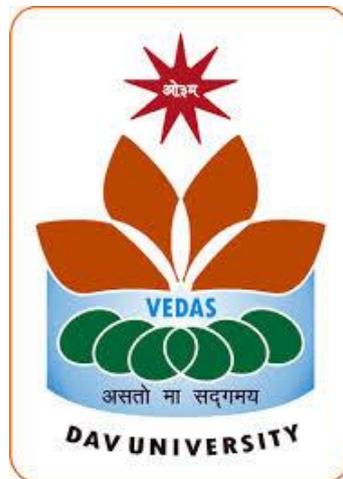
Department of Journalism and Mass Communication

Syllabus

Bachelor of Journalism & Mass Communication

(Semester: I – VI)

Applicable to Admissions in 2018



DAV UNIVERSITY, JALANDHAR

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Brief information about Department

Department of Journalism & Mass Communication strives for excellence in media education, training & research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach. Department envisages itself to be a leader in media education producing media scholars, researchers and professionals with global competencies, foresight, dynamism and value-laden personalities. Its vibrating culture and creative ambience provides unique blend of contemporary media knowledge, skills, innovativeness and sensitivity to social issues.

The department is fully dedicated to create a generation of media experts, professionals and scholars who are distinct in their vision and bringing a new wave in media. It is about blossoming the talent, nurturing the wisdom, sharpening the skills and developing a passion for effectiveness. The Dept is hub of activities focussing at academic and professional excellence and practical skills development and character building to produce professionals who are epitome of fineness crowning jewels of media industry.

Salient features of the Programme

- Strong academic-industry interface
- Media lab and studio for providing exposure to apply knowledge
- Summer internships in industry
- Placement support
- Project work
- Proficiency in language skills

Courses of study

- Bachelor of Journalism & Mass Communication (BJMC) - 3 years (6 semesters)
- Masters in Journalism & Mass Communication (MJMC) - 2 years (4 Semesters)
- Short term Vocational courses- 6 months to 1 year
 - Basics of Non Linear Editing
 - Basic Videography
 - Photo Journalism
 - Basic Sound designing for Media Productions
 - Multi camera TV Studio operation and Production
 - News anchoring & reporting
 - Script Writing
 - Packaging & Promo for TV Programs
 - Language of Media translation

Bachelor of Journalism & Mass Communication

Preamble

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention.

The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

The course strives to carve a niche for itself and envisions to be one of the most sought after courses of the DAV University. The overall goal is to realize not only the professional but the intellectual and creative growth of the students and develop a vibrant chord with the media industry.

Objectives:

- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory and to equip with students the analytical tools to study diverse media and communication practices.
- To provide an exposure to various forms of mass communication and a hands on experience of media production.
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- To train students in latest media technologies and methods.
- To train students in conceptual and/or practical aspects of Television, Radio, Photography and Documentary from script writing to post-production.

Duration

6 semesters (3 Academic Years)

Eligibility

Pass with 50% aggregate marks in 10+2 or equivalent (with English).

Admission

Through an entrance examination.

Semester I

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 101A	Introduction to Journalism	C	4	0	0	4
2	JMC 102A	Introduction to Journalism (Practical)	C	0	0	4	2
3	JMC 104	Introduction to Media and Communication	C	4	0	0	4
4	ENG 151A	Communication Skills	C	3	0	0	3
5	ENG 152A	Communication Skills Practical	C	0	0	2	1
5	EVS 100	Environmental Studies	C	4	0	0	4
			Total Cr				18

Semester II

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 105	Introduction to Print Journalism	C	4	0	0	4
2	JMC 105A	Introduction to Print Journalism (Practical)	C	0	0	4	2
3	JMC 106	History of the Media	C	4	1	0	5
5	JMC 107	Design and Graphics for Media	C	4	0	0	4
6	JMC 108	Design and Graphics for Media (Practical)	C	0	0	4	2
			Total Credits				17

