



BA (Journalism & Mass Communication) (Three-Year, Semester Based, Full Time Degree Program) Effective from Academic Session 2020-21

Program Overview

BA (Journalism & Mass Communication), a three-year degree program spread across six semesters of the School of Mass Communication offers a systematic progression of hands-on production work and theoretical papers that allow students to experience the full range of technical expertise, conceptual skills and artistic expression required to become accomplished media practitioners in a social and technological environment where media, art and communication converge, engaging a diverse landscape of screens, platforms and audiences.

Objective and Outcome-Based Education

The IMS Unison University and the School offer outcome-based education, having an industry centric curriculum. This enables the students to satisfy their scholastic needs and aspirations as the system provides enhanced learning opportunities. The curriculum, pedagogy and assessment process are driven by the desired outcome. Outcome-Based Education promises high levels of learning for all students as it facilitates the achievement of the outcomes, characterized by its appropriateness to each learner's development level.

The Outcome-Based Education system is a systematic and evaluative process that is implemented to secure learning experiences that are congruent with the original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the Program of study. It focuses on the measurement of outcomes that have taken place based on strategies and actions implemented in the pursuit of achieving a pre-determined objective.

Program Educational Objectives (PEOs)

The educational objectives of the BAJMC program are:

- PEO1.** To impart quality knowledge of Journalism and Mass communication related areas of study.
- PEO2.** To prepare graduates with professional excellence in the field of Mass Communication and Mass Media for a successful career.
- PEO3.** To prepare graduates with creative and innovative abilities who can apply solutions to meet the challenges of constantly evolving Mass Communication and Media Industries.
- PEO4.** To facilitate graduates to develop high quality professional skills in the areas of mass communication and develop an understanding of sustainability in the media environment so as to be globally competent.
- PEO5.** To equip students with all skills required to face real life situations of the media world and to empower learners by communication and professional skills.
- PEO6.** To train graduates in professional ethics, leadership with team spirit and provide a general perspective on lifelong learning opportunities for a career in the media industry and communication world.
- PEO7.** To prepare socially responsible media scholars and professionals with a global vision.
- PEO 8.** To serve the society and nation by applying acquired professional knowledge.

Program Learning Outcomes (PLOs)

The key program learning outcomes planned in this undergraduate program in Journalism and Mass communication are underpinned as follows:

After completing this undergraduate program, a learner will be able to:

- PLO1.** Exhibit a sound understanding and knowledge of Journalism and Mass Communication.

- PLO2.** Display the competence to explore career opportunities as per demands and requirements of Media Industry.
- PLO3.** Think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass Communication.
- PLO4.** Speak proficiently, clearly and effectively while presenting concepts and their diversifications in Journalism & Mass Communication.
- PLO5.** Enhance the ability of leadership in the working avenue and to motivate team members to work with cooperation for utmost efficiency.
- PLO6.** Demonstrate enthusiasm while working in collaborative teams for successful implementation of concepts in Journalism & Mass Communication.
- PLO7.** Gain deeper understanding about global media functioning and recognize the opportunities and challenges that present themselves while operating in different scenarios.
- PLO8.** Understand and practice the highest standards of ethical behavior in professional and personal life.
- PLO9.** Think creatively and evaluate the opportunities available from the creative environment of Journalism and Mass Communication to identify career or develop their own ventures.
- PLO10.** Develop a continuous learning temperament to acquire new knowledge in Journalism and Mass Communication.
- PLO11.** Become a socially responsible and ethically committed media professional and entrepreneur adhering to human values.
- PLO12.** Employ critical and reflective thinking along with the ability to create a sense of wareness of oneself and society.
- PLO13.** To develop a sense of inquiry and investigation for raising topical contemporary issues and to provide better and innovative solutions.

TYPES OF COURSES IN BA(J&MC) PROGRAM

Courses in the program may be of four kinds: Core, Elective, Ability Enhancement & Skill Enhancement Course.

1. **Core Course:** The course, which is to be compulsorily studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 **Discipline Specific Elective (DSE) Course:** Elective course offered by the main discipline/subject of study is referred to as Discipline Specific Elective.

 - 2.2 **Generic/ Open Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa, and such electives may also be referred to as Generic Elective.

 - 2.3 **Project/ Dissertation:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called project/ dissertation.

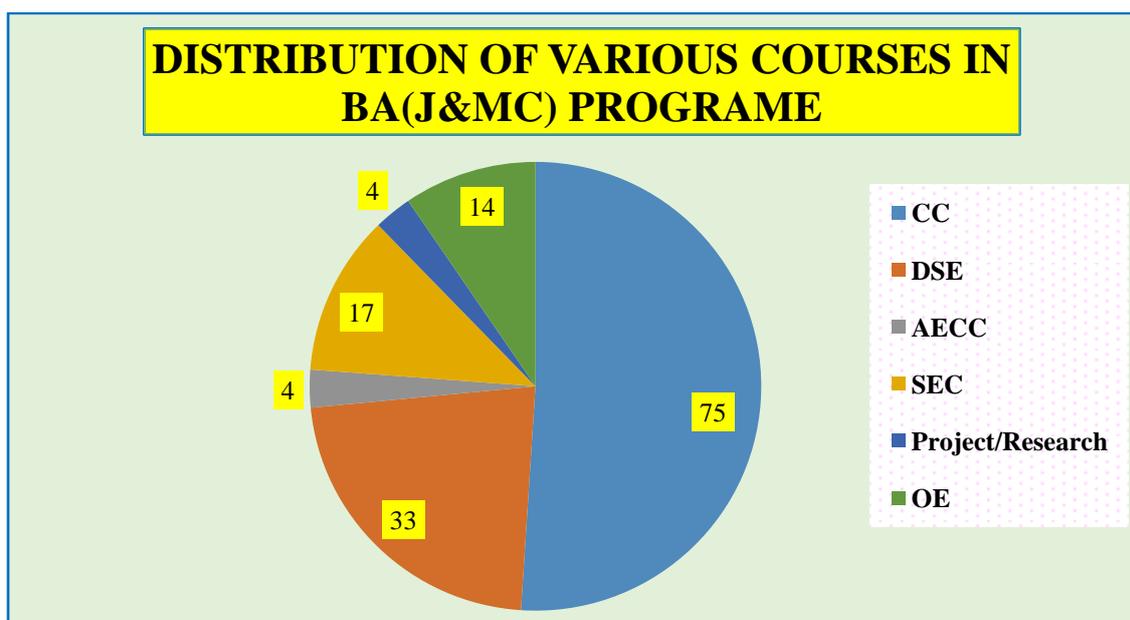
3. **Ability Enhancement Compulsory Courses (AECC):** AECC courses are based upon the content that leads to knowledge enhancement, for example: English Communication, Environmental Science/ Studies, etc.

4. **Skill Enhancement Courses (SEC):** SEC Courses provide value based and/or skill-based knowledge and may content, both Theory and Lab/Training/Field Work. The main purpose of these courses is to provide students, life-skills in hands-on mode so as to increase their employability.

CORE COURSES (CC)		
	MAXIMUM CREDITS ON OFFER IN BA(J&MC) PROGRAM	147
	MINIMUM CREDITS REQUIREMENT FOR AWARD OF BA(J&MC)	140
	NUMBER OF COURSES OFFERED	45
1.	Core Courses	75
2.	Discipline Specific Elective	33
3.	Ability Enhancement Compulsory Course	4
4.	Skill Enhancement Compulsory Course	17
5.	Project/Research	4
6.	Open Elective (Optional)	14
		147

DISTRIBUTION OF VARIOUS COURSES IN BA(J&MC)

AS PER NEW CBCS SYSTEM



S. No	Core Course	Course Code	Course Name	Credits
1	CC Course	BJM 101	Introduction to Mass Communication	4
2	CC Course	BJM 102	History of Journalism and Media in India	4
3	CC Course	BJM 103	Print Media-I	3
4	CCP Course	BJM 103P	Print Media-I (Practical)	1
5	CC Course	BJM 104	Advertising and Public Relations	4
6	CCP Course	BJM 104P	Advertising and Public Relations (Practical)	1
7	CC Course	BJM 105	Indian Polity and Governance	3
8	CC Course	BJM 201	Print Media-II	4
9	CCP Course	BJM 201P	Print Media-II (Practical)	1
10	CC Course	BJM 202	Radio Production	3
11	CCP Course	BJM 202P	Radio Production (Practical)	1
12	CC Course	BJM 301	Introduction to Film Studies	4
13	CC Course	BJM 302	Television Journalism and Production	4
14	CCP Course	BJM 302P	Television Journalism and Production (Practical)	2
15	CC Course	BJM 303	Web Journalism	4
16	CCP Course	BJM 303P	Web Journalism (Practical)	2
17	CC Course	BJM 306	Development Communication	2
18	CC Course	BJM401	Mobile Journalism	4
19	CCP Course	BJM401P	Mobile Journalism (Practical)	2
20	CC Course	BJM 402	Global Media and Politics	4
21	CC Course	BJM501	Communication Research	4
22	CCP Course	BJM 501P	Communication Research (Practical)	2
23	CC Course	BJM 502	Media Laws and Ethics	4
24	CC Course	BJM 504	Data Journalism	4
25	CCP Course	BJM 504P	Data Journalism (Practical)	2
26	CC Course	BJM 506	Media and Contemporary Issues	2
		Total Credits		75

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)				
S. No	DSE Course	Course Code	DSE Courses	Credits
1.	DSE Course	BJM405E1	Media Industry and Management	4
		BJM405E2	Corporate Communication and Brand Management	
2.	DSE Course	BJM 505S-E1	Content Writing	3
		BJM 505S-E2	News Analysis	
3.	DSE Course		Elective Project Work (Specialization)	8
		BJM 603S-E1	Print Media	
		BJM 603S-E2	Electronic Media: Radio/Television/Film	
		BJM 603S-E3	New Media	
		BJM 603S-E4	Photography	
		BJM 603S-E5	Advertising and Public Relations	
		BJM 603S-E6	Event Management	
4.	DSE Course	BJM 604S	Professional Elective (Industry Exposure by Internship Training)	18
			Total Credits	33

PROJECT COURSES				
S. No	DSE Course	Course Code	DSE Courses	Credits
1	Project	BJM 305P	Radio Project Work (Practical)	2
2	Project	BJM404P	Television Project Work (Practical)	2
			Total Credits	4

ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)				
S. No	AECC Course	Course Code	AECC Courses	Credits
1	AECC	BJM 304	Environmental Studies, Safety and Disaster Management	4
			Total Credits	4

SKILL ENHANCEMENT COMPULSORY COURSES (SEC)				
S. No	SEC Course	Course Code	SEC Courses	Credits
1	SEC	BJM 107P	Computer Applications for Mass Media(Practical)	2
2	AECC	BJM 106	Functional English	3
3	SEC	BJM 205S	Communication Skills and Presentation	1
4	SEC	BJM 403S	Newsroom Practices and Anchoring Skills	2
5	SEC	BJM 204	Design and Graphics	4
6	SEC	BJM 204P	Design and Graphics (Practical)	2
7	SEC	BJM 507S	Social Responsibility Project	3
Total Credits				17

GENERIC/OPEN ELECTIVE COURSES (OE)*				
S. No	OE Course	Course Code	OE Courses	Credits
1	OE	BJM 203	Digital Photography	3
2	OE	BJM 203P	Digital Photography (Practical)	2
3	OE	BJM 406	Film and Television Appreciation	4
4	OE	BJM 406P	Film and Television Appreciation (Practical)	1
5	OE	BJM 503	Event Management	4
Total Credits				14

* Open elective (Optional) offered in :
 A choice of elective available from Management, Commerce, Law, Arts and Hospitality will be announced before the commencement of the semester.

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PROGRAM CURRICULUM

Semester –I

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 101	Introduction to Mass Communication	4	0	0	4
2	BJM 102	History of Journalism and Media in India	4	0	0	4
3	BJM 103	Print Media-I	3	0	0	3
4	BJM 103P	Print Media-I (Practical)	0	0	2	1
5	BJM 104	Advertising and Public Relations	4	0	0	4
6	BJM 104P	Advertising and Public Relations (Practical)	0	0	2	1
7	BJM 105	Indian Polity and Governance	3	0	0	3
8	BJM 106	Functional English	3	0	0	3
9	BJM 107P	Computer Applications for Mass Media (Practical)	0	0	4	2
Total Credits			21	0	8	25
Total Periods			29			

Semester –II

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 201	Print Media-II	4	0	0	4
2	BJM 201P	Print Media-II (Practical)	0	0	2	1
3	BJM 202	Radio Production	3	0	0	3
4	BJM 202P	Radio Production (Practical)	0	0	2	1
		*Open Electives				
5	*BJM 203	*Digital Photography	3	0	0	3
6	*BJM 203P	Digital Photography (Practical)	0	0	4	2

7	BJM 204	Design and Graphics	4	0	0	4
8	BJM 204P	Design and Graphics (Practical)	0	0	4	2
9	BJM 205S*	Communication Skills and Presentation	0	0	2	1
Total Credits			14	0	14	21
Total Periods			28			

*Sessional based course.

***Open Electives (for other stream's students)**

1. Digital Photography - BJM203
2. Digital Photography (Practical)- BJM203P

Semester -III

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 301	Introduction to Film Studies	4	0	0	4
2	BJM 302	Television Journalism and Production	4	0	0	4
3	BJM 302P	Television Journalism and Production (Practical)	0	0	4	2
4	BJM 303	Web Journalism	4	0	0	4
5	BJM 303P	Web Journalism (Practical)	0	0	4	2
6	BJM 304	Environmental Studies, Safety and Disaster Management	4	0	0	4
7	BJM 305P	Radio Project Work (Practical)	0	0	4	2
8	BJM 306	Development Communication	2	0	0	2
Total Credits			18	0	12	24
Total Periods			30			

Semester -IV

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM401	Mobile Journalism	4	0	0	4
2	BJM401P	Mobile Journalism (Practical)	0	0	4	2
3	BJM 402	Global Media and Politics	4	0	0	4
4	BJM 403S*	Newsroom Practices and Anchoring Skills	0	0	4	2
5	BJM404P	Television Project Work (Practical)	0	0	4	2
6		Elective DSE (Select any one)				
	BJM405E1	Media Industry and Management	4	0	0	4
BJM405E2	Corporate Communication and Brand Management					
7		*Open Electives				
	*BJM 406	Film and Television Appreciation	4	0	0	4
8	BJM 406P	Film and Television Appreciation (Practical)	0	0	2	1
Total Credits			16		14	23
Total Periods			30			

*Sessional based course.

