



Nurturing Knowledge. Empowering Minds.

School of Mass Communication

Bachelor of Journalism and Mass Communication (BJMC)

(Three-Year, Full Time Program)

- **Three Year (Semester Based) Bachelor Degree Programs**
(Examinations and Miscellaneous Provisions) Ordinances
[Effective from Academic Session 2014-15].
- **Program Curriculum**
- **Program Syllabi**

Recommended by the Academic Council in its first meeting held on 27th July, 2013 and the Board of Management in its first meeting held on 5th October, 2013 and adopted by the Board of Governors in its first meeting held on 8th October, 2013, and as amended by the Academic Council in its meeting held on 12th April, 2014. Further amendments recommended by the Faculty Council in its meeting held on 18th July, 2014 and approved by the Chairman Academic Council.



Nurturing Knowledge. Empowering Minds.

Three Year (Semester Based) Bachelor Degree Programs (Examination and Miscellaneous Provisions) Ordinances, 2013

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act and Statutes of the University, the Academic Council hereby makes the following Ordinances, namely;

PRELIMINARY

Short Title and Commencement

- (a) These Ordinances may be called **The Three Year (Semester Based) Bachelor Degree Programs (Examinations and Miscellaneous Provisions) Ordinances, 2013.**
- (b) They shall come into force from the Academic Session 2014 - 15.

Definitions

In these Ordinances, unless there is anything repugnant to the subject or context:

- a) *“Academic Cell” means the Academic Section of the University*
- b) *“Academic Council” means the Academic Council of the University*
- c) *“Academic Session” means the period of academic activities (normally July/August to June of the next year)*
- d) *“Board of Examinations” means the Board of Examinations of the University*
- e) *“Chairman” means the Chairman of the Board of Examinations and the Academic Council of the University*
- f) *“Class Representative” means a student representative of the students of concerned program.*
- g) *“COE” means the Controller of Examinations of the University*
- h) *“Dean Academics” means the Dean (Academics) of the University*
- i) *“Dean” means the Dean of Faculty/School concerned*
- j) *“DSW” means the Dean of Students’ Welfare of the University*
- k) *“Examination Cell” means the Examination Section of the University*
- l) *“HOD” means the Head of the concerned Department*
- m) *“Moderation Board” means the Moderation Board of the concerned program*
- n) *“MO” means the authorized Medical Officer of the University*
- o) *“Pro V C” means the Pro Vice Chancellor of the University*
- p) *“Program Coordinator” means the Coordinator of specific program*
- q) *“Registrar” means the Registrar of the University.*
- r) *“Statutes” means the Statutes of the IMS Unison University, Dehradun*
- s) *“Student” means a student of concerned program.*
- t) *“University” means IMS Unison University, Dehradun*
- u) *“V C” means the Vice Chancellor of the University*

1.0 GENERAL

- 1.1 These Ordinances may be called The **Three Year (Semester Based) Bachelor Degree Programs** (Examinations and Miscellaneous Provisions) Ordinances, 2013 and shall be applicable to all ongoing Three Years Bachelors Degree Programs namely LLB (Honours), B.Com (Honours), BBA, BCA and BJMC and to such other Programs that may be introduced in the University in future.
- 1.2 Each academic session shall be divided into Two Semesters, each of approximately 18-20 weeks duration. The Programs shall also include **Project Training (Internship)** under the supervision of teacher/faculty, if provided in curriculum of the relevant program. The academic activities for a session, as approved by the Academic Council, include dates of Commencement and End of Semesters, Mid Term Examinations, End Term (final) Examination, Special Examination (if any), Training Period, Term Paper submission, Comprehensive / Composite Viva-voce, last date for submission of marks, date of publication of results etc., as laid down in the **Academic Calendar** for the concerned session.
- 1.3 **End Term (final) Examination** is the final examination at the end of each Semester. Special examination, if any, is the supplementary examination of each Semester, i.e., a second chance available to students to appear at the End Term (final) Examination. The End Term (final) Examination shall have 50% weightage of the total marks of the subject (refer clause 1.7(a)).
- 1.4 **Mid Term Examinations:** There shall be **two** Mid Term Examinations each of **10** marks for all theory papers, which have component of End Term (final) Examination. There will be no Mid Term Examination for purely Sessional (Continuous Evaluation) or Practical subjects. Following shall be the allocation of marks for various components of continuous evaluation:
- (a) Two Mid-Term Examinations shall carry **20 marks**.
 - (b) Activities like Quizzes, Home Assignments, Seminars, Case Discussions, Attendance, etc shall carry **30** marks, which will be assessed round the semester and shall be awarded by the teacher / faculty concerned in the end of the each semester.

Weightage and criteria for assessment shall normally be:

- (i) Quiz Tests : **15 marks**. There shall normally be 3 surprised quiz tests during the semester which will be fairly distributed.
- (ii) Home Assignments/Case Study/Presentation etc : **10 marks**, and
- (iii) Attendance and Participation : **5 marks**.

The aggregate of these two i.e. (1.4(a) and 1.4(b)) will constitute the Sessional (Continuous Evaluation) of **50 marks** for subject having End Term (final) Examination component.

To pass in Sessional (Continuous Evaluation), a student must score at least **20 marks** out of **50 marks**.

Mid Term Examination will be of **1.30 hours** duration and the End Term (final) Examination shall be of **3.00 hours** duration. Mid Term Examinations and End Term (final) Examinations will be conducted as per the Academic Calendar of the University.

Provided that "if a student fails to appear in the all Mid Term Examinations of a Semester due to hospitalization and the said student informs the concerned HOD timely with request to grant

him/her a chance for a make-up test, the HOD shall make a specific report to the Chairman, Board of Examinations of the University in this regard. The Chairman shall place the matter before the Board of Examinations for consideration. While considering the matter, the authorized / resident Medical Officer of the University shall be co-opted as member of the Board of Examinations. The Board of Examinations may grant permission on the merit of individual cases, one and only one chance to appear in a make-up test in lieu of absence in all Mid Term Examinations. This make-up test shall be conducted just before the commencement End Term Examinations of the concerned Trimester. No make-up test shall be permissible to any of the students on any other ground.”

The subject teacher/Coordinator concerned shall prepare a list of **failed students** (i.e. students who have secured **less than 20 marks out of 50** marks) in Sessional (Continuous Evaluation) of the subject concerned and notify the same to students and also forward the same to the examination section before the commencement of the preparation week, if any, for the semester. Such students will be **debarred from appearing at the End Term (final) Examination** in the concerned subject.

- 1.5 Practical subject will include Practical Class Work, Practical Report Writing, Practical Lab Examination, Viva-voce etc. The performance of a student in a Practical subject will be evaluated by assigning **60%** weightage to regular laboratory work and **40%** weightage to End Term Practical Examination and viva-voce. For this purpose, **a committee of two or three examiners including one External Examiner**, if it is felt necessary by the Head of the concerned Department and approved by the Vice Chancellor, will conduct practical examination and hold Viva-voce.
- 1.6 For a purely Sessional subject, the assessment will be made on the basis of continuous evaluation throughout the semester, which may include regular course work, practice work, home assignments, quizzes, excursions, presentations etc.
- 1.7 Students’ performance in subjects offered in each semester will be evaluated as under:
 - a) End Term (final) Examination and Sessional work with **50:50** weightage respectively out of total **100** marks;
 - b) Purely Sessional subject with full weightage of **100**;
 - c) Purely Practical subject with full weightage of **100**.

REMARKS: A student should score at least **15 out of 50 in the End Term (final) Examination** and **20 out of 50 in the Sessional (Continuous Assessment)** to pass a subject.

1.8 Submission of Term Paper / Dissertation / Research work

- a) The Term Paper / Dissertation / Research work will normally be of 50 to 100 pages.
Students are required to submit Term Paper/ Dissertation/ Research work within the date mentioned in the Academic Calendar of each Academic Session.
The Term Paper/ Dissertation/ Research work will not be accepted after expiry of last date as stipulated. If a student fails to submit the same by the stipulated date, he/she will be declared failed and will be required to repeat the same in the appropriate semester of the next academic session provided other provisions of the Ordinances permit continuance of studies in the University.

- b) The student shall submit to **Program Coordinator** three typed (or printed) bound copies of his/her Term Paper/ Dissertation/ Research work.
- c) An Assessment Committee comprising the concerned HOD **or** a senior member of the faculty as Chairman and at least two/ three faculty members of the department shall conduct the seminar on Term Paper/ Dissertation/ Research work and hold Viva-voce thereon, if required.
- d) The Assessment Committee shall meet on a prefixed date, notified well in advance by the concerned HOD / Program Coordinator for conducting seminar and/or Viva-voce of all students.
- e) The final grade on Term Paper/ Dissertation/ Research work shall be computed by the Assessment Committee and shall be forwarded to the Examination Section of the University.

2.0 REGISTRATION

- 2.1 Each student shall be required to get himself/herself registered on the scheduled date of registration in each semester. Registration thereafter may be done **with a late fee** as decided/notified from time to time.

Provided that no student shall be eligible for registration in the next Semester, if he/she has been debarred from appearing in the End Term (final) Examination of the previous Semester on Disciplinary grounds.

In such case, student concerned shall be required to re-register in previous Semester(s) first (as and when available) subject to fulfillment of other conditions of the Ordinances.

Provided further that no student will move to III Year of Study without clearing all subjects of I Year.

Further, no relaxation will be given on attendance requirement for late registration on any account.

2.2 Registration in Failed /Deficient Subjects

- (a) Registration will be permitted in maximum two failed courses / subjects and/or lower graded courses/subjects to meet the **CGPA** requirement.
 - (b) For registration in II Semester onwards, a student has to take all courses/subjects of the current Semester plus maximum of two courses/ subjects **as additional courses/subjects of previous Semester in which the student has failed, on payment of prescribed fee for each subject for which separate classes shall be organized in the afternoon session.**
 - (c) Above provision (2.2(a) and (b)) may also be extended to such students who were not allowed to take End Term (final) Exam due to shortage of attendance.
- 2.3 A student, who has absented himself / herself in the End Term (final) Examination but has fulfilled the attendance requirement, may also be allowed to register under provisions 2.2(a) and 2.2(b) subject to **limit of two courses/subjects.**
- 2.4 The students, who are registering under clause 2.2(a), 2.2 (b) and / or 2.2 (c) along with subjects

of current Semester, have to submit during registration, a completed registration card checked and verified by the office of **COE** and **Program Coordinator/HOD concerned** to the academic/admission cell. The registration card will contain the list of failed and/or lower graded subjects of previous Semester for which the student is **registering as additional subjects on payment of prescribed fee as per clause 2.2(b) along with current Semester subjects**, as the case may be.