Second Year (Semester III)

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 201	Introduction to Broadcast Media	C	4	0	0	4
2	JMC 202	Media and Indian Political System	C	3	1	0	4
3	JMC 203	Photo Journalism	C	4	0	0	4
4	JMC 204	Photojournalism (Practical)	C	0	0	4	2
5	JMC 205	Radio Production	C	2	0	0	2
6	JMC 206	Radio Production (Practical)		0	0	4	2
			Total Credits				18

Semester IV

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 207	Development Communication	C	4	0	0	4
2	JMC 208	Media Laws and Ethics	C	4	0	0	4
3	JMC 209	Media and Cultural Studies	C	4	0	0	4
4	JMC 210	Introduction to Video production I (Practical)	C	0	0	6	3
5	JMC 211	Documentary Production (Practical)	C	0	0	6	3
			Total Credits				18

Third Year (Semester V)

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 301	Advertising: Concept and Principles	C	3	1	0	4
2	JMC 302	Media and Event Management	C	3	0	0	3
4	JMC 303	Communication Research and Methods	C	4	1	0	5
5	JMC 304	TV and Video Production	C	3	0	0	3
6	JMC 305	Introduction to Video production II (Practical)		0	0	6	3
			Total Credits				18

Semester VI

S.No.	Course Code	Course Title	Type of Course	L	T	P	Cr
1	JMC 306	Introduction to Web Journalism	C	3	0	0	3
2	JMC 307	Public Relations and Corporate Comm.	C	3	0	0	3
3	JMC 308	Media and Contemporary Issues	C	3	1	0	4
4	JMC 309	Synopsis/ Project	C	0	0	12	6
5	JMC 310	Internship/ Industrial Training	C	0	0	12	6
			Total Credits				22

C = Compulsory Course , **E** = Elective/ Optional Course , **Cr** = Credit , **L** = Lecture , **IL** = Integrated Lecture , **P** = Practical

Semester I

JMC 101- Introduction to Journalism

Unit 1

News: meaning, definition, nature; The news process: from the event to the reader; News Structure, Hard news vs. Soft news; basic components of a news story.

Unit 2

Organizing a news story: 5W's and 1H, Inverted pyramid, Journalistic jargon including dateline, credit line, byline, print line, Flag, Masthead .

Unit 3

Criteria for news worthiness, principles of news selection; Sources of news, news-elements, types, Problems in reporting.

Unit 4

Features- meaning and definition; Articles- meaning and definition; Difference between news stories, features and articles

Suggested Readings:

Flemming, Carole. *Introduction to Journalism*. Vistaar Publications, 2006.

Hilliard, Robert L. *Writing for Television, Radio and New Media*. Wadsworth, 2011.

Hohenberg, J. *The Professional Journalist*. Holt Rinehart & Winston. 1983.

Itule, Bruce D., Anderson, Douglas and Simon, James. *News Writing and Reporting for Today's Media*; McGraw Hill Publication, 2006.

Keeble, Richard and Reeves, Ian. *The Newspaper's Handbook*; New York: Routledge Publication, 2014.

Rodmann, George. *Mass Media in a Changing World*. McGraw Hill Higher Education, 2009.

Shrivastava, K.M. *News Reporting and Editing*. Sterling publisher. 2012.

Stein, M.L. et al. *NewsWriter's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.

JMC102- Introduction to Journalism (Practical)

1. Writing news stories
2. Writing features
3. Writing letters to the editor
4. Making a presentation and file on recent news coverage in light of concepts (news values, structure of news, sources of news etc.) studied in theory.

JMC104 -Introduction to Media and Communication

Unit I

Communication: meaning, definition, functions and barriers; Mass Communication, Mass Media; Types of communication (Verbal- non-verbal, Audio, audio-visual); 7Cs of Communication

Unit II

Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication, Verbal, Non-Verbal Communication & Body Language

Unit III

Hypodermic Needle Theory, Two-step & Multi-step Theory, Uses & Gratification Theory Normative Theories of the Press- Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Totalitarian theory.