SOCIAL RESPONSIBILITY PROJECT

To prepare socially responsible media professionals, scholars and academicians, the students will be exposed to the social responsibility activities of 4-6 weeks after just completion of Semester IV. The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. On completion of the social responsibility activities, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester V as Course No.BJM507S.

The Project will be given to the media students on various topics as follows:

- Media Literacy Drive in surrounding rural areas
- How to become a citizen Journalist?
- Mobile Journalism
- Digital Media/ New Media awareness program
- Photography Training
- Letter to editor writing
- Educate on social and local issues
- Happiness drives in old age homes
- Life skills program- Thinking skills, Social skills and Emotional skills
- Health Management through Yoga
- Environmental conservation
- Plantation
- Swachhta Abhiyaan
- Any other relevant areas of social activities.

Semester –V

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM501	Communication Research	4	0	0	4
2	BJM 501P	Communication Research (Practical)	0	0	4	2
3	BJM 502	Media Laws and Ethics	4	0	0	4
4	*BJM 503	*Event Management	4	0	0	4
5	BJM 504	Data Journalism	4	0	0	4
6	BJM 504P	Data Journalism (Practical)	0	0	4	2
7		Elective DSE (Select anyone)				
	BJM 505S-E1	Content Writing	2	0	2	3
	BJM 505S-E2	News Analysis				
8	BJM 506	Media and Contemporary Issues	2	0	0	2
9	BJM 507S	Social Responsibility Project	0	0	0	3
Total Credits			20	0	10	28
Total Periods			30			

* Open Elective (Optional) for other streams' students

Semester –VI

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 601S	Elective Project Work (Specialization)				
	BJM 601S-E1	Print Media	0	0	0	8
	BJM 601S-E2	Electronic Media: Radio/Television/Film				
	BJM 601S-E3	New Media*				
	BJM 601S-E4	Photography				

	BJM 601S-E5	Advertising and Public Relations				
	BJM 601S-E6	Event Management				
2	BJM 602S	* Professional Elective(Internship Training)	0	0	36	18
Total Credits				0	36	26
Total Periods			36			

***New Media** includes **Social Media, Multimedia, Online Journalism, Mobile Journalism, etc.**

Total Credits (Semester I-VI): = 147

Note: L: Lecture, T: Tutorial, P: Practical

PROFESSIONAL ELECTIVE(INTERSHIP TRAINING)

(Industry Exposure by Internship Training)

The students will undergo an Internship Training of 18 weeks in Semester VI. The internship will be based on the choice and interests of the students. The internship training will be practice-based on various areas and disciplines of mass communication as covered in the curriculum such as Print Media, Electronic Media: Radio/Television/Film, New Media, Photography, Design & Graphics, Advertising and Public Relations, Corporate Communication, Event Management, etc. **On completion of the Internship Training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester VI as Course No. BJM602S.**



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PROGRAM SYLLABI

Course: INTRODUCTION TO MASS COMMUNICATION			Semester: I
Course Code: BJM 101	L T P	4 0 0	Credits: 4

Course Objective: This Course is an introduction to Mass Communication and the theories and models to study human communication. Through this course, students will be able to learn and understand the basic concept, process, scope, elements and functions of communication. They will be able to learn about the various media for mass communication with historical knowledge of the growth and development of these media and will develop an in-depth knowledge of theories and models of Mass Communication.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Have an appreciation of related applications of communication in real-life
- CO2. Understand and create different models of communication through observation of communication processes in different settings and contexts
- CO3. Analyze the various theories of media under different political systems of the world
- CO4. Demonstrate an understanding of the why and how of developing theories and models of Mass Communication

SYLLABUS

Introduction of Communication **12**

Communication: concept and scope, elements and process, the seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication.

Different Forms of Communication **18**

Intra-personal communication, Inter-personal communication, Public Communication, Group communication, verbal and non-verbal communication: definition, types, characteristics and barriers, Grapevine Communication: Its Advantages and Disadvantages, Para language. Mass communication- Different media for Mass Communication: traditional, print, electronic and new media, characteristics and growth and development of each media.

Theories of Communication

13

Two-step flow and Multi-step flow Theory, Four Press Theories of the press: authoritarian, Communist Media Theory, libertarian and social responsibility, Uses and Gratification Theory, Agenda Setting Theory, Framing Theory.

Models of Communication

13

SMR model, SMCR model, Shannon and Weaver model, Lasswell's model, Newcomb model, Westley and MacLean's model, Osgood model and Schramm model.

Suggested Readings:

1. Aggarwal, VirBala; *Handbook of Journalism & Mass Communication*, Concept Publishing Company.
2. Baran, J. Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; McGraw Hill
3. Berlo, K. David; *The Process of Communication*; Holt Rinehart and Winston Publication
4. DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
5. De Fleur, Melvin L.; Rokeach, Bale, *Theories of Mass Communication*; Pearson
6. Dominick, Joseph R.; *The Dynamics of Mass Communication*; McGraw Hill
7. Hedwig, Lewis; *Body Language*; Sage Publications
8. Kumar, Keval J; *Mass Communication in India*; Jaico publishing
9. McQuail, Dennis; *Mass Communication Theory*; Sage Publications
10. Narula, Uma; *Dynamics of Mass Communication Theory and Practice*; Atlantic.
11. Narula, Uma; *Communication Models*; Atlantic
12. Singhal, A.; Rogers, E M.; *India's Communication Revolution - From Bullock Carts To Cyber Marts*; Sage Publications
13. Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
14. Vilanilam, V. John.; *Mass Communication in India - A Sociological Perspective*; Sage Publications
15. Vivian, John; *The Media of Mass Communication*; Pearson Education

Course: HISTORY OF JOURNALISM AND MEDIA IN INDIA			Semester: I
Course Code: BJM 102	L T P	4 0 0	Credits: 4

Course Objective: This course intends to provide basic knowledge of historical growth and development of mass media and the contribution of the Indian press in the freedom movement.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the importance and development of language and language press in India.
- CO2. Analyse the role of press in the freedom movement of India.
- CO3. Familiar with the development of vernacular press and different media.
- CO4. Understand the growth of journalism in Uttarakhand.

SYLLABUS

Language and Society 15

Development of language as a vehicle of communication; Birth of Indian language press, Contributions of James Augustus Hickey, Raja Ram Mohan Roy, Jugal Kishore Shukla and Ganesh Shankar Vidhyarthi, Contributions of The Amrita Bazar Patrika, The Hindu, The Hindustan Times and The Times of India in Indian journalism.

Press and Freedom Movement¹⁴

Indian Press and the freedom movement: First freedom struggle of Indian independence and role of the press, Mahatma Gandhi and his journalism, Contributions of Makhn Lal Chaturvedi, Lala Lajpat Rai and Bal Gangadhar Tilak, Role of the Indian press: problems and prospects.

Vernacular Press 7

Vernacular Press Act (1878) and its impact on press, Vernacular press and the freedom movement.

Development of Indian Media 14

The Indian Press: development of main newspapers and magazines in English and other regional languages, Birth of the Indian news agencies and its development: PTI and UNI, History and Development: Radio, Cinema, Television and New Media.

History of Uttarakhand Journalism 6

Brief history of regional journalism (Uttarakhand), Importance of Garhwal Samachar and Garhwali in regional journalism.

Suggested Readings:

1. Natarajan, J.; *History of Indian Journalism*; Jain Book Depot Publications
2. Parthasarathi, Rangaswamy; *Journalism in India*; Jain Book Depot Publications
3. Sharma, K.C.; *Journalism in India*; Regal Publications
4. Mishra, Achyutanand; *Hindi ke Pramukh Samachar Patra Aur Patrikaye*; Samayik Prakashan
5. Saklani, Shakti Prasad; *Uttarakhand Mein Patrakarita ka Itihas*; Uttra Prakashan

Course: PRINT MEDIA-I			Semester: I
Course Code: BJM 103	L T P	3 0 0	Credits: 3

Course Objective: This course intends to inculcate among students all the necessary basic qualities required for news writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the meaning of news and prepare eye-catching headlines.
- CO2. Develop and hone their reporting skills on various news beats.
- CO3. Write, rewrite and edit news stories by using proofreading symbols.
- CO4. Understand the structure and functions of a newspaper organization.

SYLLABUS

Introduction to News Writing 8

News: definition, elements and news values, Parts of news: lead, types of lead and body, Headline: principles of headline writing, types of headlines and functions and techniques of headline writing.

Reporting 10

Basic principles of reporting, Types of reporting: objective, interpretative and investigative, Beat reporting, Follow-up, Reporting techniques, Sources of news, Attribution, Off the record, Embargo, News gathering methods, Role of a reporter: functions and responsibilities and classification of reporters, Pitfalls and problems in reporting.

Kinds of Reporting 9

Reporting on Crime, Court, Political, Education, Development, Sports, Disaster, Obituary, Business, Science, Culture and fashion, Civic and Page-3 reporting.

Editing 10

Editing: definition, need and purpose of editing, Principles of editing, Editorial desk, Role and functions of editor and sub-editor, Principles of translation, Techniques of rewriting, Copy editing: preparation of copy for press, style sheet, editing and proofreading symbols and their significance.

Organizational Structure 5

Structure of Newspaper organization, Components of newspaper departments, Different sections of a Newspaper.

Suggested Readings:

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publications
2. Harrower, Tim; *Inside Reporting: A Practical Guide to the Craft of Journalism*; McGraw Hill
3. Bloom, Stephen G.; *Inside the Writer's Mind—Writing Narrative Journalism*; John Wiley and Sons
4. Knight, Robert; *Journalistic Writing: Building the Skill, Honing the Craft*; Marion Street Press
5. Harris, Julian; *Complete Reporter*; Macmillan
6. Srivastava, K.M.; *News Reporting and Editing*; Sterling Publishers

7. Warren, Care H.; *Modern News Reporting*; Harper Collins
8. Rao, N. Meera Raghavendra; *Feature Writing*; Pearson Education
9. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publications
10. Kamath, Madhav Vittal; *The Journalist's Handbook*; Vikas Publications
11. Sudipta Sinha; *Print Media: Its Role in Present society*; LAP Lambert Academic Publishing

Course: PRINT MEDIA-I (PRACTICAL)			Semester: I
Course Code: BJM 103P	L T P	0 0 2	Credit: 1

Course Objective: This course intends to inculcate among students all the necessary basic qualities required for News writing, reporting and editing, and give an overview of the organizational structure of the newspaper industry.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Write objective news stories based on various beats and issues
- CO2. Write follow-up stories and edit a news copy.
- CO3. Develop practical knowledge on kinds of reporting
- CO4. Demonstrate the news editing skills.

SYLLABUS

Suggested Practicals:

Introduction to News Writing

Writing news: lead, types of lead and body, Headlines writing and techniques of headline writing.

Reporting

Objective, Interpretative and Investigative reporting, Follow-up, Reporting techniques, News gathering methods, Pitfalls and problems in reporting.

Kinds of Reporting

Reporting on Crime, Court, Political, Education, Development, Business, Sports, Disaster, Obituary, Science, Culture and fashion reporting.

Editing

Editing and translation, Techniques of rewriting, Copy editing: preparation of copy for press, style sheet, editing and proofreading symbols and their significance.

Suggested Readings:

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publications
2. Harrower, Tim; *Inside Reporting: A Practical Guide to the Craft of Journalism*; McGraw Hill
3. Bloom, Stephen G.; *Inside the Writer's Mind—Writing Narrative Journalism*; John Wiley and Sons
4. Knight, Robert; *Journalistic Writing: Building the Skill, Honing the Craft*; Marion Street Press
5. Harris, Julian; *The Complete Reporter*; Macmillan
6. Srivastava, K.M.; *News Reporting and Editing*; Sterling Publishers
7. Warren, Care H.; *Modern News Reporting*; Harper Collins
8. Rao, N. Meera Raghavendra; *Feature Writing*; Pearson Education
9. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publications

Course: ADVERTISING AND PUBLIC RELATIONS			Semester: I
Course Code: BJM 104	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn about the concepts and practices of advertising and public relations for different media and use tools of mass communication to develop audience-specific informational and promotional messages.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the concept and principles of advertising and Public relations.
- CO2. Gain familiarity with the concept of targeting, positioning and market segmenting.
- CO3. Develop an understanding about the ethical issues related to advertising .
- CO4. Understand about how to manage the dissemination of information about individual or organizations to public
- CO5. Demonstrate the Planning, designing and use PR tools effectively.

SYLLABUS

Introduction to Advertising	10
Advertising: definition, concept and historical development, Social and economic benefits of advertising, various advertising media, Types of advertising.	
Advertising Strategies	8
Target audience, Brand image, Positioning, Appeals, Advertising spiral, Markets and their segmentation, Sales promotion.	
Advertising Agency and Media Planning	9
Advertising Agency: structure, functions and types, Copywriting, Creativity, Media selection and scheduling, Media budget and campaign planning.	
Advertising Research and Ethics	6
Research in advertising, Ethical aspects of advertising, Advertising and pressure groups.	
Introduction to Public Relations	11
Introduction to Public Relations, Growth and development of PR in India, Importance, Role and Functions of PR, Publicity, Propaganda, Public opinion, Lobbying, PR as a management function, Internal and external public, Difference between PR and Advertising.	
Public Relations and Crisis Management	12
Stages of PR Planning process, Crisis Management; Concept and practices, Proactive and Reactive PR, Study of Symmetrical and Asymmetrical models in handling crises, Code of ethics for PR, PRSI – (Public Relations Society of India), International PR.	

Suggested Readings:

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising*; Himalaya Publishing House
3. Wells, William D.; Burnett, John; Moriarty, Sandra; *Advertising Principles and Practice*; Pearson Education
4. Arens, William F.; *Contemporary Advertising*; McGraw Hill
5. Sengupta, Subrato; *Brand Positioning*; McGraw Hill
6. De Mooji, Marieke; *Effective Advertising*; Pearson Education
7. Pricken, Mario; *Creative Advertising* ; Thames & Hudson Ltd
8. Aaker, David A.; Myers, John; *Advertising Management*; Pearson Education
9. Lesly, Philip; *Handbook of Public Relation and Communication*; Pearson Education
10. Heath, Robert L.; Vasquez, Gabriel M.; *Handbook of Public Relation*; Sage Publications
11. Cottle, Simon; *News, Public Relations and Power* ;Sage Publications

Course: ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: I
Course Code: BJM 104P	L T P	0 0 2	Credit: 1

Course Objective: To enable the students to learn the practical aspects of advertising for different media and use tools of mass communication to develop audience-specific informational and promotional messages.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Design an advertising campaign.
- CO2. Identify various styles and advertising production techniques used for various mediums.
- CO3. Plan, design and implement PR tools effectively.
- CO4. Write press releases, organize press conferences and create PR campaigns.