- 2.5 Only those students will be permitted to get registered who have :
- a) paid all required tuition fees and other charges including hostel charges for the current Semester,
 - b) cleared all University and Hostel dues of previous Semester(s) / year(s), and
 - c) have not been debarred from getting registered for a specified period on disciplinary and other ground.
- 2.6 Examination fee (non-refundable) for End Term (final) Examination will be collected at the time of payment of fee.
- 2.7 **Summer Term:** Students, who have failed in Previous Semester(s) Examinations, may be allowed to carry subjects as regular students during **Summer Term** specially organized for students during summer. Students have to register for the failed subjects, subject to conditions mentioned in following clauses, on payment of prescribed fee per subject:
- (a) Carryover will be permitted up to **maximum of three courses/subjects**.
 - (b) Subjects with less than required attendance due to which the student was not allowed to appear in the End Term (final) Examination, may also be allowed to take benefit of clause 2.7 (a) to clear backlog.
- 2.8 A student, who has absented himself / herself in the End Term (final) Examination or who has been debarred from appearing in an End Term (final) Examination but has fulfilled the attendance requirement, may also be allowed to register under clause **2.7** subject to **limit of three courses/subjects** to clear backlog provided further that, in case of debarred student, competent authority has condoned the same.
- 2.9 The students, who are registering in Summer Term for carryover subject(s), have to submit during registration, a completed registration card checked and verified by the office of **COE** and **Program Coordinator/HOD concerned**, to the academic/admission cell. The registration card will contain the list of failed and/or lower graded subjects for which the student is registering.
- 2.10 Only those students will be permitted to get registered who have :-
- a) paid all required tuition fees and other charges including hostel charges for the current semester,
 - b) cleared all University and Hostel dues of previous semester(s) /year(s), and
 - c) have not been debarred from getting registered for a specified period on disciplinary or other grounds.
- 2.11 Examination fee (non-refundable) for End Term (final) Examination will be collected at the time of payment of fee.

3.0 END SEMESTER (FINAL) EXAMINATION AND PROMOTION

3.1 Attendance

In order to maintain high standards and academic excellence, all students must attend every lecture, tutorial and practical classes. However, to account for late registration, self sickness, family calamity or other contingencies, the attendance requirement will be a minimum of **75%** of the classes actually held in **each subject**.

Provided further that if a student has been officially deputed to participate / represent University outside, he/she may be given relaxation in attendance requirement subject to a maximum of 10% by the Vice Chancellor on all account including medical exigencies on the recommendations of the Program Coordinator / Head of the Department and Dean of the Faculty / School concerned.

A student with attendance less than required (i.e. **75%** in normal cases and **65%** with permission of the Vice Chancellor) in a subject during the semester will be awarded **“F”** grade in that subject irrespective of his/her performance in the **Sessional (Continuous Evaluation) including Mid Term Examination**.

Provided further that no student of Bachelor of Law (LLB) degree program shall be allowed to take end term examination in a subject if the student concerned has not attended minimum of 70% classes held in the subject concern as also the moot court room exercises, tutorials and practical training conducted in the subject taken together;

Provided further that if a student for any exceptional reasons fail to attend 70% of the classes held in any subject, the Vice Chancellor or his authorized representative may allow the student to take the End Term Examination if the student concerned attended at least 65% of the classes held in the subject concern and attended 70% of classes in all the subjects taken together.

Provided further that a list of such students allowed to take the test with reasons recorded be forwarded to the Bar Council of India.

3.2 The concerned subject teacher shall maintain the attendance record and shall forward **names of such students, whose attendance is less than required one** to the office of the Dean (Academics) / Dean of the Faculty / School concerned latest by the evening of the last class held in that semester. The Dean (Academics) / Dean of Faculty / School concerned will publish the defaulters list within three days from the day of last class of each semester. A student with less than required attendance in a subject during the semester will not be allowed to sit for the End Term (final) Examination as well as Special Examination, if any, of that subject and will be awarded **“F”** grade in the said subject irrespective of his/her performance in the Sessional (Continuous Evaluation) including Mid Term Examination. Rest of the registered candidates, whose names do not appear in the defaulters list, will be eligible for appearing in the End Term (final) Examination. **An ADMIT CARD will be issued for this purpose. However, identity card has to be carried positively in the examination hall as a proof of identity.**

3.3 Examination Schedule, as per dates indicated in the Academic Calendar, will be prepared by the Program Coordinator in consultation with HOD concerned and submitted to Examination Section at least three weeks before the start of End Term (final) Examination. The Examination Section will notify the consolidated program for all the students one week before the commencement of Examination.

3.4 In order to clear a year and promotion to next year of the program, a student must obtain:

At least pass marks, each in the End Term (final) Examination & its Sessional (Continuous Evaluation) and also a combined “D” grade in the course/subject, “D” grades in purely Sessional and Practical courses/ subjects, and **CGPA** of at least **4.50**, provided further that a student shall not have backlog of more than **FOUR** courses/ subjects of previous year(s) to qualify for promotion to next year subject to meeting the **CGPA** requirement.

Provided further that, if a student is not eligible for promotion to the next year of the program due to not fulfilling of above conditions, he/she shall be required to Repeat the previous Semester first (as and when available). In case, no such Semester is available to repeat, the Semester concerned shall be treated as “Idle” and shall not be counted for the purpose of prescribed duration for completion of the Program.

However, a student may not repeat the Semester, which he/she has already passed. Provided further that, if such a student desires to re study the semester already passed, his/her previous performances in all courses/subject including continuous assessment shall be treated as cancelled and in no case shall be taken into account for the purpose of examination results of re-registered Semester.

3.5 A student, who absents himself/herself in the End Term (final) Examination of a subject, will be declared fail in the said subject. In all such cases, a chance available but not utilized will be treated as a chance utilized.

3.6 Students abstaining from the End Term (final) Examination without prior written permission (as per **Clause 4.2 below**) of the Vice Chancellor will not **be allowed to appear in Special Examination.**

4.0 SPECIAL EXAMINATION

4.1 Facility of special examinations shall be available to such students only, who fall under clause 4.2 below. In no other circumstances, special examination shall be available to students.

4.2 A student, who fails to appear in some or all subjects of the Semester at the End Term (final) Examination due to hospitalization and the said student informs the HOD concerned timely (i.e. before the last date of the said End Term Examination) with a request to grant him/her a chance to appear in a Special Examination, the HOD concerned shall make a specific report to the Chairman, Board of Examinations of the University in this regard. The Chairman shall place the matter before the Board of Examinations for consideration. While considering the matter, the authorized / resident Medical Officer of the University shall be co-opted as member of the Board of Examinations. The Board of Examinations may grant permission on the merit of individual cases, one and only one chance to appear in the End Term (final) Examination, in the absent subject(s), of the concerned Semester.

4.3 No special examination will be available for Practical and Sessional subjects. This can only be cleared either by repeating the semester or taking carryover facility in the next academic session, as the case may be.

4.4 An application in a prescribed format is required to be submitted to Examination Section through Program Coordinator/HOD concerned, who will ensure eligibility as per clause 4.2 above along

with prescribed examination fees as decided from time to time for appearing at the Special Examination. All the documents are to be submitted at least two weeks before the start of Special Examination for which separate schedule of examination will be notified after declaration of result of the concerned semester examination. A separate ADMIT CARD will be issued for appearing in the Special Examination indicating names of subjects in which student will be appearing.

Further, along with admit card student must carry identity card in the examination hall as a proof of identity.

5.0 RE-REGISTRATION (for Repeaters/Deficient students only)

- 5.1 A student, who after availing End Term (final) Examination as well as Special Examination, if any, fails in course(s)/subject(s), may carry the failed course(s)/subject(s) as backlog course(s)/subject(s), subject to restrictions of maximum FOUR course(s)/subjects (as per clause 3.4 above) so long the student is able to maintain a **CGPA of 4.50** up to the end of **II and IV semesters** of the relevant programs, as may be applicable.
- 5.2 If a student, after availing End Term (final) Examination as well as Special Examination, if any, passes in all course(s)/ subjects individually but fails in aggregate i.e. scores less than the required **CGPA** of 4.50, the student may repeat / carry lower graded courses / subjects up to two courses / subjects under clause 2.2 and up to maximum **3 courses / subjects** in the Summer Term by getting re-registered as per clause 2.2 above on payment of prescribed fee.
- 5.3 The repeater students (i.e. deficient students) registered in the Summer Term, subject to **limitation of not more than three courses / subjects**, shall be required to attend regular classes arranged and fulfill attendance requirements, pass the Sessional (Continuous Evaluation), Practical and End Term (final) Examination like regular students.
- 5.4 Special Examination facilities shall be available to such students only, who fall under clause 4.2 for the re-registered subjects during Summer Term.
- 5.5 **Attendance clause 3.1 will be strictly followed for re-registered subject(s) under clauses 2.2 and/or 2.7 above.**

6.0 NOT FIT FOR THE PROGRAM (NFP) / DELETION FROM UNIVERSITY ROLLS

- 6.1 The name of a student will be struck off from University Roll if he/she cannot complete **First Year** (both I & II semesters) in all respect within first **Two Academic Years** time of the concerned program.
- Provided further that “if a student secures a CGPA of 3.0 or lower, then he/she shall be declared “NFP”. This will apply after the student has been provided with at least one opportunity to appear in the back-log subject(s) to clear them. At the end of first year, the student obtaining a CGPA of 3.0 or lower will become ineligible to continue in the Program (NFP) and his/her name will be struck off from the University rolls”.
- 6.2 The name of the **New Entrant** (student taking admission in first semester) will be struck off, if he/she :
- a. is unauthorizedly absent continuously for four academic weeks in first or second semester.

- b. falls short of required attendance in more than **4 (Four)** courses / subjects of either first or second semester or both except on medical ground due to hospitalization subject to limit specified in clause 3.1.

6.3 Normally, a student should complete all the requirements of a ThreeYear degree program in **Six Semesters**.

However, students who do not qualify for some of the requirements in their first attempt and have to repeat in subsequent semesters as per clauses 5.1 to 5.5, may be permitted up to a maximum of **Ten Semesters** (Five Years) to fulfill all the requirements of a degree of 3-Year duration program beyond which, the names of the students will be struck off from the University Rolls.

- 6.4 Name of the students, whose academic record at the end of any semester clearly indicate that they will not be able to fulfill all the requirements and conditions for the award of 3-Year duration degrees within the stipulated time, as mentioned under different clauses above, will be struck off from the University Rolls.

7.0 BANNED ITEMS IN THE EXAMINATION HALLS

Cell Phones, i Pods, Pagers, any other Electronic gadgets not to be carried in the Examination Hall. Possession of any of the above gadgets by a student in the Examination Hall, will be considered as an act of Unfair Means and shall be dealt with by the Unfair Means Committee of the University. Besides, the gadget(s) found in his/her possession shall be confiscated.

8.0 APPOINTMENT OF PAPER SETTERS AND EXAMINERS & GUIDELINES TO PAPER SETTERS/EXAMINERS

- 8.1 Paper Setters/ Examiners shall be appointed by the Chairman, Board of Examinations / Academic Council upon the recommendations of HOD / Dean of Faculty/School concerned. Some of the papers of the semester may be set by External Paper Setters, if so decided by the Chairman, Board of Examinations /Academic Council.
- 8.2 The Paper Setter shall be guided by the scope of the subject as per the syllabus prescribed. The paper set should be such that a student, **fairly well prepared** on the subject can reasonably be expected to answer it within the time allotted. The questions in each subject shall be uniformly distributed over the syllabus.
- 8.3 The Paper Setter shall ensure that question paper of Special Examination is not easier than that of End Term (final) Examination and questions from previous examinations are not repeated.
- 8.4 Answer books shall normally be evaluated by Internal Faculty/Teachers appointed by the Chairman, Board of Examinations on the recommendation of HOD/Dean of Faculty/School concerned unless decided otherwise, by the Chairman, Board of Examinations.
- 8.5 There shall be centralized evaluation of answer books for which schedules shall be notified in each semester.
- 8.6 After totaling all the marks obtained by a student in a paper, the fraction of a mark, if any, shall be rounded off to the next higher integer figure.