Unit IV

SMCR Model, Lasswell formula and Braddock's extension, Osgood and Schramm's model, Newcomb's model, Schramm's Field of Experience Model, Mathematical model of communication.

Suggested Readings:

Baran, Stanley and Davis, Dennis. *Mass Communication Theory: Foundations, Ferment and Future*. Wadsworth Publishing Co Inc, 2014.

DeFleur, Melvin and Ball-Rokeach, Sandra. *Theories of Mass Communication*. Longman, 1989.

DeFleur, Melvin. *Mass Communication Theories*. Pearson College Div. 2009.

McQuail, Denis. *Mass Communication Theory*. London: Sage, 2010.

Schramm, Wilbur. *Process & Effects of Mass Communication*. University of Illinois Press, 1953.

Williams, Kevin. *Understanding Media Theory*. Hodder Education, 2003

Semester II

JMC105 - Introduction to Print Journalism

Unit I

The Newspaper newsroom- Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – Editor, News editor, Reporters, Columnists, Freelancers, Photojournalists, Bureau Chief, Sub-editors, Proof readers, etc.

Unit II

Covering news- working on beats; Covering Speeches, Covering of beats- crime, courts, health, education, sports, weather, culture etc.; news agency reporting. Interviewing/Types of news Interviewing: preparing for interview, conducting the interview.

Unit III

Editing- Principles of editing; Do's and Don'ts of editing; Leads- Importance of leads, Functions and types of leads; Headlines- importance, functions and types; Importance of pictures, selection of news pictures.

Unit IV

Editorial page: Structure, Editorials, Middles, Letters to the editor, Special articles, Opinion pieces, Op-ed page; Week-end pullouts, Supplements, columns/columnists; Style sheet.

Suggested Readings:

Bruce Itule and Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication, 2006.

Chaturvedi, S.N. *Dynamics of Journalism and Art of Editing*; Cyber Tech Publications, 2007.

Fred, Bender, John R., Davenport, Lucinda, Drager, M Fedler. *Reporting for the Media*; Oxford University Press, 2004.

Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks. *The Art of Editing*. Allyn and Bacon Publication, 1991.

Keeble, Richard. *The Newspaper's Handbook*; Routledge Publication, 2014.

Puri, M. *The Art of Editing*. Pragun Publication, 2006.

Rabindranath, . *Editing Principles and Practices*. Regal Publications, 2014.

Stein, M.L. et al. *NewsWriter's Handbook: An Introduction to Journalism*. Blackwell Publishing, 2006.

JMC105- Introduction to Print Journalism (Practical)

1. Coverage news stories from allotted beats /putting them on a board in a form of telenews board.
2. Editing of stories
3. Exercises on writing different components of editorial page

JMC106- -History of the Media

Unit I

Origin and Evolution of print media - Important events from history of Press in United States and Britain including Penny Press and Yellow Journalism

Unit II

History of Press in India: Colonial Period, National Freedom Movement; Media in the Post-Independence Era; Emergency and Post Emergency Era; Latest trends in Print Media

Unit III

History of Radio in India - History of AIR: Evolution of AIR Programming Penetration of radio in rural India-Case studies; Patterns of State Control; the Demand for Autonomy; FM: Radio Privatization; Formation of Prasar Bharati

Unit IV

Indian Cinema - From Silent Era to the talkies; Cinema in later decades; The coming of Television and the State's Development Agenda; Recent trends in TV

Suggested Readings:

Bel, Bernard and Brouwer, Jan. *Media and Mediation*. Sage, 2005.

Briggs, Asa and Burke, Peter. *Social History of Media: From Gutenberg to the Internet*. Polity Press , 2010.

French, David and Richards, Michael (Ed.) . *Television in Contemporary Asia*. Sage, 2000.

Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. New Delhi: Oxford, 2003.

Parthasarthy, Rangaswami, *Journalism in India from the Earliest to the Present Day*. Sterling Publishers, 1989.

JMC107- Design and Graphics for Media

Unit I

MS office and applications; MS Word, Excel; Presentation Manager. Character generation

Unit II

Basic elements and principles of Graphics, Design Lay-Out, Production. Typeface, Kinds, Principles of Good Typography, Spacing, Measurement, Point System.

Unit III

Type Composition - Manual - Mechanical - Lino-Mono-Ludlow, Printing Methods Letterpress, Cylinder, Gravure, Screen, Offset printing, Plate Making.

Unit IV

PageMaker, working with text, Page setup, Corel Draw, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics.

JMC108- Design and Graphics for Media (Practical)

1. Word Processing-MS Office, MS Word, Other word processing programs
2. Basics of Adobe Photoshop, Adobe PageMaker, Quark Xpress.
3. Scanning images. Editing pictures.
4. Working with images.

Semester III

JMC201-Introduction to Broadcast Media

Unit 1

Characteristics of Radio as a medium; Basics of Sound- Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design- meaning with examples from different forms; Introduction to microphones

Unit 2

Characteristics of Television as a medium; Basics of Visual- image, electronic image, television image, Digital image, Edited Image (politics of an image) , Visual (still to moving) Visual Culture Changing ecology of images today

Unit 3

Writing and Editing Radio News; Elements of a Radio News Story: News Gathering, Writing, Elements of a Radio News Bulletins; Working in a Radio News Room; Editing news based capsule

Unit 4

Writing and Editing Television News-Basics of a Camera- (Lens & accessories) Electronic News Gathering & Electronic field Production ; Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: News Gathering, Writing. Elements of a Television News Bulletins; Basics of Editing for TV- Editing a news capsule.

Suggested Readings:

- Allen, Robert C and Hill, Annette (Ed). *The Television Reader*. Routledge, 2004.
Chatterjee , P.C. *Broadcasting in India*. New Delhi: Sage. 1991.
Fleming, Carrol. *The Radio Handbook*; Routledge, 2002.
Shrivastava, K.M. *Broadcast Journalism in the 21st Century*. Sterling publisher, 2010.
Zettl, Herbert. *Television Production Handbook*. Cengage Learning, 2014.

JMC 202 Media and Indian Political System

Unit 1

Impact of media on political system of India: Parliamentary / Legislative reporting, Rajya Sabha and Lok Sabha Television, Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying, Paid News.

Unit 2

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, President & Vice President, Prime Minister, Council of Ministers, Cabinet, Functions of Parliament.

Unit 3

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. Four pillars of democracy.

Unit 4

Indian Politics: Major national and regional parties in India and their changing trend. Political Ideologies: Liberalism, Socialism, Marxism, Fascism, Gandhism, Feminism

Suggested Readings:

Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-2000
Om Heritage by Bhartiya Vidya Bhawan's series of Publications.
Our Parliament by Subash Kashyap, National Book Trust

JMC 203 - Photojournalism

Unit 1

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

Unit 2

Camera Components – Shutter Speed, Aperture, Focal Length. Cameras – SLR, TLR, DSLR, Large Format, Polaroid. Camera mounts- Tripods, Monopods, Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye, Lighting -different types of lighting-Natural lighting–and Artificial Lighting, Essentials of Good Photography – Framing, Rule of Thirds, Depth of Field.

Unit 3

Types of Photography and Photojournalism- News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, Types of Shots, Angles & Composition, Qualities of a Good Photo Journalist, Photo Features and Caption Writing, Candid, Ethical Aspects of Photo Journalism.

Unit 4

Editing, Photo editing software: Microsoft Office Picture Manager, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. Glossary of Photography.

Suggested Readings:

Digital Photographer's Handbook – Tom

The Photography - Graham Clarke,

Creative Photography Work Book - John Hedgecoe's,

Photography - Bill Apton

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010
New Delhi.