SYLLABUS

Suggested Practicals:

Study of Advertising

Study of Advertising campaigns for various media platforms, Advertising production techniques for various media.

Creative Strategy of Advertising

Ideation and visualization of Ad campaigns, Copy writing, Layout design, Typography, Storyboard for visual media campaigns.

Communication with the Public

Media relations: press conferences, press releases and other PR tools.

Suggested Readings:

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundations of Advertising*; Himalaya Publishing House
3. Wells, William D.; Burnett, John; Moriarty, Sandra; *Advertising Principles and Practice*; Pearson Education
4. Arens, William F.; *Contemporary Advertising*; McGraw Hill
5. Sengupta, Subrato; *Brand Positioning*; McGraw Hill
6. De Mooji, Marieke; *Effective Advertising*; Pearson Education

Course: INDIAN POLITY AND GOVERNANCE			Semester: I
Course Code: BJM 105	L T P	3 0 0	Credits: 3

Course Objective: This course intends to make teach students about the Indian political and governance system. Through this course the student will learn about the Indian Constitution, understand the electoral system and political party system of India and also develop an understanding of the working of the government and center-state relations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Describe the salient features of the constitution of India.
- CO2. Display an understanding of the federal system of governance.
- CO3. Interpret and critically analyse the electoral system of the country, party system and know the government.
- CO4. Apply knowledge in the industry, particularly in Political and Legislative beat reporting.

SYLLABUS

Introduction of Indian Constitution Characteristics, Preamble, Fundamental rights and duties, Directive principles of state policy, Citizenship.	7
Indian Federal System Legislature, Executive, Council of Ministers, Judiciary: powers and functions, The President, Prime Minister, Separation of powers, Union list, State list, Concurrent list, Emergency declaration.	11
The Electoral System Election Commission: structure, power, functions, problems and challenges, Three-tier electoral system, Panchayati Raj.	6
The Party System Political party: concept and importance, Nature of the party system, Major national and regional parties and their social base, Effects of fragmentation of parties on the formation and working of government.	11
Government and its Working Government formation, working of federalism, Issues in government at Center or State levels, State autonomy in India, Center-State relations.	7

Suggested Readings:

1. Chatterjee, Partha; *State and Politics in India*; Oxford University Press
2. Heywood, Andrew; *Foundations of Politics*; Macmillan
3. Chande, M.B.; *Betrayal of Indian Democracy*; Atlantic Publishers
4. Laxmikanth, M.; *Indian Polity for Civil Service Exams*; McGraw Hill
5. Avasthi, A.P.; *Indian Government and Politics*; Lakshmi Narain Agarwal Publications
6. Basu, Durga Das; *Introduction to the Constitution of India*; LexisNexis.

Course: FUNCTIONAL ENGLISH			Semester: I
Course Code: BJM 106	L T P	3 0 0	Credits: 3

Course Objective: This course intends to enable students to attain fluency in the English language. Through this course students will learn the basic concepts of English Grammar, understand the mechanism of speech sounds correctly, learn correct pronunciation with appropriate stress and intonation and fundamentals of writing for official and journalistic purposes.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Demonstrate an understanding of basic concepts of English Grammar.
- CO2. Apply learnt fundamental concepts in speech and writing.
- CO3. Speak and write grammatically correct English for various applications in the realm of Journalism
- CO4. Demonstrate fluency in writing and efficiency in interactional skills.

SYLLABUS

Introduction to Writing 6
Elements of language, writing as coding of contents and language for mediated communication.

Fundamentals of Writing 10
Types of sentences, Parts of speech, Tenses, Paragraph, Précis, Concord, Punctuation, Intonation: rhythm in connected sentences, common errors, proper application and use of intonation, Translation: definition, types and characteristics, Transcreation.

Different Styles of Writing 8
Creativity in writing: writing stories, articles, profiles, interview, writing for target groups: children, youth and women.

Writing for formal communication 8
Writing for formal communication: memos, notices, e-mails, presentations, speech, orders, circulars, reports, newsletters, social media communication.

Letter Writing 10
Letter writing: part, structure and layouts, Types of letters: letter of inquiry, complaints, claims, personnel correspondence, job application letter, cover letter and letter of resignation, Resume writing, Do's and Don'ts for writing a Resume, Difference between Resume, C.V. and bio-data.

Suggested Readings:

1. Balasubramaniam, T.; English *Phonetics for Indian Students: A Work Book*; Macmillan
2. Bansal; Harrison, R. K. J. B; *Spoken English: A Manual of Speech and Phonetics*; Sangam Publishers
3. Waterhouse, Keith; *English Our English: And How To Sing It* ;Penguin Books
4. Truss, Lynne; *Eats, Shoots & Leaves*; HarperCollins UK

5. Krishnaswamy, N.; *Modern English: A book of Grammar, Usage and Composition*; Macmillan
6. Coffin, C.; Hewings, A ; Halloran, K.O.; *Applying English Grammar: Corpus and Functional Approaches*; Hodder Education
7. Lock, G.; *Functional English Grammar: An Introduction for Second Language Teachers (Cambridge Language Education)*; Cambridge University Press.

Course: COMPUTER APPLICATIONS FOR MASS MEDIA (PRACTICAL)			Semester: I
Course Code: BJM 107P	L T P	0 0 4	Credits: 2

Course Objective: To enable the students to learn and understand the practical working of a computer, and its components and various applications required in the field of journalism mass communication.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

CO1.Gain knowledge of the use of computers and its components.

CO2.Understand the workings of various softwares and applications in media.

CO3. Demonstrate the knowledge of softwares in making effective presentations.

CO4: Understand the working of internet and different Social Media platforms.

SYLLABUS

Introduction to Computer 10

Applications of computer, Functions of input-output device, Computer languages, Computer hardware and software, Open sources: uses and applications.

Word Processing 12

Basic editing, Formatting, Copying, and Moving text and object, Editing features, Paragraph formatting, Tables, Lists, Page Formatting, Inserting Graphics, Pictures, Table of contents, Advanced tools.

Spreadsheet 12

Spreadsheet Basics, Terminology, Creating A New Spreadsheet, Saving A Document, Simple Formulas, Simple Functions: Data, Review And View, Fill Right, Fill Down, Insert Row Or Column, Page Setup and Printing, Margins, Headers, Formatting, Column Width, Freeze Columns Or Rows, Spell Checker.

Presentation 12

Creating a basic presentation, Building blocks of a presentation, Working with Text, Working with Themes and Styles, Working with Charts, Graphs, and Tables, Working with Media Clips and Animation, Working with Macros and Customizing PowerPoint, Troubleshooting, Packaging and Publishing your Presentation.

Internet and Social Media 10

Web browsing, Searching the web, Internet: basics of sending and receiving e-mail, and specific mail programs, Social Media: introduction and its uses, Various platforms of Social Media: Blogging, Twitter, Facebook, Youtube, LinkedIn.

Suggested Readings

1. Rajaram, V.; *Fundamentals of Computer*; Pearson Education
2. Parthasarathy, G.K.; *Computer Aided Communication*; Authors Press
3. Chakravorthy, J.; *Cyber Media*; Authors Press
4. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
5. Adobe; *Adobe PageMaker*; Techmedia

Course: PRINT MEDIA-II			Semester: II
Course Code: BJM 201	L T P	4 0 0	Credits: 4

Course Objective: This course seeks to hone the journalistic acumen of students, especially in the realm of advanced reporting and editing of news with a view to enabling students to comprehend and disseminate trends in contemporary journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the different forms of reporting and their present importance.
- CO2. Develop and enhance their news gathering & reporting skills on various beats.
- CO3. Write informative articles, opinions pieces, book and movie reviews.
- CO4. Write objective news stories based on various subjects and issues.
- CO5. Design a page and arrange the elements for aesthetical appearance, changing the style and writing different formats of news

SYLLABUS

Types of Reporting 10

Objective reporting, Interpretative reporting: definition, characteristics and importance, Investigative reporting: concept, purpose and scope, In-depth reporting.

News Gathering Process 8

Role and importance of sources, importance of finding and verifying news, Interviews: nature, purpose, types and techniques, qualities of a good interviewer.

Specialized Reporting 12

Specialized reporting: meaning and concept, Types of socialized reporting: political, crime, court, science, sports, business, parliamentary and legislative reporting, environmental, Development and rural reporting.

Feature and Article Writing 12

Feature: definition, types and writing style, Article, Editorial, Column writing, Difference between news and opinion, Reviews: book and film, Letter to the editor.

Page Designing and Editing Techniques 14

Page Layout and Design: Principles of newspaper and magazine layouts, Preparing dummy of a Newspaper and its different pages, caption and outline writing, rewriting the story, editing different types of copies, Objectives of copy editing: Checking facts, language, style, clarity & simplicity, Tools of editing.

Suggested Readings:

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publication
2. Care, H. Warren; *Modern News Reporting*; Harper Publications
3. Bloom, G. Stephen; *Inside the Writer's Mind – Writing Narrative Journalism*; John Wiley and Sons
4. Rich, Carole; *News Writing and Reporting*; Wadsworth Publication

5. Harris, Jullian; Leiter, Kelly; Johnson, Stanley P.; *The Complete Reporter*; Macmillan
6. Hobenberg, John; *The Professional Journalist*; Holt McDougal
7. Hutchison, Earl R.; *The Art of Feature Writing*; Oxford University Press
8. Stovall, James Glen; *Journalism*; Pearson Education
9. Rao, N. Meera Raghavendra; *Feature Writing*; Pearson Education
10. Tondreau, Beth; *Layout Essentials: 100 Design Principles for Using Grids*; Rockport Publishers

Course: PRINT MEDIA – II (PRACTICAL)			Semester: II
Course Code: BJM 201P	L T P	0 0 2	Credit: 1

Course Objective: This course seeks to hone the journalistic acumen of students, especially in the realm of advanced reporting and editing of news with a view to enable students to comprehend and disseminate trends in contemporary journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Write objective news stories on various subjects and issues.
- CO2. Develop practical knowledge of planning, designing & editing a newspaper.
- CO3. Gain knowledge and skills necessary to produce a Tabloid and Broadsheet newspaper.
- CO4. Prepare a newspaper by using software like QuarkXPress and Adobe InDesign.

SYLLABUS

Suggested Practicals:

Types of Reporting

Interpretative reporting, Investigative reporting and In-depth reporting.

News Gathering Process

Role and importance of sources, importance of finding and verifying news, Interviews: nature, purpose, types and techniques.

Specialized Reporting

Specialized reporting: political, crime, court, science, sports, business, parliamentary legislative reporting, environmental, development and rural reporting.

Feature and Article Writing

Feature, Article, Editorial, Column writing, Reviews: books and films.

Page Design and Copy Editing Techniques

Page Layout and Design: Principles of newspaper and magazine layouts, Preparing dummy of a Newspaper and its different pages, caption and cutline writing, rewriting the story, editing different types of copies.

Suggested Readings:

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publications
2. Care, H. Warren; *Modern News Reporting*; Harper Publications
3. Bloom, G. Stephen; *Inside the Writer's Mind – Writing Narrative Journalism*; John Wiley and Sons
4. Rich, Carole; *News Writing and Reporting*; Wadsworth Publication
5. Knight, M. Robert; *The Craft of Clarity– A Journalistic Approach to Good Writing*; Iowa State Press
6. Harris, Julian; Leiter, Kelly; Johnson, Stanley P.; *The Complete Reporter*; Macmillan
7. Ludwig, Mark D.; *Modern News Editing*; Wiley-Blackwell
8. Sudipta Sinha; *Print Media: It's Role in Present Society*; LAP Lambert Academic Publishing

Course: RADIO PRODUCTION			Semester: II
Course Code: BJM 202	L T P	3 0 0	Credits: 3

Course Objective: To enable the students to learn the nature of varied radio program formats, latest trends in broadcasting and familiarize the students with technology and equipment used in broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the basics of sound recording and its techniques.
- CO2. Learn the different radio program production skills and rerequirements.
- CO3. Understand the basic requirement for the reporting and writing of radio news.
- CO4. Demonstrate the radio program writing skills.
- CO5. Manage a radio station and broadcast on internet radio.

SYLLABUS

Introduction to Sound Recording	8
Properties of sound, Sound recording techniques, Types of microphones and their uses, Field and studio recording skills.	
Basics of Radio Programs	9
Writing for the ear, Spoken word, Radio program formats: entertainment, talk, discussion, panel discussion, radio-play, radio newsreel, feature and documentary, radio magazine, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Signature tune and Radio Jingle, Radio commercials and Voice dispatches.	
Reporting and Writing for Radio News	6
News writing, Structuring radio-copy, Editing agency copy, Reporter’s copy, Compiling radio news programs, News capsuling.	
Writing for Radio Programs	4
Writing for radio-play, feature, documentary, commentary, entertainment shows, Copy with sound effects, Writing for radio commercials.	
Radio Presentation	4
Voice training: enunciation, flow, pronunciation and modulation. Link announcement and continuity presentation, News reading.	
Management of Radio Stations	9
Radio station management in public and private sectors, Accountability and code of ethics (with special reference to AIR), Radio program rating, Radio Audience Measurement (RAM), Audience research and marketing strategies for radio.	
Internet Radio	2
Requirements, Description, Difference between internet radio and traditional radio.	