- 8.7 In a Practical Examination, the laboratory notebook of the student shall also be assessed by the examiner(s), who shall consider this while evaluating the student’s performance in the Practical examination. A practical notebook, which has not been signed at frequent and regular intervals by the teacher under whom the student carried out practical work, shall not be accepted. Practical Examination shall be conducted by a committee/ group of faculty nominated by the HOD / Dean of Faculty / School concerned.
- 8.8 Paper Setters and Examiners shall keep the question papers and the evaluation report strictly confidential.
- 8.9 No person should accept the appointment as Paper Setter/Examiner, if his/her near relations are pursuing study in the University in the concerned semester of the program. Each paper setter / examiner will have to sign a declaration to this effect, in a prescribed format.

9.0 MODERATION OF QUESTION PAPER

- 9.1 The Chairman, Academic Council, shall appoint “Moderation Board” for the purpose of moderation of question papers of both Mid Term Examinations and End Term (final) Examinations and results of all concerned programs.
- 9.2 In case, the moderation is done in a question paper is more than 30% (not merely edited), the case shall be reported with full justification to the Chairman, Academic Council, who shall have the power to change the paper, if necessary.

10.0 RULES FOR AWARD OF GRADES

- 10.1 The following numerical equivalence shall be adopted for awarding grades and making qualitative assessment. If the strength of students in the program concerned is less than or equal to 60, then absolute grading shall be followed. For a student strength in a program more than 60, **relative grading** shall be followed:

(a) **Range of marks for Absolute Grading (for student strength ≤ 60):**

Grade	Range of Marks	Grade Point	Performance Level
A ⁺	91 - 100	10	Outstanding
A	81- 90	9	Excellent
B ⁺	71 - 80	8	Very Good
B	61 - 70	7	Good
C ⁺	51 - 60	6	Above Average
C	41 - 50	5	Average
D	35 - 40	4	Pass
F	Below 35	0	Fail

(b) **Range of Marks for Relative Grading (for student strength > 60):**

Lower Range of Marks	Grade	Grade Point	Upper Range of Marks
	A +	10	$> \bar{X} + 1.5\sigma$
$\bar{X} + 1.0\sigma <$	A	9	$\leq \bar{X} + 1.5\sigma$
$\bar{X} + 0.5\sigma <$	B+	8	$\leq \bar{X} + 1.0\sigma$
$\bar{X} <$	B	7	$\leq \bar{X} + 0.5\sigma$
$\bar{X} - 0.5\sigma <$	C+	6	$\leq \bar{X}$
$\bar{X} - 1.0\sigma <$	C	5	$\leq \bar{X} - 0.5\sigma$
$\bar{X} - 1.5\sigma <$	D	4	$\leq \bar{X} - 1.0\sigma$
	F*	0	$\leq \bar{X} - 1.5\sigma$

*“Subject to the fulfillment of general guidelines for the Award of Grades”

where:-

1. \bar{X} denotes the Mean of the marks obtained by all the students in the concerned subject,
 2. σ denotes standard deviation of marks obtained by all the students in the concerned subject.
 3. The Moderation Board will use its judgment in deciding the grade based on the table given above with marginal adjustment for natural cut-off
 4. A student securing 35% (thirty five percent) or more cannot be awarded a grade lower than “D”
 5. A student cannot be awarded “A+” grade, if he/she has secured less than 80% marks.
- 10.2 Besides the above grades, there will be other **non-numeric grades “T”, “NC”** etc. which will not be assigned any numerical value and shall not be taken into consideration for the purpose of calculation of **SGPA / CGPA** “T” grade specifies that subject(s) has not been completed in all respect and “NC” specifies that Semester has not been completed.
- 10.3 The following formula shall be used for calculating the **Semester Grade Point Average (SGPA)** of a semester:

$$\text{SGPA} = \frac{\text{TCP}}{\text{TC}} = \frac{\text{G1C1} + \text{G2C2} + \text{G3C3} + \dots}{\text{C1} + \text{C2} + \text{C3} + \dots}$$

Where G1, G2 etc. stand for the Grade Point obtained in specified courses and C1, C2 etc. stand for Credit allotted to the respective subjects in the concerned course structure.

TCP Stands for Total Credit Points obtained in the Semester

TC Stands for Total Credits allotted in the Semester

SGPA Stands for Semester Grade Point Average calculated up to 2nd place of decimal

- 10.4 The **CGPA (Cumulative Grade Point Average)** for the whole program shall be calculated on the basis of the Total Credits allotted to each semester as indicated below:

$$\text{CGPA} = \frac{\text{TCP1} + \text{TCP2} + \dots}{\text{TC1} + \text{TC2} + \dots}$$

Where, TCP1, TCP2 etc. stand for Total Credit Points for respective semesters and TC1, TC2 etc. stand for Total Credits allotted to those semesters.

Along with the SGPA, Cumulative Grade Point Average (CGPA) will also be shown in the Grade Card of each semester of the program.

11.0 TABULATION OF GRADES AND PREPARATION OF RESULT SHEET

- 11.1 The marks list in each subject shall be prepared in duplicate by the Examiner concerned and forwarded to COE in sealed confidential covers indicating on the TOP of the cover, the name of the subject, subject code, semester & program to which it relates to.
- 11.2 The tabulators, appointed by the competent authority, shall be provided with detailed instructions for computing the grades and Semester Grade Point Average.
- 11.3 Appropriate Grade Cards shall be prepared for communicating the results of the examination to the students. A photocopy of the Grade Card may also be sent to the parents/guardians, if University so decides.
- 11.4 Grade Card of students, who pass subjects & semester in Special Examinations, will have distinct indication of special examination. Further, such students shall not be eligible for any University award / rank / merit of the program.

12.0 AWARD OF CLASS

Under the Grading System, there is no equivalence of class/division to CGPA. Hence, no division shall be awarded to students on completion of the program.

However, on written request of the students, the University may issue equivalence of CGPA in terms of percentage of marks, as per norms in vogue from time to time.

13.0 DECLARATION AND RECTIFICATION OF RESULT

- 13.1 The grades obtained will be tabulated by the tabulators and moderated by Moderation Board as below:
 - (a) A student, who fails in End Term (final) Examination/Special Examination, if any, (Theory component only) of one subject in any Semester, by not more than 3 (three) marks in Theory (End Term (final) Examination), will be awarded the requisite marks to enable him/her to pass the subject. Thus, the student has to secure at least 12 marks out of 50 for getting the benefit of moderation under this clause.
 - (b) A student, who passes in all subjects independently but fails to secure the required **CGPA of 4.50** by virtue of having obtained one grade lower in any one subject by not more than 3 (three) marks of the full marks of the subject concerned, will be awarded higher grade in that subject by adding requisite marks in the total. In case of possibility of moderation in more than one subject, the subject having least credit will be considered for moderation

Normally, only one of the clauses, either 13.1(a) or 13.1(b) shall be applicable to a student in a particular Semester. However, as a special case, the Board of Examinations may allow the application of both the clauses of moderation simultaneously for a student,

once and only once during his study period at the University on specific recommendations of the Moderation Board under the following circumstances:

- i) if the student of final year is in a position to complete the degree by application of both clauses, or
- ii) if the student can be saved from deletion of his/her name from the University rolls by application of both clauses.
- c) While calculating **CGPA**, a student who misses a higher class in his degree program by virtue of having obtained one grade lower in any one subject of the last semester examination of the program (i.e. in VI Semester of 3-Year program), by not more than 3 (three) marks in that subject, will be awarded the next higher grade. In case of possibility of moderation in more than one subject, the subject having least credit will be considered for moderation.
- d) The Sessional (Continuous Evaluation) of a subject having End Term (final) Examination, purely Sessional subject, and Practical subject shall not be moderated.
- e) In case the Moderation Board detects some obvious errors in the tabulation sheet, it may not be necessary to call the tabulator for rectification of the mistakes. The Chairman of the Moderation Board can rectify the mistake.

REMARKS: The Chairman, Moderation Board shall affix his/her signature on the tabulation sheet for each such modification.

13.2 The result tabulated and moderated as above, shall be put up to the Chairman, Board of Examinations / Academic Council for approval for declaration of results.

13.3 The Board of Examinations shall have the power to quash or rectify the result of a student (even after it has been declared) if:

- a) it is found that he/she was not eligible to appear at the examination,
- b) he/she used unfair means in the examination,
- c) a mistake is found in his/her result.

13.4 If the result of the examination has been ascertained and/or declared and it is found that such result has been affected by any error, malpractice, improper conduct or other sufficient cause, the Board of Examinations shall have the power to amend the result and declare the modified/rectified result.

13.5 Sharing of answer books of End Term Examinations:

Answer books of End Term Examinations of the program shall be shared with the students on pre notified date(s) in the department concerned subject to following conditions:

- (i) Answer books shall be shown by the faculty of the department on pre notified date(s) only;
- (ii) Student shall be entitled to check whether all answers have been evaluated and marked;
- (iii) Marks allotted have been correctly transferred on the cover sheet of the answer book; and

- (iv) Marks have been correctly totalled.

If the student finds any discrepancy, he/she shall bring the same into the notice of the faculty concerned. Faculty, in turn, shall report the matter to the Head of the Department with detailed report for rectification of discrepancy and re-notification to the student and submission of correct marks to the Controller of Examinations.

However, no request from the students shall be entertained on marks awarded by the examiner(s) against evaluated question(s).

14.0 GRADUATION REQUIREMENTS

14.1 In order to qualify for the concerned degree of the University, a student must

- a) complete all the credit requirements for the degree with grade 'D' or a higher grade in each of the subjects, seminar, project work and viva-voce etc.
- b) satisfactorily complete all other requirements for the degree viz. industrial training, field trip, if any etc.
- c) obtain **CGPA** of **5.00** or more in the concerned Program at the end of the semester in which he completes all the requirements for the degree.

14.2 A student, who has qualified for the degree, will be admitted to it only after he has cleared all University and Hostel dues, if any, outstanding against him, has returned all Library books borrowed by him as well as the Library Cards, and has also returned departmental library books, etc. all in good condition.

15.0 Notwithstanding anything contained in the above Ordinances:

- (a) In case of a dispute, the decision of the Board of Examinations will be final and binding.
- (b) In case of difficulty in application of any of the clauses of the Ordinances specified above, the Vice Chancellor shall have all powers to amend/modify/remove difficulty in the relevant Regulation.