Practical photography by O.P. SHARMA HPB/FC, 14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

JMC 204 Photojournalism (Practical)

1. Making a file of self-clicked photos on different fields : Portrait, Studio photography, Commercial/advertisement photography, Sports, Slow & fast moving objects, Landscape, Architecture, Night photography, Children's, Nature- Animal and Birds, Product, Fashion.
2. Making a photo essay.

JMC 205 -Radio Production

Unit 1

Broadcast Formats; Public service advertisements, Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary; Broadcast Production Techniques

Unit 2

Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Unit 3

Stages of Radio Production; Pre-Production (Idea, research, Radio script); Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisites, challenges);

Unit 4

Post-Production, Editing, Creative use of Sound Editing; Personnel in Production process – Role and Responsibilities

Suggested Readings:

Aspinall, R. *Radio Production*, Paris: UNESCO, 1971

Flemming, C. *The Radio Handbook*. London: Routledge, 2002

Ford, Meg. *Radio Broadcast*. On Demand Publishing, LLC-Create Space, 2013.

Gilmurray, B. *The Media Student's Guide to Radio Production*. UK: Mightier Pen Pub, 2010.

Keith, M. *Radio Production, Art & Science*. London: Focal Press, 1990.

McLeish, Robert. *Techniques of Radio Production*, London: Focal Press, 2005.

Siegel, E.H. *Creative Radio Production*. London: Focal Press. 1992.

JMC206-Radio Production (Practical)

1. Coming up with ideas for various Radio formats and writing scripts for the same.
2. Producing any one format (4-6minutes) in groups.

Semester IV

JMC 207 Development Communication

Unit 1

Development communication: Concept and Approaches; Development communication approaches, diffusion of innovation, empathy and magic multiplier.

Unit 2

Alternative Development communication approaches: Sustainable Development, Participatory Development, Role of media in development; Mass Media as a tool for development; Role of development agencies and NGOs in development communication

Unit 3

Role of each medium- print, radio, TV, video, traditional media; Strategies for designing messages for print Community radio and development Television programmes for rural India (Krishi Darshan);

Unit 4

Using new media technologies for development; Cyber media and development e-governance, e-choupal, national knowledge network, ICT for development narrowcasting; Critical appraisal of mainstream media's reportage on rural problems and issues.

Suggested Readings:

Belmont, C. A. *Technology Communication Behaviour*. New Delhi : Wordsworth Publication, 2001.

Dharmarajan, Shivani. *NGOs as Prime Movers*. New Delhi: Kanishka Publication, 2007.

Ghosh and Pramanik. *Panchayat System in India*. New Delhi: Kanishka Publication, 2007.

Harris, R.J. *Pulitzer's Gold: Behind the Prize For Public Service Journalism*. Columbia : University of Missouri Press, 2007.

Melkote, Srinivas R and Steeves, H. Leslie. *Communication for Development in The Third World*. Sage Publications, 2001.

Ninan, S. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Los Angeles: Sage Publications, 2007.

Rogers, Everett M. *Communication and Development- Critical Perspective*. New Delhi: Sage, 2000

Schramm, Wilbur. *Mass Media and National Development- The Role Of Information In Developing Countries*. UNESCO/ Stanford University Press, 1964.

Thussu, Daya. *Media on The Move: Global Flow and Contra Flow*. London: Routledge, 2006.

World Bank: World Development Report. New Delhi: Oxford University Press, 2014.

JMC 208- Media Laws and Ethics

Unit-1

Freedom of speech and expression (Article 19(1) (a) and Article 19(1)2); Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights Media ethics and cultural dependence

Unit 2

Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media; Discussion of important cases-eg- Operation West End, Relevant sections of Broadcast Bill, NBA guidelines

Unit 3

Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC.