Suggested Readings:

1. Stewart, Peter; Chantler, Paul; *Basics of Radio Journalism*; Focal Press
2. Boyd, Andrew; Stewart, Peter; Alexander, Ray; *Broadcast Journalism; Techniques of Radio and Television News*; Focal Press
3. Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*; Focal Press
4. Francis, Rumsey; McCormick, Tim; *Sound and Recording: An Introduction*; Focal press
5. Barnas, Frank; White, Ted; *Broadcast Journalism: Techniques of Radio and Television News*; Taylor & Francis
6. Caulfield, Annie ; *Writing for Radio (A Practical Guide)*; The Crowood Press Ltd
7. MacLoughlin, Shaun; *Writing for Radio*; How to Books Ltd

Course: RADIO PRODUCTION (PRACTICAL)			Semester: II
Course Code: BJM 202P	L T P	0 0 2	Credit: 1

Course Objective: To enable the students to learn the practical aspects of radio program formats, latest trends in broadcasting and familiarize the students with technology and equipment used in broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Record the sound for various radio programs by using audio recording equipments.
- CO2. Prepare a radio program by demonstrating the radio writing and recording skills.
- CO3. Demonstrate the writing skills for radio medium.

SYLLABUS

Suggested Practicals:

Introduction to Sound Recording

Aspects of sound recording, Types of microphones and their uses, Field and studio recording skills.

Basics of Radio Program

Writing for the ear, Spoken word, Radio program formats: entertainment, talk, discussion, panel discussion, radio-play, feature and documentary, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Voice dispatches.

Reporting and Writing for Radio News

News writing, Structuring radio-copy, Editing agency copy, Reporter’s copy, Compiling radio news programs, News capsuling, Radio Newsreel, Writing for programs, writing for radio commercials.

Writing for Radio Programs

Writing for radio-play, feature, documentary, commentary, entertainment shows, Copy with sound effects.

Suggested Readings:

1. Stewart, Peter; Chantler, Paul; *Basics of Radio Journalism*; Focal Press
2. Boyd, Andrew; Stewart, Peter; Alexander, Ray; *Broadcast Journalism; Techniques of Radio and Television News*; Focal Press
3. Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*; Focal Press
4. Francis, Rumsey; McCormick, Tim; *Sound and Recording: An Introduction*; Focal press
5. Barnas, Frank; White, Ted; *Broadcast Journalism: Techniques of Radio and Television News*; Taylor & Francis
6. Caulfield, Annie; *Writing for Radio (A Practical Guide)*; The Crowood Press Ltd
7. MacLoughlin, Shaun; *Writing for Radio*; How to Books Ltd

Course: DIGITAL PHOTOGRAPHY			Semester: II
Course Code: BJM 203	L T P	3 0 0	Credits: 3

Course Objective: To enable the students to learn the basic skills of digital photography, train them in the use of professional cameras and appreciate the creative aesthetics of still photography.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain knowledge about the origin and historical background of photography and its significance
- CO2. Identify and handle different kinds of photographic equipment
- CO3. Understand and apply different concept of exposure and composition to different fields of Photography.
- CO4. Demonstrate the knowledge and learning towards news photography as a photojournalist

SYLLABUS

Introduction to Photography 8

Significance and historical background, Photography: elements, principles and meaning of visual language, Composition in photography, Subject and light.

Photographic Equipment 8

Camera: types, formats and functions, Lenses: types and functions; Film: types and functions, Digital image gathering.

Exposure and Compositions 8

Working of the camera: shots, focus, shutter speed, aperture and ISO, Selection of subject, Different types of photography.

Specialized Fields of Photography 9

Portraits, Wildlife, Environment, Sports, Landscapes, Social photography, Documentary photography, Planning and preparation for events, Product Photography.

News Photography and Editing 9

News values for pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption, Photo editing procedure, Colour photography, Impact of technology.

Suggested Readings:

1. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
2. Rai, Raghu; *Raghu Rai's India: Reflections in Colour*; Serials Publications
3. Norton, David; *Waiting for the light*; David and Charles Publications
4. Tarrant, Jon; *Digital Camera Techniques*; Taylor & Francis
5. Hirsch, Robert; *Light and Lens; Photography in the Digital Age*; Routledge
6. Triantaphillidou, Sophie; Allen, Elizabeth; *The Manual of Photography*; Focal Press
7. *Beginner's Photography Guide*; DK
8. Holben, Jay; *Behind the Lens: Dispatches from the Cinematographic Trenches*; Routledge

Course: DIGITAL PHOTOGRAPHY (PRACTICAL)			Semester: II
Course Code: BJM 203P	L T P	0 0 4	Credit: 2

Course Objective: To enable the student to evaluate different workflows in photography, learn photography both as art and as a business, memorize the photographic rules and their practical application, sending photographs in media, captioning and usage rights.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the practical dimensions of photography.
- CO2: Demonstrate the learnings by carrying out their own thematic shoots.
- CO3. Assist the experts in their chosen theme of photography.
- CO4. Empowered to go on individual photo assignments locally.

SYLLABUS

Suggested Practicals:

Photojournalism as a profession & photography as a secondary skill.

Formats of photos required on web, in print and in modern times.

Composition in photography, Subject and light.

Equipment and handling in different situations.

Accreditation and authorized use, property and model release forms.

Planning, Communication with people and preparation for events.

Use of special software to deliver news photos, Use of IPTC Tags & Photo Captions.

Suggested Readings:

1. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
2. Rai, Raghu; *Raghu Rai's India: Reflections in Colour*; Serials Publications
3. Norton, David; *Waiting for the light*; David and Charles Publications
4. Tarrant, Jon; *Digital Camera Techniques*; Taylor & Francis
Hirsch, Robert; *Light and Lens*; Focal Press

Course: DESIGN AND GRAPHICS			Semester: II
Course Code: BJM 204	L T P	4 0 0	Credits: 4

Course Objective: This course aims to provide a learning environment that helps students to comprehend the significance of design and graphics. It also seeks to enable students to plan, organize and present appropriate design solutions using a variety of software, techniques for varied media applications.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain knowledge about the concept of art and design.
- CO2. Understand the importance of typography and layout in design.
- CO3. Demonstrate skills to design for various print layouts.
- CO4. Solve design problems and suggest appropriate solutions.

SYLLABUS

Art and Design 14

Concept of art and design, Need and history of design and graphics, Basic elements and principles of graphics, Indigenous design practices, Construction drawing, Representational drawing and Simplification drawing, Role and responsibilities of graphic designers, Conceptualization: idea generation, innovation and execution, Fundamentals of creativity: logic, style, value, tools, illustrations and graphics.

Typesetting and Typography 14

Typeface: families and kinds, Calligraphy and typography, Desktop Publishing (DTP), Use of computer software, Principles of good typography: spacing, measurement and point system.

Layout and Printing 12

Layout: Concept and importance, Design layout and production, Layout Style: daily newspapers, tabloids and magazines, Letterpress Printing, Offset Printing.

Colour in Design 8

Colour Theory, Colour Wheel, Colour Schemes.

Print Production 8

Types of papers, Safety measures in a Printing Press.

Suggested Readings:

1. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; Pearson Education
2. Sarkar, Narendra Nath; *Art and Print Production*; Oxford University Press
3. Morioka, Adams; *Colour Design Workbook*; Rockport Publisher
4. Bringhurst, Robert; *The Elements of Typographic Style*; Hartley & Marks Publishers
5. Coburn, Foster D.; *Corel Draw*; McGraw Hill
6. Adobe; *Adobe Photoshop*; Techmedia Publications
7. Shaughnessy, Adrian; Beirut, Michael; *Graphic Design: A User's Manual*; Laurence King Publishing Ltd
8. Muller, Jens; Remington, R. Roger; *Logo Modernism*; TASCHEN

Course: DESIGN AND GRAPHICS (PRACTICAL)			Semester: II
Course Code: BJM 204P	L T P	0 0 4	Credit: 2

Course Objective: This course aims to provide practical exposure to help the students to comprehend the significance of design and graphics. It also seeks to enable students to plan, organize and present appropriate design solutions using a variety of software techniques for varied media applications.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Learn about the basics of designing through a designing software.
- CO2. Demonstrate the skills by using various tools of illustrations and graphics, layout of pages for newspaper and magazines.
- CO3. Implement the skills in designing layout for different kinds of print media.

SYLLABUS

Suggested Practicals:

Art and Design

Basic knowledge of designing.
Using tools of illustrations and graphics.

Layout

Designing the layouts of daily Newspaper, Tabloid and Magazines.

Designing for Various Media

Logo Designing.
Designing of Visiting Cards.
Designing of Posters.
Designing of Magazine Covers.

Suggested Readings:

1. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; Pearson Education
2. Sarkar, Narendra Nath; *Art and Print Production*; Oxford University Press
3. Morioka, Adams; *Colour Design Workbook*; Rockport Publisher
4. Bringhurst, Robert; *The Elements of Typographic Style*; Hartley & Marks Publishers
5. Coburn, Foster D.; *Corel Draw*; McGraw Hill
6. Adobe; *Adobe Photoshop*; Techmedia Publications
7. Shaughnessy, Adrian; Beirut, Michael; *Graphic Design: A User's Manual*; Laurence King Publishing Ltd
8. Muller, Jens; Remington, R. Roger; *Logo Modernism*; TASCHEN
9. Lupton, Ellen; Philips, Jennifer Cole; *Graphic Design : The New Basics*; Princeton Architectural Press

Course: COMMUNICATION SKILLS AND PRESENTATION			Semester: II
Course Code: BJM 205S	L T P	0 0 2	Credits: 1

Course Objective:

This course will enable students to learn appropriate communication skills for application in daily life across settings, build and maintain healthy and effective relationships in the work space as well as personal life, develop critical thinking and leadership skills useful in various settings and contexts and learn appropriate professional behaviour.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Create and respond effectively to different types of communication messages.
- CO2. Show competence in oral and non-verbal communication.
- CO3. Demonstrate positive group communication exchanges through critical and innovative thinking.
- CO4. Display an understanding of opportunities in the field of communication and perform better in job interviews.

SYLLABUS

Understanding Effective Communication	5
Essentials of Effective Communication: Communication Techniques- Listening Skills, Active and Attentive Listening, Confidence, Sincerity in Communication, Importance of being Personable, Understanding the Audience and Feedback.	
Mastering Kinesics and Proxemics	5
Non-Verbal Communication: Personal Appearance- Gestures, Postures, Facial Expressions, Eye Contact, Body Language, Spatial communication and Silence, Tricks for Improving Non-Verbal Communication.	
Oral Communication Skills	6
Verbal Communication: Paralanguage, Importance of Spoken English, International Phonetic Alphabet(IPA) Symbols, Spelling, Pronunciation, Intonation, Pitch, Articulation, Diction.	
Contextual Communication	6
Greeting and introducing oneself, Asking for and giving information, Offering and responding to offers, Requesting and responding to requests, Expressing opinions, agreement, disagreement, concern, regret, sympathy, Asking questions and responding politely, Giving instructions, Seeking and giving permission, Agreeing and disagreeing.	
Reading and Presentation Skills	6
Reading Skills, Reading Comprehension, Note- taking, Preparing and presenting a PowerPoint Presentation, Group Discussions, Preparing for and facing a Job -Interview, Soft Skills for Leadership and Team Management - Decision Making, Problem solving, Critical thinking and Negotiation skills.	

Suggested Readings:

1. Aarts, Bas, Chalker, Sylvia and Weiner, Edmund; *The Oxford Dictionary of English Grammar (Oxford Quick Reference)*; Oxford University Press
2. Carnegie, Dale; *How to Win Friends and Influence People*; Vermilion; New Ed edition
3. Daniels, Aubrey; *Bringing out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement, Third Edition*; McGraw-Hill Education
4. Gairns, Ruth, Redmanidea, Stuart; *Oxford Word Skills: Idioms and Phrasal Verbs Intermediate*, Oxford University Press
5. Giblin, Les; *How to Have Confidence and Power in Dealing with People*; Manjul Publishing House
6. Goulston, Mark; *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*; AMACOM
7. *Oxford English Dictionary*; Oxford University Press
8. Pease, Allan and Pease Barbara; *The Definitive Book of Body Language*; Manjul Publishing House
9. Stone, Douglas and Heen, Sheila; *Thanks for the Feedback: The Science and Art of Receiving Feedback Well*; Portfolio Publishers
10. Upton, Clive, Kretzscmar Jr, William A. and Konopka, Rafal; *Oxford Dictionary of Pronunciation for Current English*; Oxford University Press
11. Wren, P.C. and Martin, H.; *Wren and Martin English Grammar and Composition*; S. Chand & Company Pvt. Ltd

Course: INTRODUCTION TO FILM STUDIES			Semester: III
Course Code: BJM 301	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn and understand the basic concept, nature, process of film making with historical knowledge of the growth and development of films.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the evolution and development of world and India cinema.
- CO2: Critically analyse the different Indian film Stalwarts and Arts movie movements.
- CO3. Learn concepts such as proposing a film script, budgeting a production, working with crew.
- CO4. Understand Cinema as a medium of Mass Communication and dynamics of Films.

SYLLABUS

History of World Cinema 12

Pioneers of cinema: Lumiere Brothers, George Melies, Griffith, Silent era: Charlie Chaplin, German expressionism, American talkies, Neo realism: Luchino Visconti, Jean Renoir, Alfred Hitchcock, Japanese cinema, Soviet montage cinema: Sergei Eisenstein, Italian neo-realist cinema, French new wave cinema, Cinema in developing countries.

History of Indian Cinema 10

Genres of Indian Cinema, Pioneers of Indian Cinema: Dada Sahib Phalke, Talkies, Colour films, Production houses, Cinema in the fifties and sixties, The superstars, Big budget films and multi-starrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema.

Indian Film Stalwarts 8

Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, V. Shantaram, Ritwik Ghatak, Raj Kapoor, Yash Chopra.

Art Movie Movements 8

Parallel cinema: Shyam Benegal, Saeed Mirza, Ketan Mehta, Mrinal Sen and Adoor Gopalkrishnan, Genres in Indian cinema, Avant garde cinema.

Dynamics of Indian Cinema 10

Recent technological innovations in cinema, Innovative methods of ideation and film making using platform of social networking websites, Distribution and exhibition of films in India, Film appreciation, Film criticism, Film reviews, Directorate of film festivals, Film Censor Board.

Film Making Techniques 8

Film production: pre-production, production and post-production, Budgeting, Scripting and screenplay, Film formats, Role and functions of film crew.