Bachelor of Journalism and Mass Communication (BJMC)
(Three-Year, Full Time Program)

PROGRAM CURRICULUM

Semester -I

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 101	Introduction to Mass Communication	3	0	0	3
2	BJM 102	History of Journalism in India	3	0	0	3
3	BJM 103	Print Media-I	3	0	0	3
4	BJM 104	General Knowledge and Current Affairs	3	0	0	3
5	BJM 106	Functional Hindi (Prayojan Mulak Hindi)-I	3	0	0	3
6	BJM 107	Indian Polity and Governance	3	0	0	3
7	BJM 103P	Print Media-I (Practical)	0	0	4	2
8	BJM 105P	Computer Applications for Mass Media (Practical)	0	0	4	2
Total Credits			18	0	8	22
Total Periods			26			

Semester –II

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 201	Theories of Mass Communication	3	0	0	3
2	BJM 202	Introduction to Electronic Media	3	0	0	3
3	BJM 203	Print Media-II	3	0	0	3
4	BJM 204	Environmental Studies and Disaster Management	3	0	0	3
5	BJM 205	Design and Graphics-I	2	0	0	2
6	BJM 206	Functional Hindi (Prayojan Mulak Hindi)-II	3	0	0	3
7	BJM 207	Functional English	3	0	0	3
8	BJM 202P	Introduction to Electronic Media (Practical)	0	0	4	2
9	BJM 203P	Print Media-II (Practical)	0	0	4	2
10	BJM 205P	Design and Graphics-I (Practical)	0	0	2	1
Total Credits			20	0	10	25
Total Periods			30			

Semester -III

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 301	Media Laws and Ethics	3	0	0	3
2	BJM 302	Advertising	3	0	0	3
3	BJM 304	Basics of Radio Production	3	0	0	3
4	BJM 305	Design and Graphics-II	2	0	0	2
5	BJM 306	Media Management	3	0	0	3
6	BJM 302P	Advertising (Practical)	0	0	2	1
7	BJM 303P	Print Media - III (Practical)	0	0	4	2
8	BJM 304P	Basics of Radio Production (Practical)	0	0	4	2
9	BJM 305P	Design and Graphics-II (Practical)	0	0	2	1
10	BJM 307P	Professional Skills Enhancement-I	0	0	3	2
Total Credits			14	0	15	22
Total Periods			29			

Semester -IV

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 401	Digital Photography	2	0	0	2
2	BJM 402	Public Relations	3	0	0	3
3	BJM 403	Science and Technology Communication	3	0	0	3
4	BJM 404	Basics of Television Production	3	0	0	3
5	BJM 405	Advanced Radio Production	2	0	0	2
6	BJM 406	Information Security	2	0	0	2
7	BJM 401P	Digital Photography (Practical)	0	0	4	2
8	BJM 404P	Basics of Television Production (Practical)	0	0	4	2
9	BJM 405P	Advanced Radio Production - I (Practical)	0	0	4	2
10	BJM 407P	Professional Skills Enhancement-II	0	0	3	2
Total Credits			15	0	15	23
Total Periods			30			

INTERNSHIP PROJECT (IP)

The students will undergo an Internship Project of 6-8 weeks to do a practice project (Electronic Media/Print Media/Advertising/Public Relations/Corporate Communication/ Event Management, etc.) after Semester IV. They will prepare a Project Report after completion of the Internship Project. Based on the project report, a presentation and viva-voce will be conducted as Course No. BJM505 in Semester V.

Semester –V

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 501	Development Communication-I	3	0	0	3
2	BJM 502	Media Research	3	0	0	3
3	BJM 503	Event Management	3	0	0	3
4	BJM 504	Advanced Television Production	2	0	0	2
5	BJM 505	Internship Project, Presentation and Viva-Voce	-	-	-	4
6	BJM 506	Web Journalism	2	0	0	2
7	BJM 504P	Advanced Television Production - I (Practical)	0	0	4	2
8	BJM 506P	Web Journalism (Practical)	0	0	4	2
9	BJM 507P	Professional Skills Enhancement-III	0	0	3	2
Total Credits			13	0	11	23
Total Periods			24			

Semester -VI

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	BJM 601	Development Communication-II	3	0	0	3
2	BJM 602	Corporate Communication	3	0	0	3
3	BJM 606	Comprehensive Viva-Voce	-	-	-	4
4	BJM 603P	Advertising and Public Relations (Practical)	0	0	6	3
5	BJM 604P	Advanced Television Production - II (Practical)	0	0	6	3
6	BJM 605P	Advanced Radio Production - II (Practical)	0	0	6	3
Total Credits			6	0	18	19
Total Periods			24			

Total Credits (Semester I-VI): 134**Note: L:** Lectures, **T:** Tutorials, **P:** Practical

Bachelor of Journalism and Mass Communication (BJMC)
(Three-Year, Full Time Program)

PROGRAM SYLLABI

Course:	INTRODUCTION TO MASS COMMUNICATION			Semester: I
Course Code:	BJM 101	L T P	3 0 0	Credits: 3

Objective: This course aims to give students an idea of the nature, process and functions of communication together with historical knowledge of the growth and development of print and electronic media.

SYLLABUS

Introduction to Communication **9**

Communication: concept and scope, Forms of communication: intra-personal, inter-personal, group and mass communication.

Mass Communication **9**

Mass Communication: nature, communication process, functions and barriers, Media of Mass Communication.

Newspapers in India **9**

Origin of printing press and newspapers in India, New trends in print journalism, Evolution of journalism in Uttarakhand.

Broadcast and New Media Journalism **9**

A brief account of the origin, growth and prospects of radio, television and new media in India, Brief historical background of broadcast and new media journalism.

Press Commission and Professional Organizations **9**

Press Council of India, DAVP, INS and ABC, Unions of media professionals, PIB and other Central and State public information agencies.

Suggested Readings

1. Baran, J. Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; Tata McGraw Hill
2. Vilanilam, V. John.; *Mass Communication in India - A Sociological Perspective*; Sage Publications
3. McQuail, Dennis; *Mass Communication Theory*; Sage Publications

IMS Unison University

4. Singhal, A.; Rogers, E M.; *India's Communication Revolution - From Bullock Carts To Cyber Marts*; Sage Publications
5. DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
6. Vivian, John; *The Media of Mass Communication*; Pearson Education
7. Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
8. Dominick, Joseph R.; *The Dynamics of Mass Communication*; Tata McGraw Hill

Course: HISTORY OF JOURNALISM IN INDIA			Semester: I
Course Code: BJM 102	L T P	3 0 0	Credits: 3

Objective: This course intends to provide basic knowledge of historical growth and development of mass media (print, radio, television, films and new media) and news agencies, and the contribution of the Indian press in the freedom movement.

SYLLABUS

Language and Society 8

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 Vidhyarti.

Press and Freedom Movement 8

Indian Press and the freedom movement: First war of Indian independence and the press, Mahatma Gandhi and his journalism, Social, political and economic issues before independence, Contributions of Makhan Lal Chatturvedi, Lala Lajpat Rai and Bal Gangadhar Tilak.

Vernacular Press 9

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

Development of Indian Press 10

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, Contributions of The Amrita Bazar Patrika, The Hindu, The Hindustan Times, The Times of India in Indian journalism.

Indian Press after Independence 10

The press in India after independence: social, political and economic issues and the press, Role of the Indian press: problems and prospects, 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

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.

SYLLABUS

Introduction to News Writing **8**

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

Reporting **8**

Principles of reporting, Types of reporting: objective, interpretative and investigative, Follow-up, Reporting techniques, Sources of news, Attribution, News gathering methods, Role of a reporter: functions and responsibilities and classification of reporters, Pitfalls and problems in reporting.

Specialized Reporting **9**

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

Editing **10**

Editing: definition, nature and need for editing, Principles of editing, Editorial desk, Function and qualification of a sub-editor and chief sub editor, Principles of translation, Techniques of rewriting; news agency copy, rural copy, contributor copy, Copy editing: preparation of copy for press, style sheet, editing and proof reading symbols and their significance, Paperless newsroom.

Organizational Structure **10**

Structure and functions of the newsroom of a daily, weekly and periodical newspaper, Different sections and their functions, Components of newspaper departments.

Suggested Readings

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publication
2. Harrower, Tim; *Inside Reporting: A Practical Guide to the Craft of Journalism*; Tata 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, Jullian; *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*; PHI Learning
9. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication
10. Kamath, Madhav Vittal; *The Journalist's Handbook*; Vikas Publications

Course:	GENERAL KNOWLEDGE AND CURRENT AFFAIRS		Semester: I
Course Code: BJM 104	L T P	3 0 0	Credits: 3

Objective: This course intends to give basic general knowledge about Indian political system, economy, geography, and culture, and current affairs (national and international) which is essential and beneficial for a budding journalist.

SYLLABUS

Indian Political System **8**

Brief knowledge of the Constitution of India, Centre and its powers, Fundamental rights, President, Vice President, Prime Minister, CAG, Election Commission, Three tiers of Government, Panchayati Raj, Socio-economic and Political scenario of Uttarakhand.

Indian Economy **8**

National Income, New economic policy, agriculture, industry and commerce, Budget and its terminology, Planning Commission.

Indian Geography **8**

States, Rivers and Dams, Agriculture, Forest reserves, Mining and natural resources, Indian demography.

Indian Culture **10**

Unity in diversity in India: religions, fairs and festivals, dances, languages, different cultures and food habits.

Current Affairs **11**

Awareness about current regional, national and international issues and events.

Suggested Readings

1. *India: A Reference Manual* (Annual); Publication Division, Ministry of I and B
2. *Competition Success Review* (Monthly)
3. *Pratiyogita Darpan* (Monthly)
4. *Competition Wizard* (Monthly)
5. National and Regional Newspaper, (*Times of India, Hindustan Times, The Hindu, Indian Express, Garhwal Post, The Economic Times*)
6. Magazines (*India Today, Frontline, Outlook, and Yojana*)
7. *Manorama Year Book*; Malayala Manorama

Course:	FUNCTIONAL HINDI (PRAYOJAN MULAK HINDI) -I		Semester: I
Course Code: BJM 106	L T P	3 0 0	Credits: 3

Objective: To enable the students to be fluent in Hindi language and its use in journalism.

SYLLABUS

टिप्पणी	9
टिप्पणी का सामान्य परिचय, प्रकार, टिप्पणी के अंग, टिप्पणी की विशेषताएं और औपचारिकताएं, टिप्पणी में प्रयुक्त भाषा और शिल्प।	
हिंदी व्याकरण	9
संज्ञा, लिंग, वचन, कारक, सर्वनाम, विशेषण, क्रिया, काल, अव्यय।	
आलेखन का परिचय	9
आलेखन के अंग, आलेखन में प्रयुक्त भाषा, वरिष्ठ/कनिष्ठ/मुख्यालय/क्षेत्रीय कार्यालय/सरकारी कार्यालय को सम्बोधन सम्बन्धी औपचारिकताएं।	
दुभाषिये की विशेषताएं और दायित्व	9
भूमिका, दुभाषिये की विशेषताएं और दायित्व, संक्षिप्तीकरण और विस्तृतीकरण, दुभाषिये का हिन्दी, अंग्रेजी और क्षेत्रीय भाषा पर अधिकार।	
अनुवादक	9
अनुवादक और दुभाषिये में अन्तर, आशुअनुवाद, अनुवाद का सम्पादन, बैठकों और विचारविमर्शों के निष्कर्ष का निर्वचन, भाषणों और वक्तव्यों का निष्कर्ष।	

Suggested Readings

1. Nagalakshmi; *Prayojan Mulak Hindi Prasangik Evam Paridrishya*; Jawahar Pustakalay
2. Ghodray, Vinod; *Prayojan Mulak Hindi*; Vani Prakashan
3. Agarwal, Pawan; Dixit, Suryaprasad; *Media Lekhan Kala*; New Royal Book Company
4. Ghaangada, Mohanlal; Dr. Kannan; Ashok; *Navyug Hindi Vyakaran Tatha Rachana*; Lakshmi Publications

Course:	INDIAN POLITY AND GOVERNANCE		Semester: I
Course Code:	BJM 107	L T P	3 0 0
			Credits: 3

Objective: This course intends to make the students aware about Indian political system and Governance.

SYLLABUS

Introduction of Indian Constitution 9

Characteristics, Preamble, Fundamental rights, Directive principles of state policies, Fundamental duties, Citizenship.

Indian Federal System 9

Legislature, Executive, Council of Ministers, Judiciary: powers and functions, The President, Separation of powers, Union list, State list, Concurrent list, Emergency declaration.

The Electoral System 9

Process, stresses and strains, Secularism and communication in India, Problems and trends, Election Commission: impact, power and functions.

The Party System 9

Nature of the party system, Major national parties, Major important regional parties and their social base, Effects of fragmentation of parties on the formation and working of government.