Unit 4

Society & Democracy, Basics of Indian Constitutional, Self-Regulation by media, Press Commissions & their Recommendations, Press Council Act, Social Responsibility of Press.

Suggested Readings:

Thakurta, Paranjoy Guha, *Media Ethics*, Oxford University Press, 2009

Basu, D. D. *Law of the Press*. Lexis-Nexis India, 2010.

Iyer, Vekat, *Mass Media Laws and Regulations in India*. Singapore: Asian Media Information and Communication Centre, 2000.

Kaur, Raminder and Mazzarella, William. *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Routledge India, 2012. Thakurta, Paranjoy Guha. *Media Ethics*. Oxford University Press, 2009

Padhy, K.S. *Legislative Privileges and Freedom of Press*. Dominant Publishers and Distributors, 2012.

Raghvan, Vikram. *Communication Law in India*. Lexis Nexis Publication, 2007

Sarat, Austin. *Where Law Meets Popular Culture (ed.)*. The University of Alabama Press, 2011

Sawant, Justice P.B. *Advertising Law and Ethics*. Universal Law Publishing Co Ltd, 2002.

JMC 209 Media and Cultural Studies

Unit I

Understanding Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony.

Unit II

Representation- Media as Texts; Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in Media

Unit III

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

Unit IV

Media and Technologies- Folk Media as a form of Mass Culture, live performance; Audience in live Performance; Media technologies; New Media and Cultural forms; Demassification

Suggested Readings:

Baran, Stanley and Davis, Denis. *Mass Communication Theory*. Wadsworth Publishing Co Inc, 2014.

McLuhan, Marshal. *Understanding Media: The Extensions of Man*. Taylor & Francis Ltd, 2005.

McQuail, Denis. *Mass Communication Theory*. London; Sage, 2010.

Rayner, Philip et al. Ed. *Media Studies: An Essential Introduction*. Routledge, 2001.

Stevenson, Nick. *Media Cultures*. Sage, 2002.

Storey, John. *Cultural Theory and Popular Culture: An Introduction*. Pearson Longman, 2009.

JMC 210 Introduction to Video production-I (Practical)

Camera Operation; Cameras controls, shooting techniques. Lighting techniques, rules & principles of quality lighting, creative use of back-lighting, Placement of lights & lighting equipment and sets both on location/studio. Operation of audio recording equipment, Creative use of sound effects & music tracts.

JMC 211 Documentary/Film Production (Practical)

Documentary on Social/rural development and issues, Field visit, communication for development with peoples and News coverage related to development.

Semester V

JMC 301 Advertising: Concepts and Principles

Unit I

Introduction to Advertising, Meaning, Definition and functions, Origin and development, Growth of advertisement in India, Benefits of advertising: To Seller, Buyer & Media. David Ogilvy 7 commandments of advertising.

Unit II

Advertising Objectives, Place of Advertising in Marketing mix, AIDA formula, DAGMAR Model, Ethics in Advertising, Apex Bodies in Advertising, DAVP and Bureau of outreach communication, AAAI, ASCI and their codes.

Unit III

Advertising media, Types of Advertising- Commercial & Non-commercial, Product & Consumer, Classified, Display and Display Classified, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising, Comparative advertising.

Unit IV

Advertising Agency- Structure and Functions Nation and International advertisement agency, Media scheduling and planning, Role & Effects of Advertising, Advertising & Society, Public service advertising, advertising campaign, advertising as a tool of communication.

Suggested Readings:

Malcolm Gladwell. *The Tipping Point: How Little Things Can Make a Big Difference*. Little, Brown Book Group, 2002.

Ogilvy, David. *Ogilvy on Advertising*. RHUS; 1st Vintage Books, 1985.

Ogilvy, David. *Confessions of an Advertising Man*. Southbank Publishing, 2011.

Ogilvy, David. *Unpublished David Ogilvy*. Hachette Book Publishing, 2015.

Ries, Al and Trout, Jack. *Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace*. Business Book Summaries, 2014.