Suggested Readings:

1. Phillips, William H.; *Film – An Introduction*; St. Martins Publications
2. Dudrah, Kumar Rajinder; *Bollywood – Sociology Goes to the Movies*; Sage Publications
3. Robinson, Andrew; *Satyajit Ray: The Inner Eye*; Oxford University Press

4. Nelmes, Jill; *Introduction to Film Studies*; Routledge
5. Pramaggiore, Maria, Wallis Tom Allyn; *Film – A Critical Introduction*; Laurence King Publishing
6. Hayward, Susan; *Key Concepts in Cinema Studies*; Routledge
7. Vasudevan, S. Ravi; *Making Meaning in Indian Cinema*; Oxford University Press
8. Ascher, Steven; *The Film Maker's Handbook: A Comprehensive Guide for a Digital Age*; Penguin Group
9. Bamford, Nick; *Directing Television: A Professional Survival Guide*; Sage Publication
10. Adelman, Kim; *Making It Big in Shorts: The Ultimate Filmmaker's Guide to Short Films*; Michael Welsh Productions
11. Alexander, Victor; *Film Making A to Z*; Victor Alexander Publication

Course: TELEVISION JOURNALISM AND PRODUCTION			Semester: III
Course Code: BJM 302	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn basic concepts of working of the equipment, working of television studios, writing scripts for various television programme formats.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain the ability to operate professional video equipments for making audio-visual news programs.
- CO2. Will engage in their own tv production on hard and soft news
- CO3. Take up any role in a television channel, work as crew and handle responsibilities.
- CO4. Write and create various television news programs.

SYLLABUS

Introduction to Visual Communication 9

Visual grammar, Parts of video camera and their functions, the business model of television, Television networks, studios and production houses, Camera support system, Basic camera shots, angles and movements, Lenses: different types of lenses and their application, Camera mounting, White/black balancing, Video shooting with professional TV cameras.

Television Production 15

Cues and commands, Stages of TV Production: pre-production, production and post-production, News Production, General Entertainment Production, Fast-paced production environment, recording live events and stage shows. TV industry personnel and their role in planning studio programs.

Television Crew and Schedules 9

Technical and Non-Technical crew, Talent and artists, Coordinating a television shoot, programme scheduling and audience research, programming code and public service broadcasting, entertainment production houses – unions and freelancers.

Writing for Television Programs 9

Writing for television: concept, treatment, script visualization, storyboard and screenplay, writing for varied TV programs, programming research and effects of television, Writing for over the top and streaming services, Electronic News Gathering (ENG), Electronic Field Production (EFP).

Suggested Readings

1. Belavadi, Vasuki; *Video Production*; Oxford University Press
2. Robert, Kenny F.; *Teaching TV Production in a Digital World*; Library Unlimited Publications
3. Tyrell, Robert; *The Work of a TV Journalist*; Hastings House
4. Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons
5. Schultz, Brad; *Broadcast News Producing*; Sage Publications

Course: TELEVISION JOURNALISM AND PRODUCTION (PRACTICAL)			Semester: III
Course Code: BJM 302P	L T P	0 0 4	Credit: 2

Course Objective: To enable the students to understand single and multi-camera production, use of production switchers, auxiliary equipment, be able to take up independent roles in tv production, analyze different uses of the same equipment, replicate and edit news scripts and create tv programmes.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Practically understand the camera operations used for television journalism.
- CO2. Produce television news scripts for the audio-visual news production.
- CO3. Demonstrate the learning by production television news programs.

SYLLABUS

Suggested Practicals:

Working with Camera

Parts of video camera and their functions, Camera support system, Basic camera shots, angles and movements, Camera mounting, White/black balancing, Video shooting with professional TV cameras, Cues and Commands, Using Production Switcher/ATEM setup.

Television News Writing

Basic principles of news writing, Television news reporting, Interview techniques, Piece-to-camera, Voice-over.

Writing for Television Programs

Writing for television: concept, treatment, script, visualization, storyboard and screenplay.

Television Production

Stages of TV Production: pre-production, production and post-production, Single camera shooting, Multi-camera shooting, Field and studio production, Cable setup for the camera, wired mic, wireless mic, switcher, mixer, PCR and intercom systems.

Suggested Readings:

1. Belavadi, Vasuki; *Video Production*; Oxford University Press
2. Robert, Kenny F.; *Teaching TV Production in a Digital World*; Library Unlimited Publications
3. Tyrell, Robert; *The Work of a TV Journalist*; Hastings House
4. Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons
5. Schultz, Brad; *Broadcast News Producing*; Sage Publications

Course: WEB JOURNALISM			Semester: III
Course Code: BJM 303	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn basic concepts of Web Journalism, Writing for Web media, its importance in mass media and skills for web journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain conceptual knowledge Web Journalism and its different aspects
- CO2. Write good web articles and maintain their blogs online.
- CO3. Distinguish Web Media from other mediums of Journalism.
- CO4. Critically analyze the web reporting of different top websites

SYLLABUS

Introduction to Web Journalism	13
Online journalism: concept, definition and scope, Fundamentals of online media, Cyber space, Information Super Highway, Internet and information revolution, Synergy among cyber media: print, radio, television and other mediums, Advantages and disadvantages of Web journalism, Cyber-crime and security, Cyber laws, ethics and recent development, Social Media: introduction, its uses & various platforms.	
Writing for Web and Social Media	10
Basic rules of writing for web and social media platforms, Do's and Don'ts, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends.	
Presentation on Web	13
Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism, Uses of cloud computing and data management.	
Analysis of Web Reporting	10
Analysis of important Indian news based websites, Trends in Web reporting and editing, Use of mobile in reporting, Impact of globalization on web journalism, Concept of e-governance.	
e-Papers and e-Magazines	10
Online edition of newspapers and e-Magazines, (Cyber newspaper creation: online editing and e-publishing), Growth of e-newspapers and e-magazines in India, Security issues on the internet: social, political, legal and ethical issues related to ICT.	

Suggested Readings:

1. Bharihoke, Deepak; *Fundamentals of Information Technology*; Pentagon Press
2. Pachauri, Sudhir ; *Cyberspace and Media*; Praveen Pachauri Publications
3. Dudeja, V D.; *IT in the New Millennium*; GDMK Publications
4. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
5. Siapera, Eugenia; *Understanding New Media*; Sage Publications
6. Thornburg, Ryan.M.; *Producing Online News*; Sage Publications
7. Keval J.Kumar; *Mass Communication in India* , Jaico publishing

Course: WEB JOURNALISM (PRACTICAL)			Semester: III
Course Code: BJM 303P	LTP	0 0 4	Credit: 2

Course Objective: To enable the students to learn basic concepts of Web Journalism, Writing for Web media, its importance in mass media and skills for web journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain practical knowledge Web Journalism and its different aspects
- CO2. Practically distinguish Web Media from other mediums of Journalism
- CO3. Demostare the analyses of web reporting of different top websites
- CO4. Write good web articles and maintain their blogs online

SYLLABUS

Suggested Practicals:

Writing for Web Media

Basic rules of writing for web media, Do's and Don'ts of web writing, Writing news stories, features and articles for the web media.

Cyber Reporting

Conducting searches and research for writing, Reporting for web, writing and online editing for e-newspaper and e-magazines, Planning and designing e-newspaper.

e-Papers and e-Magazines

Creation of e-newspapers and e-magazines, Presentation and layout of web newspapers and magazines.

Crating Weblogs

Creating blogs and regular updates. Circulation of blog on different social media platforms.

Suggested Readings

1. Bharihoke,Deepak; *Fundamentals of Information Technology*; Pentagon Press
2. Pachauri,Sudhir ; *Cyberspace and Media*; Praveen Pachauri Publications
3. Dudeja,V D.; *IT in the New Millennium*; GDMK Publications
4. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
5. Siapera, Eugenia; *Understanding New Media*; Sage Publications
6. Thronburg, Kyan; *Producing Online News*; Sage Publications
7. Keval J.Kumar ; *Mass Communication in India* , Jaico publishing
8. J.B. Singer, *Online Journalism Ethics*, Prentice Hall India Learning Private Ltd

Course: ENVIRONMENTAL STUDIES, SAFETY AND DISASTER MANAGEMENT			Semester: III
Course Code: BJM 304	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to familiarize s with the vulnerabilities of the environment and help them work in a manner which is environment friendly and also prepare them for managing disastrous situations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand concepts related to environment and environmental phenomenon.
- CO2. Demonstrate clearly understanding of natural resources, environmental pollution.
- CO3. Learn about disaster, disaster Management and global trends in disaster Management.
- CO4. Familiar with social issues of safety, safety management and preventive measures.
- CO5. Implement knowledge and ideas in day to day life which will further help in conserving the environment, manage environmental disasters and ensure safety from hazards.

SYLLABUS

Introduction to Environmental Studies 10

Definition, scope and importance of environmental studies, Need for public awareness, Institutes in environment, Multidisciplinary nature of environmental studies, Ecosystem, Balanced ecosystem, Sustainable development, Ecological cycles: carbon, nitrogen and sulphur cycles.

Natural Resource 12

Water Resources: use and over-exploitation of surface and ground water, floods, droughts, conflicts over water, Forest Resources: benefits, deforestation: causes and impacts due to mining, dam building on environment, Mineral Resources, Food Resources, Land Resources: land degradation and soil erosion, Energy Resources: renewable and non-renewable energy sources.

Environmental Pollution 12

Definition, types, causes and effects, Control measures of pollution: Air Pollution, Water Pollution, Noise Pollution, Soil Pollution and Nuclear Pollution, Solid Waste Management, Current Issues: population growth, climate change, global warming and carbon foot print, legal aspects of environment protection.

Disaster Management and Reporting 12

Meaning of Disaster and Disaster Management, Hazard, Vulnerability, Emergency and Risk, Disaster cycle and its analysis, Phases of Disaster Management, Global trends in disaster management, Institutional framework for disaster management, Pandemic (such as COVID-19 and the like) and its management at global and national level, Disaster reporting and challenges.

Safety Management 4

Social issues of safety: fire crackers, Home appliances and other potential safety hazards, Hazards in the work place: biological, chemical, electricity, fire, heat and cold, indoor air quality, lighting, noise, ergonomics, radiation, Safety Management, Awareness of First Aid and preventive measures.

Project Work and Presentation

6

The project work is meant for students to understand pollution, vulnerabilities and disaster management concepts and to work on reducing disaster risk and to build a culture of safety. The project must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

Suggested Readings:

1. Bharucha, Erach; *Environmental Studies*; University Press
2. Rajagopalan, R.; *Environmental Studies*; Oxford University Press
3. Bhattacharya, T; *Disaster Science and Management*; McGraw Hill
4. Kapoor, Mukesh; *Disaster Management*; Sourabh Publishing House
5. Blaikie, P and Cannon, T. and Davis, I. and Wisner, B.; *At Risk: Natural Hazards, People's Vulnerability and Disasters*; Routledge
6. Reddy, M. Anji; *Text book of Environmental Science and Technology*; B S Publications
7. Joseph, Benny; *Environmental Studies*; McGraw Hill
8. Coppola, P. Damon; *Introduction to International Disaster Management*; Butterworth Heinemann
9. Manjunath, D.L.; *Environmental Studies*; Pearson Education
10. Cuny, F.; *Development and Disasters*; Oxford University Press

Course: RADIO PROJECT WORK (PRACTICAL)			Semester: III
Course Code: BJM 305P	L T P	0 0 4	Credits: 2

Course Objective: To enable the student to learn the practical aspects of the studio setup and equipment used in radio production and develop skills for radio broadcasting.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Record sounds such as ambient, voice and effects by using different equipments
- CO2. Produce presentable like, news, phone-in programmes, talk shows etc.
- CO3. Demonstrate the skills of a news presenter, voice over artist and radio jockeying.
- CO4. Edit the different radio programs by using the audio editing softwares.

SYLLABUS

Every student will be assigned a project under the supervision of a faculty member. A number of projects has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Practicals:

Sound Recording Techniques

Recording of ambient sound, narration and interviews, Selection and use of sound effects and music.

Radio News Production

News bulletin production, Studio and field interview techniques and presentation.

Radio Program Production

Phone-in programs, Studio discussions, Talk shows, Panel discussions, Radio plays and commentary, Radio commercial, Radio documentary, Moderating skills for radio programs.

Radio Jockeying

Presenting music and entertainment programs, Interviewing a personality for live and recorded program.

Editing

Operating different kinds of audio editing software.

Suggested Readings:

1. Stewart, Peter; Chantler, Paul; *Basic Radio Journalism*; Focal Press
2. Boyd, Andrew; *Broadcast Journalism*; Heinemann Professional Publishing
3. Scannell, Paddy; *Radio, TV & Modern Life*; Blackwell Publishers
4. Frederick, John Graft; *Electronic Media*; Wordsworth Thomson Learning
5. McLeish, Robert; *Radio Production*; Focal Press
6. Caulfield, Annie; *Writing for Radio (A Practical Guide)*; The Crowood Press Ltd
7. Mac Loughlin, Shaun; *Writing for Radio*; How to Books Ltd

Course: DEVELOPMENT COMMUNICATION			Semester: VI
Course Code: BJM 306	L T P	2 0 0	Credits: 2

Course Objective: This course will enable students to learn about various aspects of development and their relation with communication, understand the role of development communication in achieving developmental goals, learn about the structure of society and its functioning and understand the concept of development journalism and its practice.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

CO1. Demonstrate knowledge about the concept of development and development communication.

CO2. Apply strategies of development communication to real life development issues in various societies.

CO3. Design development campaigns using different media platforms.

CO4. Demonstrate an understanding of the political, economic and cultural dimensions of development communication.

SYLLABUS

Introduction to Development Communication 8

Development Communication: definition, concept and importance, Development indicators, Approaches to development, Difference between developed and developing countries, Dilemmas of development policy and development planning.

Development Journalism 8

Development journalism: definition, concept, nature and scope, Merits and demerits, Relevance, Evolution of development journalism in India, Development news stories and features, Differences in approach between print and broadcast development journalism.

Communication approaches to development 6

Meaning and concept, Social and cultural change, Socio-cultural and economic barriers to development, Communication approaches to development, Use of media and interpersonal communication.

A Critical Approach to Mass Media 6

Role of communication in development, Dependency theory, Folk media and community radio for local development.