Government and its Working 9

Government making, Working of federalism, Issues in government at Center or State levels, State autonomy in India, Center-state relations and reports on Center-State relations, A brief study of governments in states and their performance since Independence, Politics at district level: panchayati raj, election and governance.

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 Policy for Civil Service Exams*; Tata McGraw Hill
5. Avasthi, A.P.; *Indian Government and Politics*; Lakshmi Narain Agarwal Publications

Course: PRINT MEDIA-I (PRACTICAL)			Semester: I
Course Code: BJM 103P	L T P	0 0 4	Credits: 2

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.

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, Sources of news, Attribution, News gathering methods, Pitfalls and problems in reporting.

Specialized Reporting

Reporting on Crime, Court, Culture, Political, Education, Development, Business, Disaster, Obituary, Science, Weather, War reporting.

Editing

Principles of editing, Principles of translation, Techniques of rewriting; news agency copy, rural copy, contributor copy, Copy editing: preparation of copy for press, style sheet, editing and proof reading symbols and their significance, Paperless newsroom.

Organizational Structure

Visit of any Print Media organization to gain the practical exposure of news gathering, editing and printing and organizational structure.

Suggested Readings

1. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publication
2. Harrower, Tim; *Inside Reporting: A Practical Guide to the Craft of Journalism*; Tata 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, Jullian; *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*; PHI Learning
9. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course: COMPUTER APPLICATIONS FOR MASS MEDIA (PRACTICAL)			Semester: I
Course Code: BJM 105P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn and understand the practical working of computers, its components and various applications that are required in the field of mass communication.

Suggested Practicals:

Introduction to Computer

Applications of Computer, functions of input-output device, Computer languages, Computer hardware and software.

Word Processing

Working on MS-Windows, MS-Office and its applications, use of various tools: proofing tools, text formatting, working with graphics and web pages.

MS Excel

MS-Excel with features: working with formulas, working with graphs and charts, and setting up worksheets for printing.

MS Power Point

Power point: Preparing power point presentations, working on design templates, notes, handouts and masters.

Internet and New Media

Web browsing, searching the web, Internet: basics of sending and receiving e-mail, specific mail programs, Blogging, Twitter, Facebook, Youtube and LinkedIn.

Suggested Readings

1. Rajaram, V.; *Fundamentals of Computer*; PHI Learning
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: THEORIES OF MASS COMMUNICATION			Semester: II
Course Code: BJM 201	L T P	3 0 0	Credits: 3

Objective: This course aims to give students in-depth knowledge about the theories and models of communication, the different kinds of communication and their efficacy in communicating with people in day-to-day life, with a view to enable them to become efficient communicators.

SYLLABUS

Fundamentals of Communication	9
Communication: concept and scope, elements and process, The seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication.	
Detailed Study of Different Forms of Communication	15
Intra-personal communication, Inter-personal communication, Group communication: public, crowd, small group, and mass communication, Verbal and non-verbal communication, Universals of verbal communication, Meaning and barriers in verbal communication, Language, dialects and culture, Elements of speech, Non-verbal behavior as communication, Body language, Facial communication, Space communication, Physical environment, Silence, Paralanguage and Temporal communication.	
Theories of Communication	10
Hypodermic Needle Theory, Two-step and Multi-step Theory, Four Press Theories: authoritarian, totalitarian, libertarian, and social responsibility.	
Models of Communication	11
SMR model, SMRC model, Shannon and Weaver model, Laswell model, Osgood model, Dance model, Schramm model.	
Suggested Readings	
1. McQuail, Dennis; <i>Mass Communication Theory</i> ; Sage Publications	
2. Baran, J. Stanley; Davis, K. Dennis; <i>Mass Communication Theory</i> ; Cengage Learning	
3. Berlo, K. David; <i>The Process of Communication</i> ; Holt Rinehart and Winston Publications	
4. Hedwig, Lewis; <i>Body Language</i> ; Sage Publications	
5. William, J.V.; <i>More Effective Communication</i> ; Sage Publications	

Course:	INTRODUCTION TO ELECTRONIC MEDIA			Semester: II
Course Code:	BJM 202	L T P	3 0 0	Credits: 3

Objective: This course intends to apprise students with electronic media including Radio, Television, Cinema and New Media with a view to inculcate in them an understanding of the varied skills required in writing for and interacting with electronic media.

SYLLABUS

Radio 10

Radio as a medium of mass communication, Characteristics of radio, Historical perspective with special reference to India, Audience, Commercial radio, Educational radio, Emerging trends, AM and FM, Franchising, Community radio, Online (Net and Applications) radio, Study of BBC and VOA.

Television 10

Television as a medium of mass communication, Characteristics of TV, Ownership pattern, Organizational structure of Doordarshan, Satellite television channels, Cable television, Educational television, Current trends in television broadcasting, Study of BBC, CNN and Al Jazeera.

Growth and Development of Cinema 6

Films: nature and historical background, Film industry in India.

Writing for Radio 10

Script writing for radio: talk, discussion, play, feature, commercials, documentary and interviews, Finer aspects of radio language, Impact of new technology on media.

Writing for Television 9

News, Feature, Interviews, Documentaries, Short talks, and Special shows, Script format.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Mcleish, Robert; *Radio Production*; Focal Press
3. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
4. Medoff, Norman J.; Kaye, Barbara K.; *Electronic Media: Then, Now and Later*; Focal Press
5. Sharda, Kaushik; *Script to Screen*; Macmillan
6. Musburger, Robert B.; *An Introduction to Writing for Electronic Media*; Focal Press

Course: PRINT MEDIA-II			Semester: II
Course Code: BJM 203	L T P	3 0 0	Credits: 3

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. The course also aims to familiarize students with the set up of various print media organizations and the editorial functioning of a newsroom.

SYLLABUS

Advanced Reporting for Print 10

Interpretative, Investigative and In-depth reporting, Reviews: books, films, art, music, cultural programs.

Types of Reporting 15

Reporting: rural reporting, urban reporting and metro reporting, Reporting for special situations: disaster, war, obituary, weather, speech, Agricultural reporting: practices, problems and policies, Caste-community relations, Rural-urban relations.

Feature and Article Writing 10

Advanced Reporting, Exercises in features, Interviews, Editorials, Articles, Proceedings of meetings of Panchayat and Municipal Corporation, Legislative Assembly.

Editing Techniques 10

Advance exercises in editing, Page make-up and layout, Rewriting the story, Editing different types of copies.

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. Knight, M. Robert; *The Craft of Clarity– A Journalistic Approach to Good Writing*; Iowa State Press
6. Harris, Jullian; Leiter, Kelly; Johnson, Stanley P.; *The Complete Reporter*; Macmillan
7. Ludwig, Mark D.; *Modern News Editing*; Wiley-Blackwell
8. Hobenberg, John; *The Professional Journalist*; Holt McDougal
9. Hutchison, Earl R.; *The Art of Feature Writing*; Oxford University Press
10. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication
11. Stovall, James Glen; *Journalism*; PHI Learning

12. Rao, N. Meera Raghavendra; *Feature Writing*; PHI Learning
13. Tondreau, Beth; *Layout Essentials: 100 Design Principles for Using Grids*; Rockport Publishers

Course: ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT			Semester: II
Course Code: BJM 204	L T P	3 0 0	Credits: 3

Objective: To enable the students to be sensitized with the issues of environment and work in a manner which is environment friendly and also prepare them to learn basic tool kits for disaster management.

SYLLABUS

PART I: ENVIRONMENTAL STUDIES	22
Introduction	2
Environment: definition, scope and importance, Need for public awareness, Ecosystem, Balanced ecosystem, Human activities: food, shelter, economic and social security.	
Effects of Human Activities on Environment	5
Agriculture, Housing, Industry, Mining and Transportation activities, Basics of environmental impact assessment, Sustainable development.	
Natural Resources	5
Water resources: availability and quality aspects, Water-borne diseases, Water-induced diseases, Fluoride problem in drinking water, Mineral resources, Forest wealth, Material cycles: carbon, nitrogen and sulphur cycles.	
Energy	3
Different types of energy, Electro-magnetic radiation, Conventional and non-conventional sources: hydro electric, fossil fuel-based, nuclear, solar, biomass and bio-gas, Hydrogen as an alternative future source of energy.	
Environmental Pollution and its Effects	2
Pollution: water pollution, air pollution and noise pollution, Public health aspects, Solid waste management.	
Current Environmental Issues of Importance	2
Population growth, Climate change and Global warming, Urbanization, Automobile pollution, Acid rain, Ozone layer depletion, Animal husbandry.	
Environmental Protection	3
Role of government, Legal aspects, Initiatives by non-governmental organizations (NGOs), Environmental education, Women education.	
PART II: DISASTER MANAGEMENT	23
Introduction to Disasters	5
Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risk), Classification: causes and impacts (including social, economic, political, environmental, health and psychological),	

Different impact in terms of caste, class, gender, age and location disability, Global trends in disasters: urban disasters, pandemics, complex emergencies and climate change.

Approaches to Disaster Risk Reduction (DRR) 6

Disasters cycle: its analysis, phases, culture of safety, prevention, mitigation and preparedness, Community-based DRR: structural and non-structural measures, Roles and responsibilities of community, Panchayati Raj Institutions/Urban local bodies (PRIs/ULBs), states, centre and other stake-holders.

Inter-relationship between Disasters and Development 6

Factors affecting vulnerabilities, Differential impacts, Impact of development projects such as dams, embankments, Changes in land use, etc., Climate change adaptation, Relevance of indigenous knowledge, Appropriate technology and local resources.

Disaster Risk Management in India 6

Hazard and vulnerability profile of India, Components of disaster relief: water, food, sanitation, shelter, health and waste management, Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act and policy, Other related policies, Plans, Programs and legislation).

Project Work

The project /fieldwork is meant for students to understand vulnerabilities and work on reducing disaster risks and build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the institution is located.

A few ideas or suggestions are discussed below.

Several governmental initiatives require Urban Local Bodies (ULBs) and Panchayati Raj Institutions (PRIs) to be proactive in preparing Disaster Management Plans and community-based disaster preparedness plans. Information on these would be available with the District Collector or Municipal Corporations. The scope for students to collaborate on these initiatives is immense. Teachers may explore possibilities.

Teachers could ask students to explore and map disaster-prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways to address these vulnerabilities, preparing plans in consultation with local administration or NGOs.

Students could conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings and training in first aid.

Other examples could be: identifying how a large dam, road/highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities.

Teaching Resources

A range of films: documentation and feature films related to disasters and their impact and on vulnerabilities of people are available, which a teacher could choose with care and screen. This could form a basis of classroom discussion.

Suggested Readings

1. Joseph, Benny; *Environmental Studies*; Tata McGraw Hill
2. Rajagopalan, R.; *Environmental Studies*; Oxford University Press
3. Reddy, M. Anji; *Text book of Environmental Science and Technology*; BS Publications
4. Manjunath, D.L.; *Environmental Studies*; Pearson Education
5. Alexander, David E.; *Confronting Catastrophe*; Oxford University Press
6. Andharia, Janki; *Vulnerability in Disaster Discourse*; Jamsedji Tata Centre for Disaster Management, Tata Institute of Social Sciences
7. Blaikie, Piers M.; Cannon T and others; *At Risk: Natural Hazards, People's Vulnerability, and Disasters*; Routledge
8. Cuny, F.; *Development and Disasters*; Oxford University Press
9. Barucha, Erach; *Textbook of Environmental Studies for Undergraduate Courses*; Oxford University Press
10. *The Disaster Management Act, 2005*

Course:	DESIGN AND GRAPHICS-I			Semester: II
Course Code: BJM 205	L T P	2 0 0	Credits: 2	

Objective: This course aims to provide a learning environment that helps students 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.