JMC 302- Media and Event Management

Unit I

Media Management: Concept, Origin of Media Management; Fundamentals of management; SWOT analysis, various forms ownership: Sole proprietorship, Partnership, Company, Cooperatives, Trusts and Societies, Performance evaluation (TAM, TRP, BARC and HITS)

Unit II

Media Management, Structure of news media organizations in India; Role responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines, Media Ownership- TRAI recommendations, Changing Media Ownership, Management of Govt. departments under I&B Ministry.

Unit III

Event Management: Introduction, Event Marketing, 5 Cs of Events, Events as a Marketing Communication Tool, Brand Building, Marketing Plan, Relationship Building, Target Audience. Positioning in Events.

Unit IV

Definition and scope of event management, Conferences, Trade Fair, Fashion Shows, Corporate Meeting, Political events, Budgeting and Buffer, Concept of clean zone, Role, Objectives & importance of exhibitions, Advantage of exhibition over other devices, Importance of direct contact. PR for an exhibition, Role of the Press in promotion of an event, Print & Display material, Stand Design.

Suggested Readings:

- Dennis F. Herrick. *Media Management in The Age Of Giants*. Surjeet Publications, 2005.
Jennifer Holt and Alisa Perren, (Ed.) *Media Industries-History, Theory and Method*. Wiley-Blackwell, 2009.
Khandeka, Vinita Kohli. *The Indian Media Business*. Sage, 2013.
Lucy Kung, *Strategic Management In Media*, Sage, 2008.
Thomas, Pradip Ninan. *Political Economy of Communications in India*. Sage, 2010.
Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
Anna Bhattacharyajee, The Indian Press – Profession to Industry.

JMC303-Communication Research and Methods

Unit 1

Introduction to Media Research, Definition, Role and Function, Research Designs, Processing & Analysis of data, Basic and Applied Research, Steps of Research, Hypothesis, Review of Literature. Findings, Report Writing.

Unit 2

Survey; Meaning, Concept, Planning, Organizing & Conducting survey, Public Opinion and Readership Survey. Basic methods of Media Research; Qualitative, Quantitative, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Historical research.

Unit 3

Sampling; Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data Questionnaire, Questionnaire, Schedule, Interview, Case study, Observation, Surveys, Online Polls, Published work.

Unit 4

Measuring Impact, Evaluation, Monitoring, and Feedback, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical); Writing Citations, Bibliography; Writing the research report

Suggested Readings:

Berger, Arthur Asa. *Media Research Techniques*. Sage Publications, 1998.

Bertrand, Ina and Hughes, Peter. *Media Research Methods; Audiences, Institutions, Texts*. New York; Palgrave, 2005.

Croteau, David and Hoynes, William. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.

Fiske, John. *Introduction to Communication Studies*, Routledge Publications, 1982.

Kothari, C.R. *Research Methodology: Methods and Techniques*. New Age International Ltd. Publishers, 2004.

Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006.

JMC304- TV and Video Production

Unit –I

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipments, depth of field and aperture control, Lenses– functions and its types. Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

Unit –II

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

Unit III

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

Unit IV

Developing Programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Reference Books

Handbook of Television Production – Herbert Zettl
Television Field production and reporting – Fred Shook
Writing and Producing Television news – Eric. K.Gormly
Television Production – Gerald Millerson
Media Writing: Samuelson
Modern Radio Production: Carl Hansman Donnel.
Broadcast Technology: Srivastava

JMC305- Introduction to Video Production-II (Practical)

Post-production editing. Familiarizes with: Story treatment, Scripts, Story boards, Budgets, Floor plan, sets, make-up, costume, Jewellery, Lights, Audio, Graphic Rehearsals, Shooting schedules, Post-Production editing

Semester VI

JMC 306 - New Media and Web Journalism

Unit I

Defining new media, terminologies and their meanings Digital media, New Media, online media et al.; Communication and Information technology, Computer- mediated-Communication (CMC)

Unit II

Internet- its Beginnings and Protocols, 1G, 2G, 3G and 4G, World Wide Web, Information Super Highway, Web browsers and bookmarking, URL, Search Engine working, Hyperlinking, RSS, Social networking, Podcast, OTT, Artificial Intelligence, Pop-ups

Unit III

Introduction to web journalism - features of web journalism - Approaches to web journalism: Web Journalist Vs. Conventional journalist, Linear and Non-linear writing techniques, Linking, Multimedia, Storytelling structures.