Suggested Readings:

1. Melkote, Srinivas R.; *Communication in Third World Countries*; Sage Publications
2. Schramm, Wilbur; *Mass Media and National Development*; Stanford University Press
3. Rogers, Everett M.; *Diffusion of Innovation*; Free Press
4. McPhail, Thomas L.; *Development Communication*; Wiley Blackwell
5. Mody, Bella; *International and Development Communication*; Sage Publications
6. Narula, Uma; *Development Communication: Theory and Practice*; Har Anand Publications
7. Sachs, Wolfgang; *The Development Dictionary: A Guide to Knowledge as Power*; Zed Book Ltd (1992)

Course: MOBILE JOURNALISM			Semester: IV
Course Code: BJM 401	L T P	4 0 0	Credits: 4

Course Objective: This course seeks to introduce students to introduce the basics of mobile journalism and multimedia, its elements and different apps on mobile. The curriculum broadly covers the concept, types, functions and techniques of mobile journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the basics of mobile journalism and its evaluation.
- CO2. Inculcate the knowledge of elements and formats of mobile journalism.
- CO3. Produce mobile news for various platforms for sharing as hard & soft news.
- CO4. Demonstrate the importance and different types of mobile apps.
- CO5. Enhance understanding of the various kinds of mobile ads and its status in India.

SYLLABUS

Introduction to Mobile Journalism 12

Definition and meaning, Objectives and role of mobile journalism, Future of mobile journalism, Challenges before mobile journalism, Mobile revolution and its impact on news creation and consumption Evolution of Mobile sites, Ethics and best practices in Mobile Journalism

Elements of Mobile Journalism 12

Basic Mojo kit, Kinds of Mobile Content, SMS, MMS, Notifications, MoJo and social Media, Citizen journalist, key points for web interactive narrative, interactive users Vs linear narratives, Use analytics platforms to monitor and analyze the effectiveness of mobile and social media strategies and policies in news organizations.

Mobile Storytelling and Editing 14

Mobile Storytelling: meaning, process and importance, use mobile for news gathering, distribution and audience engagement, Conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice over narration, Produce piece to camera segments, Podcasting, One to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, Live Broadcasting and live video streaming via Mobile.

Mobile Apps and Its Uses 6

Kinds of Mobile Apps and its uses, Mobile Apps Vs Mobile Websites, How do Apps make money?

Mobile Advertising 4

Kinds of mobile ads, Mobile ad terminology, Spectrum and its impact on advertising, Status of mobile advertising in India

Suggested Readings:

1. Burun, Ivo and Quinn, Stephen; *MOJO: The Mobile Journalism*, New York: Taylor & Francis
2. Hill, Steve and Bradshaw, Paul; *Mobile First Journalism*; Routledge
3. Montgomery, Robb; *Smartphone Video Storytelling*; Taylor & Francis

4. Manning, Paul; *News and News Sources: A Critical Introduction*; Sage Publication
5. Bloom, Stephen G.; *Inside the Writer's Mind: Writing Narrative Journalism*; Wiley Publication
6. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
7. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication
8. Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers
9. Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson
10. Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press

Course: MOBILE JOURNALISM (PRACTICAL)			Semester: IV
Course Code: BJM 401P	L T P	0 0 4	Credits: 2

Course Objective: This course seeks to introduce students to introduce the practical knowledge and application of mobile journalism, its elements and different apps of mobile. The curriculum broadly covers the functions, techniques and producing different contents for mobile journalism.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Have best practices of mobile journalism.
- CO2. Inculcate the practical knowledge of Mobile Journalism kits, Twitter posts, Instagram Stories.
- CO3. Demonstrate ability to make videos for Youtube without copyright strikes.
- CO4. Produce different kinds of advertisements on Facebook, Instagram and Youtube.

SYLLABUS

Suggested practicals:

Elements of Mobile Journalism

Basic Mojo kit, Kinds of Mobile Contents, SMS, MMS, Notifications, Use analytics platforms to monitor and analyze the effectiveness of mobile.

Use of mobile for producing different contents

Use of mobile for news gathering, distribution and audience engagement, Conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice over narration.

Mobile Videos and Editing

Produce piece to camera segments, Podcasting, One to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, streaming live videos using mobile phones, Live Broadcasting through mobile phone.

Mobile Apps and Mobile Ads

Kinds of Mobile Apps and its uses, Kinds of mobile ads, Mobile ad terminology, Spectrum and its impact on advertising.

Suggested Readings:

1. Burun, Ivo and Quinn, Stephen; *MOJO: The Mobile Journalism*, New York: Taylor & Francis
2. Hill, Steve and Bradshaw, Paul; *Mobile First Journalism*; Routledge
3. Montgomery, Robb; *Smartphone Video Storytelling*; Taylor & Francis
4. Manning, Paul; *News and News Sources: A Critical Introduction*; Sage Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers
7. Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson
8. Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press

Course: GLOBAL MEDIA AND POLITICS			Semester: IV
Course Code: BJM 402	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn key trends and issues located at the intersection of global politics and media. They can develop insights into key contemporary global issues and how they are entangled with the discourse of media.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Clearly Explain the Relationship between Politics and Media changing trends in global information flow and concept of the network society.
- CO2. Describe the media imperialism and media driven global culture.
- CO3. Understand the global crisis and role of media, post-world wars, terrorism events and conflict reporting.
- CO4. Present the knowledge related to global media initiatives.

SYLLABUS

Media, Politics, and Globalization 16

Relationship between Politics and Media, Media and the Global Market: Media Conglomerates, Monopolies and Oligopolies, Technological Advances, Telecommunications, Network Society: Information Society, Network Service Economy, Movement of Intangibles.

Media Imperialism and the Culture Industry 15

Media Imperialism and the Culture Industry, Legitimation of Media Driven Global Cultures, Homogenisation/ Heterogenisation: Global, Local, Glocal, Globalization of TV Formats and Entertainment: Local/ Global/ Hybrid.

Global Crisis and Global Media 15

World War II, The Gulf Wars: CNN’s satellite transmission, embedded Journalism, Terrorism and Media: 9/11 and 26/11, Big Data Mining and Deployment in Electoral Process: Cambridge Analytica.

Global Media Initiatives 10

Regional Initiatives: Al-Jazeera, Grassroots Initiatives- Use of Internet, WikiLeaks/Panama Papers, Hacktivism.

Suggested readings:

1. Daya, Kishan Thussu. *International Communication: Continuity and Change*, Oxford University Press, 2003.
2. Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
3. *Communication and Society, Today and Tomorrow “ Many Voices One World”* Unesco Publication, Rowman and Littlefield publishers, 2004.
4. Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
5. Daya Kishan Thussu. *War and the media : Reporting conflict 24x7*, Sage Publications,2003.

6. Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.
7. Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
8. Yadava, J.S, *Politics of news*, Concept Publishing and Co. 1984.

Course: NEWSROOM PRACTICES AND ANCHORING SKILLS			Semester: IV
Course Code: BJM 403S	L T P	0 0 4	Credits: 2

Course Objective: To enable the students to learn the concepts of news room practices and anchoring skills required for television journalist and anchors.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain knowledge of the functioning of the news room studio and the practical of aspects of anchoring skills
- CO2. Understand the different technical aspects of news room and anchoring skills.
- CO3. Demonstrate the anchoring skill techniques by producing the news room programs.
- CO4. Demonstrate advanced skills for anchoring and situational awareness while anchoring.

SYLLABUS

News Room Practices-I 12

Basic rules of TV journalism, Functioning of a TV news channel, Modern TV newsroom: Input/output and assignment Desk, Developing TV stories, Writing for visuals, Writing in a sequence, Writing anchor leads, Writing for as tons, subtitles, ticker, Structuring a TV news report, Writing PTC: Opening, bridge and closing, Monitoring: keeping a close watch on other news channels, Production of TV news programs; Organizing the studio for TV news programmes, Live reporting, Non Fiction Script Writing.

News Room Practices-II 11

Rewriting an agency copy, Preparing a news package, Rundown and its contents, Updating a story and preparing a news wheel, Programming according to time requirement, Developing exclusive stories, PCR: functioning and coordination, Studio Setup: Multi cam, single cam, Technical requirements, Studio: Connection with PCR, Three-point lighting technique, Cool and warm lights.

Anchoring Skills-I 11

The basics of fluency, Voice: pitch/tone/intonation/inflection, Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Public Speaking: Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation.

Anchoring Skills-II 11

Highlights: Anchoring basics tips and techniques, TV dress code for men and women, what to wear, make up, how to better your anchoring skills, Anchoring/News Reading, Anchoring with two or more anchors, Reading news bulletin, Studio discussions, Talk shows with audience participation, Art of TV interviews: shooting, recording and editing, Field work.

Anchoring Skills-III 11

Studio autocue reading, Moderating sports shows, Recording PTC/Walk through, Recording byte & scripting, Reporting different beats- Political, entertainment, crime, sports and business, Video Production Stages: Pre-Production, production, post production, Editing and packaging TV news and programmes, Legal pitfalls.

Suggested Readings:

1. Schroeder, Alan, *Writing and Producing Television News: From Newsroom to Air*, Oxford University Press
2. Hemmingway, Emma, *Into the Newsroom: Exploring the Digital Production of Regional Television News*, Routledge
3. Morris, Desmond, *People Watching the Desmond Morris guide to Body Language*, Vintage Books
4. Kalra, Richa Jain, *The ABC of News Anchoring: A Guide for Aspiring Anchors*, Pearson
5. Thompson, Robert & Malone Cindy, *The Broadcast Journalism Handbook: A Television News Survival Guide*, Rowman & Littlefield Publishers
6. Reardon, Nancy, *On Camera : How to report, anchor and Interview*, Routledge
7. James, Tad & Shephard, David, *Presenting Magically: Transforming Your Stage Presence With NLP*, Crown House Publishing

Course: TELEVISION PROJECT WORK (PRACTICAL)			Semester: IV
Course Code: BJM 404P	L T P	0 0 4	Credits: 2

Course Objective: To equip students develop deep understanding of the television production. Students will develop special skills in television production.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain conceptual knowledge of television production and various elements of television production.
- CO2. Write a suitable script for different television programs.
- CO3. Understand and apply different techniques to produce television programs.

SYLLABUS

Every student will be assigned a project under the supervision of a faculty member. A number of projects has to be submitted, which will be followed by a Presentation and Viva-Voce.

Suggested Readings:

1. Schroeder, Alan, *Writing and Producing Television News: From Newsroom to Air*, Oxford University Press
2. Hemmingway, Emma, *Into the Newsroom: Exploring the Digital Production of Regional Television News*, Routledge
3. Morris, Desmond, *People Watching the Desmond Morris guide to Body Language*, Vintage Books
4. Kalra, Richa Jain, *The ABC of News Anchoring: A Guide for Aspiring Anchors*, Pearson
5. Thompson, Robert & Malone Cindy, *The Broadcast Journalism Handbook: A Television News Survival Guide*, Rowman & Littlefield Publishers
6. Reardon, Nancy, *On Camera : How to report, anchor and Interview*, Routledge
7. James, Tad & Shephard, David, *Presenting Magically: Transforming Your Stage Presence With NLP*, Crown House Publishing

Course: MEDIA INDUSTRY AND MANAGEMENT			Semester: IV
Course Code: BJM 405E1	L T P	4 0 0	Credits: 4

Course Objective: This course intends to inculcate among students all the necessary basic qualities required for working and growing in the media industry and give an overview of the organizational structure of the media industry

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain conceptual knowledge of the management practices of media organizations.
- CO2. Analyse functions of media industry & its ownership.
- CO3. Understand the workings of various departments of a media organisation.
- CO4. Demonstrate ability to manage a large, medium, small media organization and handle different issues.

SYLLABUS

Media Management Principles	8
Principles of media management and their significance, Media as an industry and profession, Organizational principles and their importance.	
Ownership in Media	12
Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, Co-operatives, religious institutions (societies), franchisees (chains), cross ownership and ownership pattern of electronic media.	
Organizational Structure of Print Media	13
Functions, Organizational structure: editorial, general management, finance and circulation of newspapers and magazines, Sales promotion: Pricing, Advertising, Marketing, Personnel management, production and reference sections, Apex bodies: DAVP, INS and ABC.	
Organizational Structure of Electronic Media	13
Functions, Organizational structure: editorial, general management, finance, distribution, personal management and production department, Sales promotion: pricing, advertising, marketing, public relations, promotion of the programs, Role of allied organizations: TAM and various broadcasting associations, Organizational structure of new media.	
Editorial Response System	10
Policy formulation: Planning and control, problems, process and prospects of launching media ventures, Organization theory: Delegation, decentralization, motivation, control and co-ordination, Economics of print and electronic media management: business, legal and financial aspects of media management, Budgeting and finance: capital costs, production costs, commercial polity, advertising and sales strategy, PR for building and sustaining business and audience.	

Suggested Readings:

1. James, Redmond; Trager, Robert; *Balancing on the Wire – The Art of Managing Media Organizations*; Cengage Learning
2. Cranberg, Gilbert; *Taking Stock – Journalism and the Publicly Traded Newspaper*; Iowa State Press
3. Roberts, Gene; *Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering*; University of Arkansas Press
4. Robert, Gene; *Leaving Readers Behind – The Age of Corporate Newspapering*; University of Arkansas Press
5. Albarran, Alan B.; *Management of Electronic Media*; Wadsworth Publications
6. Herrik, F. Dennis; *Media Management in the Age of Giants*; Surjit Publication

Course: CORPORATE COMMUNICATION AND BRAND MANAGEMENT			Semester: IV
Course Code: BJM 405E2	L T P	4 0 0	Credits: 4

Course Objective: This course intends to inculcate among students all the necessary basic qualities required for a career in corporate communication and develop an understanding of brand management and brand development.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the meaning of corporate communication and brand management.
- CO2. Develop the corporate communication strategies for public relations.
- CO3. Develop media relation methods to work with different stakeholders of corporate.
- CO4. Demonstrate the skills of for creating brand strategies.

SYLLABUS

Introduction to Corporate Communication 10

Concept, Definition and Evolution of corporate communication in India, Corporate communication functions, Need for corporate communication and trinity in corporate communication.

Corporate Communication Strategy 10

Corporate social responsibility, Strategic public relations, Corporate communication and management, Defining strategy and its relevance in corporate communication, Campaign planning and management, Crisis Management, Crisis management techniques: study of symmetrical and asymmetrical models in handling crises, e-PR: concepts and definition.

Stakeholders and Media Relations 12

Defining stakeholder and media selection, Building a distinct corporate identity: concepts, variables and process, Making of house style: logo, lettering and process, Organizing press conferences, Facility visits, Press briefings, Proactive and reactive media relations.