SYLLABUS

Art and Design **7**

Concept of art and design: visual art and design, construction drawing, representational drawing and simplification drawing, Elements of design and graphics, Visualization: convergence and divergence, Conceptualization: functions and significance, Fundamentals of creativity: logic, style, value, tools, illustrations and graphics.

Graphics Designing and Typography **7**

Basic elements and principles of graphics, Design layout and production, Calligraphy and typography, Typeface: families and kinds, Principles of good typography: spacing, measurement and point system.

Layout **5**

Layout and its types: layout of daily newspapers, tabloids and magazines.

Designing for Various Media **6**

Cover page, Pamphlets, Leaflets, Folders, Flash cards, Flip charts, Logo, Graphics and Computer-Aided Design (CAD).

Colours **5**

Colour theory: colour schemes, colour treatment.

Suggested Readings

1. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
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*; Tata McGraw Hill
6. Adobe; *Adobe Photoshop*; Techmedia Publications
7. Adobe; *Adobe PageMaker*; Techmedia Publications

Course:	FUNCTIONAL HINDI (PRAYOJAN MULAK HINDI)-II	Semester: II
Course Code: BJM 206	L T P	3 0 0
		Credits: 3

Objective: This Course intends to further enhance the capability of students to write and speak Hindi fluently with a view to sharpen the usage of the language in the realm of Mass Communication and enable them to become articulate journalists.

SYLLABUS

भाषा एवं व्याकरण	9
भाषा का संक्षिप्त परिचय, तत्सम तद्भव शब्द, पर्यायवाची, विलोमार्थक, वाक्यगत अशुद्धियां और उनका शोधन, विराम चिह्न।	
पत्र लेखन	9
व्यवसायिक और व्यापारिक पत्र के गुण, प्रारूप, व्यवसायिक एवं सरकारी पत्र में अन्तर, आदेश भेजने के पत्र, विज्ञापनों में प्रयुक्त भाषा और विशेषण।	
प्रेस विज्ञप्ति परिचय	9
प्रेस विज्ञप्ति, भाषा शैली और अधिकार, कानूनी विज्ञप्ति, निविदा सूचना, प्रेस नोट, प्रेस हेतु जारी विज्ञप्ति और नोट के मुख्य विषय।	
संक्षिप्तिकरण	9
संक्षिप्तिकरण, पल्लवन अभ्यास।	
प्रयोगात्मक	9
चुने हुए विषयों के अनुवाद का अभ्यास, अंग्रेजी सूचना का अनुवाद, विभिन्न भाषणों/कार्यक्रमों के सन्देश को प्रेषित करने का अभ्यास। पुस्तिका में अंग्रेजी समाचारों, सूचनाओं का हिन्दी में अनुवाद करना और प्रेस नोट तैयार करना।	

Suggested Readings

1. Chaudhary, Vinod; *Prayojan Mulak Hindi*; Vani Prakashan
2. Tiwari, Arjun; *Jansanchar aur Hindi Patrakarita*; Jaibharathi Prakashan
3. Agarwal, Pawan; Dixit Suryaprasad; *Media Lekhan kala*; New Royal Book Company
4. Mishra, Krishna Bihari; *Hindi Patrakarita*; Bharatiya Gyanpeeth

Course:	FUNCTIONAL ENGLISH		Semester: II
Course Code:	BJM 207	L T P	3 0 0
			Credits: 3

Objective: This course intends to enable students to attain fluency in the English language with particular emphasis on pronunciation and diction. It also seeks to help students use grammatically correct English for various applications in the realm of Journalism.

SYLLABUS

English Phonetics-I **9**

Parts of speech and speech mechanism, Sounds and symbols of Vowels, Consonants and Diphthongs, Assimilation, Elision, Stress, Syllable, Description and analysis of sounds in English.

English Phonetics-II **9**

Intonation: Rhythm in connected sentences, common errors, proper application and use of intonation.

Remedial Grammar-I **9**

Verb: main verb, auxiliary verb, modal auxiliary, finite, non-finite, anomalous finite, transitive, and intransitive, Tenses: forms and different functions, Concord/ agreement of verb and subject in number and person.

Remedial Grammar-II **9**

Articles, Question tags, Confusion between adjective and adverb, Case, Active and Passive voice, Prepositions, Simple, Compound and Complex sentences, Punctuation, Common errors.

Précis Writing **9**

Précis writing and expansion: practical assignments.

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. Krishnaswamy, N.; *Modern English: A book of Grammar, Usage and Composition*; Macmillan

Course: INTRODUCTION TO ELECTRONIC MEDIA (PRACTICAL)			Semester: II
Course Code: BJM 202P	L T P	0 0 4	Credits: 2

Objective: This course intends to apprise students with electronic media including Radio, Television, Cinema and New Media with a view to inculcate in them an understanding of the varied skills required in writing for and interacting with electronic media.

Suggested Practicals:

Radio

Commercial radio, Educational radio, Emerging trends, AM and FM, Community radio, Online (Net and Applications) radio.

Television

Satellite television channels, Cable television, Educational television, Current trends in television broadcasting, Study of BBC, CNN and Al Jazeera.

Writing for Radio

Script writing for radio: talk, discussion, play, feature, commercials, documentary and interviews, Finer aspects of radio language.

Writing for Television

News, Feature, Interviews, Documentaries, Short talks, and Special shows, Script format.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Mcleish, Robert; *Radio Production*; Focal Press
3. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
4. Medoff, Norman J.; Kaye, Barbara K.; *Electronic Media: Then, Now and Later*; Focal Press
5. Sharda, Kaushik; *Script to Screen*; Macmillan
6. Musburger, Robert B.; *An Introduction to Writing for Electronic Media*; Focal Press

Course: PRINT MEDIA – II (PRACTICAL)			Semester: II
Course Code: BJM 203P	L T P	0 0 4	Credits: 2

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. The course also aims to familiarize students with the set up of various print media organizations and the editorial functioning of a newsroom.

Suggested Practicals:

Advanced Reporting for Print

Interpretative, Investigative and In-depth reporting, Reviews: books, films, art, music, cultural programs.

Types of Reporting

Reporting: rural reporting, urban reporting and metro reporting, Reporting for special situations: disaster, war, obituary, weather, speech, Agricultural and development reporting.

Feature and Article Writing

Exercises in features, Interviews, Editorials, Articles, Proceedings of meetings of Panchayat and Municipal Corporation, Legislative Assembly.

Editing Techniques

Advance exercises in editing, Page make-up and layout, Rewriting the story, Editing different types of copies.

Field Assignments

Field reporting and editing: assignments shall be given by the faculty concerned.

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. Knight, M. Robert; *The Craft of Clarity– A Journalistic Approach to Good Writing*; Iowa State Press
6. Harris, Jullian; Leiter, Kelly; Johnson, Stanley P.; *The Complete Reporter*; Macmillan
7. Ludwig, Mark D.; *Modern News Editing*; Wiley-Blackwell

Course:	DESIGN AND GRAPHICS-I (PRACTICAL)	Semester: II	
Course Code: BJM 205P	L T P	0 0 2	Credit: 1

Objective: This course aims to provide practical exposure to help the students 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.

Suggested Practicals:

Art and Design

Photoshop: Colour cycling, drawings, digital artwork, layouts (corporate identity kits), Layers, Filters.

Graphics Designing and Typography

Corel Draw: Printing, Designing, logos, layouts, etc.

Layout

QuarkXPress: Designing the Layouts of daily newspapers, tabloids and magazines.

Designing for Various Media

Corel Draw: Cover pages, Pamphlets, Leaflets, Folders, Flash cards, Flip charts, Logo, Graphics and Computer-Aided Design (CAD).

Colours

Photoshop: Designing cover pages and posters with different colour schemes.

Suggested Readings

1. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
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*; Tata McGraw Hill
6. Adobe; *Adobe Photoshop*; Techmedia Publications
7. Adobe; *Adobe PageMaker*; Techmedia Publications

Course:	MEDIA LAWS AND ETHICS		Semester: III
Course Code: BJM 301	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the Indian Constitution, the laws that limit or regulate the flow of information in Indian society, and specific policies and regulations related to broadcast and print media.

SYLLABUS

Evolution of Press Laws in India **9**

Indian Constitution and freedom of press, Reasonable restrictions, Privileges, Fair comment, Defamation law, Press and Registration of Books Act, 1867.

Legislature Reporting **9**

Provision for legislature reporting, Parliamentary privileges and media, Specified Press Laws and Contempt of Court Act, 1971.

Media Laws **9**

Official secrets, Sedition, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Obscenity, Copyright, Right to Information and confidentiality of sources of information, Cyber law and its impact, Intellectual Property Rights (IPRs).

Media Freedom and Media Economics **9**

Media freedom, Media systems and Media economics, Media economics and freedom, Advertisers and pressure groups, Lobbying, Trade unionism, Political parties.

Media Ethics **9**

Media's ethical problems including privacy, Right to reply, Role of the Ombudsman in the world press, Press Council of India and its broad guidelines for the press, Codes of conduct suggested for the press by the Press Council of India, Code of conduct for radio and television, Accountability and independence of the media.

Suggested Readings

1. Thakurta, Paranjoy 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*; PHI Learning
5. Basu, Durga Das; *Constitutional Law of India*; LexisNexis
6. *The Right to Information Act, 2005* (Bare Act); Universal Publication

Course: ADVERTISING			Semester: III
Course Code: BJM 302	L T P	3 0 0	Credits: 3

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

SYLLABUS

Advertising **10**

Definition, concept and historical development, Social and economic benefits of advertising, Various advertising media, Types of advertising: consumer, corporate, industrial, retail, national, trade, professional and social.

Product Advertising **8**

Target audience, Brand image, Positioning, Advertising strategies, Appeals, Advertising spiral, Markets and their segmentation, Sales promotion.

Advertising Agency and Media Selection **7**

Structure and functions, Creativity, Media selection: newspapers, magazines, radio, television, new media and outdoor, Strategy, Planning, Media budget and campaign planning.

Writing Advertising Copy **10**

Copywriting and advertising production techniques for print, radio, television, films and outdoor advertisements, Ideation, Visualization, Practical assignments in advertising and copy preparation.

Advertising Research **10**

Research in advertising: planning, execution, copy research and market research, Ethical aspects of advertising, Advertising Standards Council of India, Law and advertising, Advertising and pressure groups.

Suggested Readings

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; Tata 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*; Tata McGraw Hill
5. Sengupta, Subrato; *Brand Positioning*; Tata McGraw Hill
6. De Mooji, Marieke; *Effective Advertising*; PHI Learning
7. Pricken, Mario; *Creative Advertising*; Thames and Hudson Publications
8. Aaker, David A.; Myers, John; *Advertising Management*; Pearson Education

Course: BASICS OF RADIO PRODUCTION			Semester: III
Course Code: BJM 304	L T P	3 0 0	Credits: 3

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

SYLLABUS

Trends in Broadcasting and Technology **9**

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

Radio Program Formats **9**

Talk, Discussion, Panel discussion, Radio-play, Feature, Commentary, Interview techniques and presentation, Various types of interviews, Moderating skills for radio discussion programs, Handling interactive live radio transmission.