Unit IV

Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog Online Communities, New Media and Ethics: Piracy, Copyright, Open Source

Suggested Readings:

Goldsmith, Jack, and Tim Wu. *Who Controls the Internet? Illusions of Borderless World*. US: Oxford University Press, 2006.

Lev Manovich. "What is New Media?" In *The Language of New Media*. Cambridge: MIT Press, 2001.

O'Reilly, Tim. *What Is Web 2.0: Design Patterns And Business Models For The Next Generations Software*. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>, 2005.

Siapera, Eugenia. *Understanding New Media*. Sage, 2011.

Vincent Miller. *Understanding Digital Culture*. Sage Publications, 2011.

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006.

JMC 307 – Public Relations and Corporate Communication

Unit I

Evolution and History of Public Relations, PR and Allied Disciplines: Publicity, propaganda, public affairs, lobbying, etc., Definitions of PR, Symmetrical and Asymmetrical theories of PR, PR tools: interpersonal, mass media and selective media, Publics in PR, Campaign planning

Unit II

Writing for PR: Internal publics, house journals, bulletin boards, open houses, and suggestion boxes, video magazines, press release/Backgrounder, press brief, Rejoinders, Media relations: Organizing press conferences, Facility visits, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit III

Concept of Corporate Communication, Meaning and definitions of corporate Communication, Corporate communication versus PR and advertising,

Unit IV

Corporate identity and image, Corporate image repair, Corporate Social Responsibility (CSR), Corporate Culture, Case studies of crisis Management, Laws and Ethics in PR and Corporate Communication, (defamation, copyright) Role of technology in PR/CC

Suggested Readings:

Cutlip, Scott M et al. *Effective Public Relations*, Prentice Hall, 1999.

Heath, Robert L. *Handbook of Public Relations*. Sage Publications, 2000.

Wilcox, Dennis L et al. *Public Relations: Strategies and Tactics*. Pearson Education, 2014.

PR concept, Tools, Strategies – NN Sarkar

Handbook on Public Relations – D. S Mehta

Public Relations Management – C. S. Raydu

Public Relations – Jaishree Jethwaney

JMC 308- Media and Contemporary Issues

Unit I

Education and Health: Right to Education Act 2009, UGC, Plagiarism: A Basic Idea Health: NRHM, National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Unit II

Social Issues- Women: Domestic and Family Violence Act of 2012, Hygiene and sanitation, The Criminal Law (Amendment) Act of 2018, Child Labour Act, Juvenile Justice (Care and Protection of Children Act) 2015,

Unit III

National and International Organizations: CIC, NSG, CVC, SAARC, ASEAN, G-20, WTO, WHO, UNESCO, ITU, UNICEF, Brexit, BRICS

Unit IV

Current Issues (especially of last six months): Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media e.g. Paid News, Fake news, National Data Sharing and Accessibility Policy (NDSAP)

Suggested Readings:

Chronicle
India Today
Outlook
Manorama Year Book
Yojana

JMC - 309 Synopsis/ Project

Collection of data
Analyzing data
Writing the report

JMC 310 Industrial Training/ OJT/ Internship

The students will attend minimum 30 days of internship/training in any media organization in their area of interest. The attendance for 30 days will be compulsory which will be issued from the training provider. The attendance pro forma will be issued from the department. The attendance and report of the training will be submitted in the department after the completion of the training.