Introduction to Brand Management 12

Brand: Meaning, concept, significance, characteristics of brands , Brand vs. Product, Product vs. Corporate branding, functions of a brand, Process of branding, Brand Building Blocks, Co- Branding, Multi-Product Branding Strategy, Multi-Branding Strategy, Mixed Branding, Brand Licensing, Corporate Branding, Brand development through acquisitions, take over, mergers.

Brand Personality and Strategy 12

Developing Brand Identity and Personality, Perceived Quality, Brand Associations, Physical and Psychological Dimensions, Cognitive and Emotional Benefits, Brand Benefits and Attributes, Branding strategies: to brand or not to brand, Brand Sponsorship, Brand Extension, Brand Line Extension, Multiple branding, Co-branding and its types, Ageing, Decline and revitalization of brands, Brand Positioning.

Suggested Readings:

1. Jethwani, Jaishree J.; *Corporate Communication*; Oxford University Press
2. Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; *Effective Public Relations*; Pearson Education
3. Wilcox, Dennis L.; *Study guide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
4. Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
5. Gregory, Anne; *Planning and Managing Public Relations Campaigns; A Strategic Approach (PR in Practice)*; Kogan Page
6. Keller L Kevin; *Strategic Brand Management*; Pearson Education
7. Majumdar, R.; *Product Management in India*; Pearson Education
8. Keller, K.L.; *Managing Brand Equity*; Pearson Education.
9. Kapferre, Jean-Noel; *The New Strategic Brand Management*; Kogan Page
10. Das, Naveen; *Brand Management Perspectives and Practices*; ICFAI University Press
11. Lehmann, D.R. and Winer, R.S.; *Product Management*; McGraw Hill

Course: FILM AND TELEVISION APPRECIATION			Semester: IV
Course Code: BJM 406	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn and understand different techniques and methodology of film and television appreciation.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the language of cinema and its uses in film making.
- CO2. Analyse a film on the basis of direction, story, screen play and cinematography.
- CO3. Familiar with the Historical development of Indian cinema.
- CO4. Appreciate cinema and television programmes and its impact on society.

SYLLABUS

Language of Cinema 14

Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage, Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Genre and the development of World Cinema.

Film appreciation 12

Analyzing the film from the point of view of story & Screen play, from the Direction point of view, from the cinematography point of view, from the Editing point of view, from the aesthetics point of view, from the acting point of view, literary analysis, dramatic structure, significance of title.

Hindi Cinema 10

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

Television Aesthetics 12

Perceptual factors, Visual perception principles, Auditory perception, Vision in motion, Cognitive factors, Compositional factors.

Movies Screening 8

World classic movies, Hindi classic movies, Regional classic movies.

Suggested Readings:

1. Phillips, William H.; Film – An Introduction; St. Martins Publications
2. Dudrah, Kumar Rajinder; Bollywood – Sociology Goes to the Movies; Sage Publications
3. Robinson, Andrew; Satyajit Ray: The Inner Eye; Oxford University Press
4. Nelmes, Jill; Introduction to Film Studies; Routledge
5. Pramaggiore, Maria, Wallis Tom Allyn; Film – A Critical Introduction; Laurence King Publishing
6. Hayward, Susan; Key Concepts in Cinema Studies; Routledge
7. Vasudevan, S. Ravi; Making Meaning in Indian Cinema; Oxford University Press
8. Ascher, Steven; The Film Maker's Handbook: A Comprehensive Guide for a Digital Age; Penguin Group
9. Bamford, Nick; Directing Television: A Professional Survival Guide; Sage Publication

10. Adelman, Kim; Making It Big in Shorts: The Ultimate Filmmaker's Guide to Short Films; Michael Welsh Productions
11. Alexander, Victor; Film Making A to Z; Victor Alexander Publication
12. Metallions, Nikos; Television Aesthetics: Perceptual, Cognitive and Compositional Bases, Taylor & Francis

Suggested Screenings or clips:

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by Dziga Vertov
4. Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchali by Satyajit Ray
7. The hour of the Furnaces by Fernando Solanas
8. Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
9. Pyaasa by Guru Dutt

Course: FILM AND TELEVISION APPRECIATION (PRACTICAL)			Semester: IV
Course Code: BJM 406 P	L T P	0 0 2	Credits: 1

Course Objective: To enable the students to learn and understand different techniques and methodology of film and television appreciation.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Understand the language of cinema by watching the various films.
- CO2. Analyse a film on the basis of direction, story, screen play and cinematography.
- CO3. Demonstrate the film appreciation skills by writing critical film reviews.

SYLLABUS

Suggested Practicals:

Movies Screening

- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- Pather Panchaliby Satyajit Ray
- The hour of the Furnaces by Fernando Solanas
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- Pyaasa by Guru Dutt

Television programs Screening

Famous television programs and documentaries

Film Review writing

Suggested Readings:

1. Phillips, William H.; *Film – An Introduction*; St. Martins Publications
2. Dudrah, Kumar Rajinder; *Bollywood – Sociology Goes to the Movies*; Sage Publications
3. Robinson, Andrew; *Satyajit Ray: The Inner Eye*; Oxford University Press
4. Nelmes, Jill; *Introduction to Film Studies*; Routledge
5. Pramaggiore, Maria, Wallis Tom Allyn; *Film – A Critical Introduction*; Laurence King Publishing
6. Hayward, Susan; *Key Concepts in Cinema Studies*; Routledge
7. Vasudevan, S. Ravi; *Making Meaning in Indian Cinema*; Oxford University Press
8. Ascher, Steven; *The Film Maker's Handbook: A Comprehensive Guide for a Digital Age*; Penguin Group
9. Bamford, Nick; *Directing Television: A Professional Survival Guide*; Sage Publication
10. Adelman, Kim; *Making It Big in Shorts: The Ultimate Filmmaker's Guide to Short Films*; Michael Welsh Productions
11. Alexander, Victor; *Film Making A to Z*; Victor Alexander Publication

Course: COMMUNICATION RESEARCH			Semester: V
Course Code: BJM 501	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn basic concepts of communication research methods, various kinds of research, objectives of doing research, research process, research designs, methods, sampling, report writing and relevant research skills.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain conceptual knowledge of research, elements of research and different types of research with their importance.
- CO2. Clearly identify and formulate the research problems and research objectives.
- CO3. Understand and apply different research designs and methods to a specific research problem.
- CO4. Demonstrate the report writing structure and prepare a good research report.

SYLLABUS

Introduction to Communication Research **14**

Definition, Importance and need of communication research, Elements of research, Types of research: basic and applied, Selection and formulation of research problems, Hypothesis.

Research Methodology **14**

Introduction of research designs, Survey Method: concept, utility, planning, organizing and conducting surveys, Public opinion surveys, Readership and audience surveys, Content analysis, Sampling: meaning, types and importance.

Data Collection **10**

Data: definition, concept and meaning, Sources of Data: primary and secondary sources, Tools of data collection: questionnaire, schedule, interview.

Data Analysis **12**

Processing and analysis of data, Data analysis techniques, Coding and tabulation, Statistical and non-statistical methods.

Report Writing **6**

Report writing: elements and importance.

Suggested Readings

1. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
2. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage Publications
3. Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
4. Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
5. Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publications
6. Cooper, Donald R.; Schindler, Pamela S.; *Business Research Methods*; McGraw Hill
7. Kothari, C.R.; *Research Methodology; Methods and Techniques*; New Age International
8. Zikmund, William G.; *Business Research Methods*; CENGAGE Publishers Learning.

Course: COMMUNICATION RESEARCH (PRACTICAL)			Semester: V
Course Code: BJM 501P	L T P	0 0 4	Credits: 2

Course Objective: To enable the students to learn the practical aspects of communication research methods, various kinds of research, objectives of doing research, research process, research designs, methods, sampling, report writing and relevant research skills.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain in-depth knowledge of research in area of communication.
- CO2. Clearly identify and formulate the research problems and research objectives.
- CO3. Understand and apply different research designs and methods to a specific research problem.
- CO4. Demonstrate the report writing structure and prepare a good research report.

SYLLABUS

Suggested Practicals:

Introduction to Media Research

Types of research: basic and applied, Selection and formulation of research problems, Hypothesis.

Research Methodology

Research designs, Survey method, Conducting surveys, Public opinion surveys, Readership and audience surveys, Content Analysis, Random Sampling, Monitoring, Feedback.

Data Collection

Data: definition, concept and meaning, Sources of Data: primary and secondary sourced, Tools of data collection: questionnaire, schedule, interview.

Data Analysis

Processing and analysis of data, Data analysis techniques, Coding and tabulation, Statistical and non-statistical methods.

Report Writing

Writing research report.

Suggested Readings

1. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
2. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage Publications
3. Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
4. Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
5. Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publications
6. Cooper, Donald R.; Schindler, Pamela S.; *Business Research Methods*; McGraw Hill
7. Kothari, C.R.; *Research Methodology; Methods and Techniques*; New Age International
8. Zikmund, William G.; *Business Research Methods*; CENGAGE Publishers Learning.

Course: MEDIA LAWS AND ETHICS			Semester: V
Course Code: BJM 502	L T P	4 0 0	Credits: 4

Course Objective: The objective of this course is to enable students to understand the basic principles of the Indian Constitution, to help them analyze the laws that limit or regulate flow of information in Indian society, to create an understanding of specific policies and regulations related to broadcast, print and new media and to develop in students a sound understanding of media ethics.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Exhibit a sound understanding of basic principles of the Indian Constitution.
- CO2. Demonstrate an understanding of key media laws that govern the flow of information in India.
- CO3. Show a solid grounding in media freedom, lobbying, pressure groups and responsibilities.
- CO4. Apply the knowledge of laws and ethics while at work in the industry.

SYLLABUS

Indian Constitution and Freedom of Press 10

Constitution of India: fundamental rights, freedom of speech and expression and reasonable restrictions, Provisions of declaring emergency and its effect on media, Fair comment, Defamation, Parliamentary privileges and media.

History of Press Laws in India 10

Brief history of Press Laws in India, Relevant provisions of Indian Penal Code with reference to sedition, Confidentiality of sources of information.

Media Laws 12

Press and Registration of Books Act 1867, Official Secrets Act 1923, Contempt of Court Act 1971, Obscenity, Copyright Act 1957, Prasar Bharati Act 1990, Right to Information Act 2005, Cyber law and Media.

Media Freedom and Economics 12

Media ownership: Media freedom and economics, Advertisers and pressure groups, Lobbying, Political parties, Media and Social Responsibility.

Media Ethics 12

Media's ethical problems, Right to Privacy, right to reply, communal writing, sensational and yellow journalism, Data leaks, Freebies, Paid news, Page-3 culture, Plagiarism, Revealing confidential sources, Sting operations and morality, Reporting on Sex Related Offences; Juvenile Crimes; Reporting on the Web, Press Council of India and its broad guidelines for the press, Potential for misuse of social media and the law of abetment.

Suggested Readings

1. Thakurta, Paranjy Guha; *Media Ethics*; Oxford University Press
2. Rayudu, C.S.; Rao, S.B. Nageshwar; *Mass Media Laws and Regulations*; Himalayan Publishing House

3. Crook, Tim; *Comparative Media Law and Ethics*; Routledge
4. Neelamalar, M.; *Media Law and Ethics*; Pearson Education
5. Basu, Durga Das; *Constitutional Law of India*; LexisNexis
6. *The Right to Information Act, 2005* (Bare Act); Universal Publication
7. Pathak, J.P ;*Introduction to Media Laws and Ethics* ; Shipra Publications (2014)
8. Myneni, S.R. ;*Media Law* ; Asia Law House
9. Laxmikanth, M.; *Indian Polity ; Mc Graw Hill Education*; Fifth Edition (2016)

Course: EVENT MANAGEMENT			Semester: V
Course Code: BJM 503	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Learn about the concept, purpose, objective and theme of event management.
- CO2. Understand the process of organizing an event and also client relationship.
- CO3. Recognize the importance of marketing and sponsorship for any event.
- CO4. Successfully organize and manage an event, including the functioning of various departments that are associated with it.

SYLLABUS

Introduction to Event Management 14

Event Management: concept, purpose, objective and theme, Types of events, Creative visualization, Planning, Design of events.

Event Concept and Feasibility 14

Event feasibility and client approval process, Project planning for an event, Document design and planning, Event organizational charts.

Event Marketing and Support Functions 14

Meaning, Process and concept, Identifying sponsors, Media retail partners, Post-event sponsorship maintenance, Core marketing, Societal marketing, Event promotion, Elements in promotion: image, advertising, publicity, public relations and role of media in event promotion.

Conduct of an Event 14

Staging and execution of events, Monitoring control and evaluation, Safety and security in events, legal and risk management, Staff pattern, Recruitment and training, Ethics of event management and role of ISES (International Special Event Society).

Suggested Readings:

1. Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publications
2. Kirk, R. Land; Catherwood, D. W.; *The Complete Guide to Special Event Management*; John Wiley and Sons
3. Singh, G.S.; Devesh, Kishor; *Event Management*; Haranand Publications
4. Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Event Management*; Taylor & Francis

Course: DATA JOURNALISM			Semester: V
Course Code: BJM 504	L T P	4 0 0	Credits: 4

Course Objective: To enable the students to learn basic knowledge of the emerging concepts of Data Journalism, working with spreadsheet, basic knowledge about the data driven stories.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Explain the basic concept of data journalism.
- CO2. Search the data for stories from different data sources.
- CO3. Find the story ideas hidden in the complex statistics.
- CO4. Create the stories with data visualization with the use of spreadsheets and Google data studio.

SYLLABUS

Data Journalism 10

Data Journalism: Definition & Concepts, Uses of data in Journalism, importance of data, some examples, Data Journalism in Different perspectives, Data journalism in the newsroom & Data team, the business case for data journalism, Data laws.

Data for Stories 11

Finding data to support stories & data sources, Turn numbers into stories: Examples, Setting up 'data newswire's, Strategic searching - tips and tricks, Google power searching, Newsroom math and statistics.

Finding story ideas with data analysis on MS Excel 11

Introduction to scraping on MS Excel, Sorting and filtering data in Excel, Making new variables with functions, Summarizing data with pivot tables, Correct bad formatting, Misspellings, Invalid values and duplicates, Advanced cleaning techniques.

Telling stories with visualization & Spreadsheets 14

Principles of data visualization, Choosing the best graphic forms, The art of insight, Introduction to spreadsheet, Basics: inputting numbers and text, simple calculations, simple formulae, ordering and filtering, simple graphics, Advanced pivot tables, Working with spreadsheets, Working with Google Data Studio, Creation of Data Stories.