Reporting and Writing for Radio News **9**

News writing, Structuring radio-copy, Editing agency copy, Reporter's copy, Compiling radio news programs, News capsuling, Writing for programs, Writing for radio commercials, Copy with sound effects, Teasers, Promos, Voice dispatches, Voice training: enumeration, flow, pronunciation and modulation.

Radio Program Production **9**

Studio production of radio newsreel and current affairs programs, Radio feature production, Radio documentary production, Entertainment program production, Live studio broadcast with multiple sources, News production, Studio interviews, Studio discussions, Phone-in programs.

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, Audience research and marketing strategies for 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

Course: DESIGN AND GRAPHICS-II			Semester: III
Course Code: BJM 305	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn advanced elements of design and graphics to develop and strengthen their creative skills to work as designers in the industry.

SYLLABUS

Design **6**

Need and history of design and graphics, Impact, Functions of design, Role and responsibility of designers, Indigenous design practices, Conceptualization: idea generation, innovation and execution.

Typesetting **6**

Type composition: manual, mechanical, lino, Ludlow and photo, Desktop Publishing (DTP), Use of computer software, Character generation, Use of multi-media.

Printing **8**

Printing methods: letter presses, cylinder, rotary, gravure-screen, offset, plate making and pagination, Designing and printing of cover pages.

Colour Printing **8**

Colour combinations, Colour scanning, Colour separation, Colour correction, Colour positives, Colour negatives, Preparation of bromides and air pulls.

Print Production and their Features **2**

Types of papers, Printing process, Safety measures.

Suggested Readings:

1. Mukherjee, D. P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
2. Lupton, Ellen; *Thinking with Type*; Princeton Architectural Press
3. Sarkar, Narendra Nath; *Art and Print Production*; Oxford University Press
4. Adobe; *Adobe PageMaker*; Techmedia Publications
5. Adobe; *Adobe Photoshop*; Techmedia Publications

Course: MEDIA MANAGEMENT			Semester: III
Course Code: BJM 306	L T P	3 0 0	Credits: 3

Objective: To enable students to develop an understanding of management of various media organizations and make them aware of their ownership pattern and functioning of such organizations.

SYLLABUS

Introduction to Media Management 10

Definition, Terminologies, Types of media management, Ownership patterns of newspapers in India, Corporatization and monopolization, Changing nature of newspaper management, Cross media ownership and Foreign Direct Investment (FDI) in media, Cost of production for various media, Marketing and media marketing, Coordination amongst marketing, sales, prepress/preproduction.

Structure of a Media Organization 10

Various departments of newspaper and electronic media organizations, Dual economy of a newspaper, Circulation and advertisement management of newspapers, Distribution and advertisement management of television channels, Public control and private control.

Public Service Broadcasting 8

Autonomous model, Prasar Bharati, Cable TV (Regulation) Act, Organizational structure of Doordarshan and All India Radio, Convergence of media, Direct-to-Home (DTH), Television Rating Point (TRP), Television Audience Measurement (TAM), National Readership Survey (NRS), Satellite Channels.

Characteristics of Management 9

Foundations of behavior: attitudes, personality, learning and leadership, Importance and major types of behavior, Contemporary issues in leadership, Empowerment, Gender leadership, Leadership styles across culture, Motivating employees.

Human Resource Management in Media 8

Human resource planning: selection, recruitment, orientation, training and career development.

Suggested Readings

1. Kohli, Vanita; *The Indian Media Business*; Sage Publications
2. Herrick, David F.; *Media Management in the Age of Giants*; Surjeet Publications
3. Allant, Alberan B.; *Management of Electronic Media*; Thomson Publications
4. Kung, Lucy; *Strategic Management in the Media: Theory to Practice*; Sage Publications

Course: ADVERTISING (PRACTICAL)			Semester: III
Course Code: BJM 302 P	L T P	0 0 2	Credit: 1

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

Suggested Practicals:

Creative Strategy of Advertising: Planning

Ideation and Visualization of Ad Campaigns for various media platforms (Press/Radio/Television/Films/New Media).

Creative Strategy of Advertising: Development

Copywriting, Copy Devices, Copy Elements for various media platforms (Press/ Radio/Television/Films/New Media), Layout Design, Topography and Storyboard for Visual Media campaigns, Market Analysis and Target Market Identification studies.

Creative Strategy of Advertising: Implementation

Client Presentations on Media Planner, Media Statistics, Media Rates and Budgeting, Media Schedule, Media Buying.

Creative Strategy of Advertising: Evaluation

Recall Research and Tracking Studies.

Advertising Research

Research Practice before, during and after the Campaign: Pre Campaign Research, Copy-Testing, Reading and noting, Tracking studies on the effect of advertising.

Suggested Readings

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion: An IMC Perspective*; Tata 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*; Tata McGraw Hill
5. Sengupta, Subrato; *Brand Positioning*; Tata McGraw Hill
6. De Mooji, Marieke; *Effective Advertising*; PHI Learning

Course: PRINT MEDIA - III (PRACTICAL)			Semester: III
Course Code: BJM 303P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn the practical aspects of print media production in order to prepare them to be efficient and responsible print journalists.

Suggested Practicals:

Reporting

Exercises in bureau beats: political, crime, court, health, educational, entertainment, sports.

Review Writing

Writing reviews: book, film, television, theatre performance, music, art.

Editorial Writing

Writing articles, Editorials and Columns, Rewriting the copy of a mofussil correspondent.

Specialized Writing/Editing

Supplements, Pullouts, Features, Interviews, News analysis, Backgrounders, Editing of broadsheet, tabloid and magazine, Editing political and foreign copy.

Newspaper Layouts

Page make-up and layout, Newspaper design, Production of lab journal.

Suggested Readings

1. Sissons, Helen; *Practical Journalism: How to Write News*; Sage Publications
2. Evans, Harold; *Essential English for Journalists, Editors and Writers*; Pimlico Publication
3. Franklin, Bob; *Key Concepts in Journalism Studies*; Sage Publications
4. Harriss, Jullian; Leiter, Kelly; Johnson, Stanley; *The Complete Reporter*; Macmillan
5. Moen, Daryl R.; *Newspaper Layout and Design: A Team Approach*; Iowa State Press
6. Harrow, Tim; Elman, Julie; *The Newspaper Designer's Handbook*; Tata McGraw Hill
7. Warren, Carl Nelson; *Modern News Reporting*; Harper and Bros.
8. Gupta, Ved Prakash; *Hindi Patrikarita Vidhiyan*; Bhartiya Gyanpeeth
9. Mishra, Krishna Bihari; *Hindi Patrakarita*; Bhartiya Gyanpeeth

Course: BASICS OF RADIO PRODUCTION (PRACTICAL)			Semester: III
Course Code: BJM 304 P	L T P	0 0 4	Credits: 2

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

Suggested Practicals:

Trends in Broadcasting and Technology

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

Radio Program Formats

Talk, Discussion, Panel discussion, Radio-play, Feature, Commentary, Interview techniques and presentation, Various types of interviews, Moderating skills for radio discussion programs, Handling interactive live radio transmission.

Reporting and Writing for Radio News

News writing, Structuring radio-copy, Editing agency copy, Reporter’s copy, Compiling radio news programs, News capsuling, Writing for programs, Writing for radio commercials, Copy with sound effects, Teasers, Promos, Voice dispatches, Voice training: enumeration, flow, pronunciation and modulation.

Radio Program Production

Studio production of radio newsreel and current affairs programs, Radio feature production, Radio documentary production, Entertainment program production, Live studio broadcast with multiple sources, News production, Studio interviews, Studio discussions, Phone-in programs.

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

Course: DESIGN AND GRAPHICS - II (PRACTICAL)			Semester: III
Course Code: BJM 305P	L T P	0 0 2	Credit: 1

Objective: To enable the students to learn practically the advanced form of elements of design and graphics to develop and strengthen their creative skills to work as designers in the industry.

Suggested Practicals:

Advanced Design

Advanced Corel Draw with interactive tools and layouts.

Typesetting

QuarkXPress: Layouts of magazines, newspapers (broadsheet and tabloid).

Printing with Design-Oriented Applications

Corel Draw: CMYK Printing.

Interactive Tools

3-dimensional drawing (3D drawing) and use of textures and creating special effects in print media.

Suggested Readings

1. Mukherjee, D. P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
2. Lupton, Ellen; *Thinking with Type*; Princeton Architectural Press
3. Sarkar, Narendra Nath; *Art and Print Production*; Oxford University Press
4. Adobe; *Adobe PageMaker*; Techmedia Publications
5. Adobe; *Adobe Photoshop*; Techmedia Publications

Course: PROFESSIONAL SKILLS ENHANCEMENT- I			Semester: III
Course Code: BJM 307P	L T P	0 0 3	Credits: 2

Objective: To help students develop their personality with a view to sharpening their listening and oral skills to thereby enable them to be more confident in their personality development.

SYLLABUS

Communication

Communication skills: Learning formal and informal communication, Interpersonal communication, Listening, Barriers in listening, Public Speaking, Group Discussion, impromptu presentation, Overcoming barriers to communication, Developing self confidence, Understanding attitudes: Aggressive, Assertive and Submissive, Questionnaire, Management Exercises.

Introduction to Personality

Definition and basic of personality, Making the first impression, Self confidence building, Developing self-discipline, Increasing vocabulary, Assessing strengths and weaknesses, Elements of body language, Role and use of body language, Self presentation capabilities, Personality development.

Social Image

Definition and importance of social image, grooming basics, Public speaking, Voice modulation, Body language, Table manners, Social etiquette, International etiquette.

Relationships and Problem Solving Skills

Interpersonal Relationships, Ego states, Social transactions, Handling crisis situations: Causes, impact and management of stress, Various approaches to analyzing issues and problems, Relaxation techniques.

Motivational Training Workshops

Workshops on motivational training and personality development exercises will be conducted.

Suggested Readings:

1. Locker, K.O.; Kaczmarek, K.S.; *Business Communication: Building Critical Skills*; Tata McGraw Hill
2. Ghosh, B. N.; *Managing Soft Skills for Personality Development*; Tata McGraw Hill
3. Biswas, Dipali; *Enhancing Soft Skills*; Shroff Publications.

Course: DIGITAL PHOTOGRAPHY			Semester: IV
Course Code: BJM 401	L T P	2 0 0	Credits: 2

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.

SYLLABUS

Introduction to Digital Photography **6**

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

Photographic Equipment **6**

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

Exposure and Compositions **6**

Working of the camera: shots, focus, shutter speed, aperture and selection of subject, Different types of photographs, Action photography, Photo editing procedure, Pictures for newspapers and magazines, Computerized photography and image manipulation.

Specialized Fields of Photography **6**

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

News Photography **6**

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

Suggested Readings

1. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
2. Rai, Raghu; *Raghu Rai's India: Reflections in Colour*; Serial 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*; Focal Press
6. Triantaphillidou, Sophie; Allen, Elizabeth; *The Manual of Photography*; Focal Press

Course: PUBLIC RELATIONS			Semester: IV
Course Code: BJM 402	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the concepts and practices of public relations, and use of the tools of mass communication (audio, video, film, animation, print, interactive and photographic media) to develop audience-specific informational and promotional messages.

SYLLABUS

Introduction to Public Relations 9

Definition, Concept and Scope, PR as a communication function, History of PR, Growth of PR in India, Publicity, Propaganda, Public opinion, Lobbying, PR as a management function, Difference between PR and Advertising.

Communication with the Public 9

Internal and external public, Community relations, Employee relations, Shareholder relations, Dealer relations, PR practitioners and media relations: press conferences, press releases and other PR tools.