Suggested Readings:

1. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information*; W. W. Norton & Company.
2. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*; Shroff/O'Reilly.
3. Rogers, Simon, *Facts are Sacred*; Faber
4. Feigenbaum, Anna & Alamalhodaie, Aria, *The Data Storytelling Workbook*; Routledge
5. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data*, No Starch Press
6. Nguyen, An, *News, Numbers and Public Opinion in a Data-Driven World*, Bloomsbury Academic

Course: DATA JOURNALISM (PRACTICAL)			Semester: V
Course Code: BJM 504P	L T P	0 0 4	Credits: 2

Course Objective: To enable the students to learn basic knowledge of the emerging concepts of Data Journalism, working with spreadsheet, basic knowledge about the data driven stories.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Search the data for stories from different data sources
- CO2. Scrap the data in Ms Excel and Spreadsheet.
- CO3. Practically find the story ideas hidden in the complex statistics.
- CO4. Create the stories with data visualization with the use of spreadsheets and Google data studio.

SYLLABUS

Suggested Practicals:

Finding the data source and searching of data

Finding data to support stories & data sources, Examples, Setting up ‘data newswire’s, Strategic searching - tips and tricks, Google power searching.

Newsroom math and statistics & Ms Excel for data Journalism

Newsroom math and statistics, Introduction to scraping on MS Excel, Sorting and filtering data in Excel, Making new variables with functions, Summarizing data with pivot tables, Correct bad formatting, Misspellings, Invalid values and duplicates, Advanced cleaning techniques.

Working with spreadsheet and Google Data Studio

Working with spreadsheets & Working with Google Data Studio for Creation of Data Stories.

Suggested Readings:

1. Cairo, Alberto; *How Charts Lie: Getting Smarter about Visual Information*; W. W. Norton & Company.
2. Gray, Jonathan, et al; *The Data Journalism Handbook: How Journalists Can Use Data to Improve the News*; Shroff/O'Reilly.
3. Rogers, Simon, *Facts are Sacred*; Faber
4. Feigenbaum, Anna & Alamalhodaiei, Aria, *The Data Storytelling Workbook*; Routledge
5. Vo, Lam Thuy, *Mining Social Media: Finding Stories in Internet Data*, No Starch Press
6. Nguyen, An, *News, Numbers and Public Opinion in a Data-Driven World*, Bloomsbury Academic

Course: CONTENT WRITING			Semester: V
Course Code: BJM 505S-E1	LTP	2 0 2	Credits: 3

Course Objective: This course seeks to hone the writing acumen of students, especially in the realm of advanced content writing and editing with a view to enable students to understand and implement various writing techniques used in the media industry.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

CO1. Develop and enhance their writing and editing skills on various types of content.

CO2. Write for different digital platforms using content marketing techniques.

CO3. Demonstrate the usage of different content writing tools for improving the writing for digital media platforms.

SYLLABUS

Content Marketing **10**

Writing blogs, social media posts for a brand's target audience, content writing for various social media and digital platforms, Resume Writing, Technical Writing.

SEO Writing **10**

Writing keyword-based articles for search engine optimization; learning how to use Google Analytics, Alexa to track website traffic/blog rankings; identifying SEO keywords for your client.

Content Writing Tools **8**

Learning how to use various tools popularly associated with content writing such as Grammarly, Small SEO tool, Plagiarism Detector, Google Docs, Microsoft Online. Text-to-Speech (TTS) etc.

Suggested Readings:

1. Bly, Robert; *The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells*; Holt Paperbacks
2. Halvorson, kristina; *Content Strategy for the Web*; New Riders
3. Knight, M. Robert; *The Craft of Clarity– A Journalistic Approach to Good Writing*; Iowa State Press
4. Ann Handley; *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*; Wiley

Course: NEWS ANALYSIS			Semester: V
Course Code: BJM 505S-E2	L T P	2 0 2	Credits: 3

Course Objective: To enable the students to learn basic concepts of news and current affairs analysis published in print media, broadcasted on Radio, Television news channels and published on prominent new media sites.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Gain conceptual knowledge of news and current affairs and analyze the published in newspapers, magazines, broadcasted on Radio, Television news channels and published on prominent new media sites.
- CO2. Understand the critical analysis of the news and issues related to current affairs published in newspapers, magazines, broadcasted on Radio, Television news channels and published on prominent new media platforms.
- CO3. Demonstrate the above skills by writing good review articles for print and new media and also produce good critical review programs television and radio.

SYLLABUS

Analysis of Newspaper and Magazines 10

Newspaper and Magazine Reading and Radio listening, Analysis of Daily news from different newspapers and AIR with the understanding of News Values, objectivity (bias) and subjectivity, News Sources, Credibility, Comparing News treatment in various newspapers.

Analysis of Current Affairs Published in Newspapers and Magazines 10

Daily national and international news (newspapers & radio), Background of important news, Thumbnail sketches of chief personalities figuring in current news reports, Relevance of these reports to India and the world community or why they are considered to be important, critical review writing based on News analysis.

Analysis of Television News Channels and Prominent New media sites 11

Watching of Television news and reading online news, Analysis of Daily news from different Television Channels and online news websites with basic understanding of News Values, objectivity (bias) and subjectivity, News Sources, Credibility, importance, Comparing News treatment in various news channels and websites.

Analysis of Current Affairs on Television, Radio and New Media 11

Daily national and international news (Television and Web Media), Background of important news, current news reports, Relevance of these reports to India and the world community or why they are considered to be important, production of television programs based on news analysis, writing of articles for new media based on news analysis.

Suggested Readings:

1. Prasad, Baba M. Reporting- Principles & Practice. Wordmakers
2. Stephens, Mitchell & Gerald Lanson, *Writing & Reporting the News*, Harcourt Bruce Jovanovich College Publications
3. Mencher, Melvin. *News Reporting & Writing*. Wm.C.Brown Co.
4. Parthasarthy, Rangaswami, *Here is the News! Reporting for the Media*, Sterling Publishing
5. White, Tedel et al, *Broadcast News, writing, reporting and production*. Macmillan
6. Holt, Mitchell Stephen, *Broadcast News, Radio Journalism and an Introduction to Television*, Rinehart & Winston
7. Stephens, Mitchell & Gerald Lanson, *Writing & Reporting the News*, Harcourt Bruce Jovanovich College Publications
8. Mencher, Melvin. *News Reporting & Writing*. Wm. C.Brown Co.
9. Parthasarthy, Rangaswami, *Here is the News! Reporting for the Media*, Sterling Publishing
10. White, Tedel et al, *Broadcast News, writing, reporting and production*. Macmillan
11. Holt, Mitchell Stephen, *Broadcast News, Radio Journalism and an Introduction to Television*, Rinehart & Winsto
12. Hellard Robert, *Writing for television and Radio*, Words worth Publishing
13. Herbert, John, *Journalism in the Digital Age*, Focal Press
14. Ahuja, BN, *Audiovisual Journalism*, Surjeet
15. Thornburg, Ryan.M.; *Producing Online News*; Sage Publications

Course: MEDIA AND CONTEMPORARY ISSUES			Semester: VI
Course Code: BJM 506	L T P	2 0 0	Credits: 2

Course Objective: To enable the students to learn the issues, ideas and challenges of the 21st century thereby broadening their world view as future media professionals. The students will be engaged in discussions on the latest happenings in the country and around the world.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Identify the various UN programs related to media.
- CO2. Understand the concept of globalization and its impact on the world.
- CO3. Learn about India's relation with its neighboring countries.
- CO4. Stay updated on current affairs and contemporary issues around the world.

SYLLABUS

United Nations and Media 8
 Role of United Nations, UNESCO mass media declaration, Communication policies, Imbalances in information flow, McBride Commission, NWICO, NANAP.

Globalization and Media 6
 Globalization: concept and impact, Media organizations: International Press Institute, International Telecommunication Union, BBC and International news agencies.

India and International Relations 8
 Indo-US Relations, Sino-Indian Relations, Indo-Pak Relations, Regional Groupings: ASEAN, SAARC, G8 & BRICS.

Current Affairs 6
 Current national and international issues and media.

Suggested Readings:

1. Bandyopadhyay, J.; *The Making of India's Foreign Policy*; Allied Publications
2. Frankell, Joseph; *International Relations*; Oxford University Press
3. Melkote, Srinivas R; Leslie, Steeves H; *Communication for Development in the Third World*; Sage Publications
4. Basu, Durga Das; *Introduction to the Constitution of India*; Jain Book Depot Publications
5. Maheswari, S.; *Indian Administration*; Oxford University Press
6. Stephen, Philip Cohen; *India: Emerging Power*; Oxford University Press
7. Kamath, P. M; Mathur, D Krishna; *Conduct of India's Foreign Policy*; Longfellow Publications
8. Federick, Howard H.; *Global Communication and International Relations*; Wadsworth Publications
9. Many Voices, One World; Report of the McBride Commission
10. Tharoor, S.; *An Era of Darkness: The British Empire in India*; Aleph Book Company
11. Nehru, J.; *The Discovery of India* ; Penguin India.

Course: SOCIAL RESPONSIBILITY PROJECT			Semester: V
Course Code: BJM 507S	L T P	0 0 0	Credits: 3

Course Objective: To enable the students to learn and understand the independent thinking, critical analysis and reasoned inquiry when assessing personal, professional and wider aspects of societal issues. They will also learn how to serve the society.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

1. Understand the practical dimensions of social responsibility.
2. Demonstrate the ability to make personal and professional decisions by applying knowledge and skills obtained from the study of social responsibility.
3. Articulate how their understanding of social responsibility shapes their actions.
4. Work as a socially responsible media professional/scholar.

SYLLABUS

To prepare socially responsible media professionals, scholars and academicians, the students will be exposed to the social responsibility activities of 4-6 weeks after just completion of Semester IV. The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. On completion of the social responsibility activities, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester V as Course No. BJM507S.

The Project will be given to the media students on various topics as follows:

- Media Literacy Drive in surrounding rural areas
- How to become a citizen Journalist?
- Mobile Journalism
- Digital Media/ New Media awareness program
- Photography Training
- Letter to editor writing
- Educate on social and local issues
- Happiness drives in old age homes
- Life skills program- Thinking skills, Social skills and Emotional skills
- Health Management through Yoga
- Environmental conservation
- Plantation
- Swachhta Abhiyaan
- Any other relevant topics/areas of social activities.

Course : ELECTIVE PROJECT WORK- SPECIALIZATION			Semester: VI
Course Code: BJM 601S	L T P	0 0 0	Credits: 8

Course Objective: To enable the students to specialize in one of the fields as Print, Radio, Television, Film, Web Journalism, Photography, Advertising and Public Relations.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Perform the all the basic and advance skills related to anyone filed from Print, Electronic Media (Radio, Television, Film), New Media, Photography, Advertising and Public Relations and Event Management.
- CO2. Specialize in anyone field chosen by them.
- CO3. Demonstrate all the requirements of the selected field.

SYLLABUS

The student will choose specialization work in a particular area: Print, Radio, Television, Film, Web Journalism, Photography, Advertising and Public Relations

E1: ELECTIVE PROJECT WORK-SPECIALIZATION: PRINT

The students must create a Magazine or Newspaper with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

**E2: ELECTIVE PROJECT WORK-SPECIALIZATION: ELECTRONIC MEDIA
RADIO**

The students can do specialization in the different areas of Radio production or Various Formats, News, Talk shows, Spots and commentaries, Radio documentary, Radio features, countdown shows, They can also produce the Commercials & Jingles.

TELEVISION

The students can choose a specific area of Television production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing etc.

FILM

The students can choose a specific area of Film production in which they want to specialize, viz. Documentary Film making, Short Film, Ad Film making and Entertainment Based programs.

E3: ELECTIVE PROJECT WORK-SPECIALIZATION: NEW MEDIA

The students can choose a specific area of web journalism, social media, multimedia, mobile Journalism, data journalism in which they want to specialize, viz creation of news website, YouTube channel, e-newspaper, e-magazine, different platforms of social media and contents, mobile Journalism, etc.

E4: ELECTIVE PROJECT WORK-SPECIALIZATION: PHOTOGRAPHY

The Student can choose any one field of Photography for Specialization, Photojournalism, Travel Photography, Portrait Photography, Product & Table-top Photography, Glamour Photography or Wild life Photography etc.

E5: ELECTIVE PROJECT WORK-SPECIALIZATION: ADVERTISING AND PUBLIC RELATIONS

The students will use their understanding of all advertising and public relations concepts learnt in the previous semesters complete this project. Students will act as brand managers, Ad designers, public relation manager, and corporate communication officer of a new brand being launched. They will be required to study the following elements for the product category assigned to them:

- Market Research to determine the situation analysis.
- Segmenting the market and selecting a segment for their new brand & Identifying target audience.
- Positioning their brand. This will involve a detailed study of the positioning of the competitive brands.
- Developing the media strategy and creative strategy to follow a complete campaign creative presentation. This will include development of print, radio, TV and web advertising, press release writing etc.

E6: ELECTIVE PROJECT WORK-SPECIALIZATION: EVENT MANAGEMENT

The students can do specialization in the different areas like analyzing, planning, marketing, producing, evaluating, developing the media strategy and creative strategy to campaign and conduct an event successfully.

Course: PROFESSIONAL ELECTIVE (INTERNSHIP TRAINING)			Semester: VI
Course Code: BJM 602S	L T P	0 0 36	Credits: 18

Course Objective: To evaluate the performance of a student on his/her internship through a training report, presentation and viva-voce.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

- CO1. Develop insight into the working of the real media organization.
- CO2. Gain deeper understanding in specific functional area.
- CO3. Understand actual perspective about organizations in their totality.
- CO4. Explore career opportunities in their area of interest.

*** Professional Elective (Internship Training)
(Industry Exposure by Internship Training)**

The students will undergo an Elective Internship Training of 18 weeks in Semester VI. The elective internship will be based on the choice and interest areas of the students. The internship training must be practice-based in relevant areas as covered in the curriculum such as Print Media, Electronic Media: Radio/Television/Film, New Media, Photography, Design & Graphics, Advertising and Public Relations, Corporate Communication, Event Management, etc. On completion of the Internship Training, a report has to be submitted. Presentation and Viva-Voce will be conducted in Semester VI as Course No. BJM602S.