Role of Public Relations in Different Sectors 9

Stages of PR planning process, Crisis management: concepts and practices, PR for hospitals, PR for charitable institutions, Defense PR, PR for NGOs, PR for political parties and celebrities.

Public Relations and the Media 9

Status of PR in India: public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions, Emerging trends in PR.

Professional Organizations of PR 9

PR and law Public Relations Society of India (PRSI), PR and new technology, Code of ethics for PR, International PR, Emerging trends in PR and e-PR.

Suggested Readings

1. Cutlip, Scott M.; Center, Allen H.; Broom, Glen M.; *Effective Public Relations*; Pearson Education
2. Wilcox, Dennis; *Public Relations Strategies and Tactics*; Pearson Education
3. Lesly, Philip; *Handbook of Public Relation and Communication*; Pearson Education
4. Heath, Robert L.; Vasquez, Gabriel M.; *Handbook of Public Relation*; Sage Publication
5. Cottle, Simon; *News, Public Relations and Power* ; Sage Publication

Course:	SCIENCE AND TECHNOLOGY COMMUNICATION		Semester: IV
Course Code: BJM 403	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the nature and scope of science communication as well as develop a scientific temper which will help media students in executing project work in science and technology communication.

SYLLABUS

Introduction to Science and Technology Communication **10**

Definition, nature and scope of science and technology communication, Reporting on the issues relating to science and technology.

Popular Science **8**

Media role in creating scientific temper and popularizing science, Study of science.

Science Reporting **10**

Reporting in daily newspapers including special supplements, Comparative and in-depth analysis of the contents of leading science and technology periodicals, Reporting scientific and technological developments for daily newspapers, Popular science and technological magazines, Use of Internet in science and technology communication and research.

Writing for Science and Technology **7**

Writing special articles, Comments and features on scientific developments for different kinds of publications, Design and layout of scientific and technological publications, Use of photographs, charts and other illustrations.

Science and Technology Policy in India **10**

Scientific and technological developments in India and availability of infrastructure for scientific and technological research.

Suggested Readings

1. Solway, Andrew; *Communication: The impact of Science and Technology*; Gareth Stevens Publications
2. Cheng, Donghong; *Communicating Science in Social Contexts* ; Springer
3. Bauer, Martin W.; Bucchi, Massimiano; *Journalism, Science and Society*; Routledge
4. Shortland, Michael; Gregory, Jane; *Communicating Science*; Longman Scientific
5. Booth, Vernon; *Communicating in Science: Writing and Speaking*; Cambridge University Press
6. Bucchi, Massimiano; Trench, Brian; *Handbook of Public Communication of Science and Technology*; Routledge
7. Patariya, Manoj; *Indian Journal of Science Communication*; ISCOS
8. Newspaper readings; *The Hindu*; *The Times of India*; *Hindustan Times*

Course: BASICS OF TELEVISION PRODUCTION			Semester: IV
Course Code: BJM 404	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn about the trends in television production nature of television program formats and their recording, technology and equipment used in television broadcasting.

SYLLABUS

Visual Communication 8

Video shooting with professional TV cameras, Basic shots and camera movement, Camera mounting and White/black balancing.

Television News Writing 10

Planning, production and compilation of news program, Writing for news packages, Headline writing, Teasers and promos.

Television Production 7

Pre-production, Production and Post-production, Planning location shoots, Single camera shooting, Multi-camera shooting, Shooting and editing schedules, Studio production, TV industry personnel and their role in planning studio programs, Cues and commands.

Writing for Television Programs 10

Writing for video: concept, treatment, script visualization and storyboard, screenplay, Writing for varied TV programs: research, visualization and production script, Television news reporting: interview techniques, Piece to camera, Voice over, Sequencing and editing news packages.

Television Anchoring 10

Voice broadcast skills: pronunciation, flow and modulation, Facing a camera: eye contact, use of teleprompter, live studio and field interviews and anchoring chat shows.

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 Publication

Course: ADVANCED RADIO PRODUCTION			Semester: IV
Course Code: BJM 405	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn about the studio setup used in radio broadcasting, the equipment used in audio production, and learn the skills of radio broadcasting in the context of evolution of radio technology as a medium.

SYLLABUS

Identifying and Working with Equipment 6

Microphones: types and usage, Handling of audio equipment, Recording sound, Dubbing and editing in the studio: working with computer based audio editing software.

Writing for Radio 6

Writing for the ear, Spoken word, Radio talk script, Writing for news, Interview and discussion shows, Feature and documentary, Drama and serial, Music programs, Vox-Pop, Phone-In, Chat show, Radio commercial: types and copywriting.

Production Techniques of Radio Programs 6

Voice recording, Selection and use of effects and music, Preparation of the final program.

Radio Presentation 6

Link announcement and continuity presentation, News reading, Pronunciation, Use of silence, Maintaining rapport with the listener, Presenting music programs, Interviewing a personality for the program.

Radio Production 6

Production of commercial, Drama, Feature, News reel, Music and Entertainment programs.

Suggested Readings

1. Francis, Rumsey; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
2. Barnas, Frank; White, Ted; *Broadcast Journalism Techniques of Radio and Television News*; Focal Press
3. Boyd, Andrew; *Broadcast Journalism*; Heinemann Professional Publishing
4. Stewart, Peter; Chantler, Paul; *Basic Radio Journalism*; Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons

Subject: INFORMATION SECURITY			Semester: IV
Course Code: BJM 406	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn about basic concepts of information security with a focus on cyber security and cyber laws.

SYLLABUS

Introduction **6**

History of information systems and its importance, Basics, Changing nature of information systems, Need of distributed information systems, Role of Internet and web services, Information system threats and attacks, Classification of threats and assessing damages, Security in mobile and wireless computing, Security challenges in mobile devices, Authentication service security, Security implication for organizations.

Principles of Information Security **5**

Basic principles of information security, Confidentiality, Integrity availability and other terms in information security, Information classification and their roles, Security threats to E-commerce, Virtual organization, Business transactions on web, e-Governance and EDI, Concepts in electronic payment systems, e-cash, Credit/Debit cards.

Physical Security and Disaster Control **5**

Physical security-Needs, Disaster and controls, Biometrics, Factors in biometrics systems, Benefits, Criteria for selection of biometrics, Design issues in biometric systems, Interoperability issues, ISO 27001, SEE-CMM, Security metrics, Information security vs. privacy.

Document Security and Cryptography **8**

Model of cryptographic systems, Issues in documents security, System of keys, Public key cryptography, Digital signature, Requirement of digital signature system, Firewalls, Design and implementation issues of firewalls, Perimeter for network protection, Network attacks, Need of intrusion monitoring and detection, Intrusion detection.

Cyber Crime and Cyber Law **6**

Laws, Investigation and ethics, Cyber crime, Information security and law, Types and overview of cyber crimes, Cyber law issues in e-business management Overview of Indian IT Act, Ethical issues in intellectual property rights, Copy right, Patents, Data privacy and protection, Domain name, Software piracy, Plagiarism, Issues in ethical hacking.

Suggested Readings

1. Godbole; *Information Systems Security*; John Wiley and Sons
2. Sood; *Cyber Laws Simplified*; Tata McGraw Hill
3. Merkov, Breithaupt; *Information Security*; Pearson Education
4. Schou, Corey; Shoemaker, Dan; *Information Assurance for the Enterprise*; Tata McGraw Hill
5. Furnell; *Computer Insecurity*; Springer
6. *Information Technology Act, 2000* (Bare Act)

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

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.

Suggested Practicals:

Digital Photography

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

Photographic Equipment

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

Exposure and Compositions

Working of the camera: shots, focus, shutter speed, aperture and selection of subject, Different types of photographs, Action photography, Photo editing procedure, Pictures for newspapers and magazines, computerized photography and image manipulation.

Specialized Fields of Photography

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

News Photography

News values for pictures, Photo essays, Photo features, Picture magazine, Colour photography, Impact of technology, Cutline and caption.

Suggested Readings

1. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
2. Rai, Raghu; *Raghu Rai's India: Reflections in Colour*; Serial 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*; Focal Press
6. Triantaphillidou, Sophie; Allen, Elizabeth; *The Manual of Photography*; Focal Press

Course:	BASICS OF TELEVISION PRODUCTION (PRACTICAL)	Semester: IV
Course Code: BJM 404P	L T P	0 0 4
		Credits: 2

Objective: To enable the students to learn about the trends in television production nature of television program formats and their recording, technology and equipment used in television broadcasting.

Suggested Practicals:

Visual Communication

Video shooting with professional TV cameras, Basic shots and camera movement, Camera mounting and White/black balancing.

Television News Writing

Planning, production and compilation of news program, Writing for news packages, Headline writing, Teasers and promos.

Television Production

Pre-production, Production and Post-production, Planning location shoots, Single camera shooting, Multi-camera shooting, Shooting and editing schedules, Studio production, TV industry personnel and their role in planning studio programs, Cues and commands.

Writing for Television Programs

Writing for video: concept, treatment, script visualization and storyboard, screenplay, Writing for varied TV programs: research, visualization and production script, Television news reporting: interview techniques, Piece to camera, Voice over, Sequencing and editing news packages.

Television Anchoring

Voice broadcast skills: pronunciation, flow and modulation, Facing a camera: eye contact, use of teleprompter, live studio and field interviews and anchoring chat shows.

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 Publication

Course: ADVANCED RADIO PRODUCTION - I (PRACTICAL)			Semester: IV
Course Code: BJM 405P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn about the studio setup used in radio broadcasting, the equipment used in audio production, and learn the skills of radio broadcasting in the context of evolution of radio technology as a medium.

Suggested Practicals:

Identifying and Working with Equipment

Microphones: types and usage, Handling of audio equipment, Recording sound, Dubbing and editing in the studio: working with computer based audio editing software.

Writing for Radio

Writing for the ear, Spoken word, Radio talk script, Writing for news, Interview and discussion shows, Feature and documentary, Drama and serial, Music programs, Vox-Pop, Phone-In, Chat show, Radio commercial: types and copywriting.

Production Techniques of Radio Programs

Voice recording, Selection and use of effects and music, Preparation of the final program.

Radio Presentation

Link announcement and continuity presentation, News reading, Pronunciation, Use of silence, Maintaining rapport with the listener, Presenting music programs, Interviewing a personality for the program.

Radio Production

Production of commercial, Drama, Feature, News reel, Music and Entertainment programs.

Suggested Readings

1. Francis, Rumsey; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
2. Barnas, Frank; White, Ted; *Broadcast Journalism Techniques of Radio and Television News*; Focal Press
3. Boyd, Andrew; *Broadcast Journalism*; Heinemann Professional Publishing
4. Stewart, Peter; Chantler, Paul; *Basic Radio Journalism*; Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life*; John Wiley and Sons

Course:	PROFESSIONAL SKILLS ENHANCEMENT - II	Semester: IV
Course Code: BJM 407P	L T P	0 0 3
		Credits: 2

Objective: To develop students into confident young professionals by enabling them to handle conflicting situations, manage their time efficiently and develop a positive social image in society.

SYLLABUS

Leadership Quality Development

Concept of leadership, Identifying qualities required to be a successful leader in a corporate environment, Mapping and identifying areas for improvement, Self-introduction and practice, Leadership styles, Group dynamics, Team building and Team games.

Conflict and Time Management

Introduction to conflict, Levels of conflict, Managing conflict, Conflict management exercises, Time management: Concept, importance and need, Achieving better time management.

Telephone Speaking Skills and Presentation Skills

Telephone manners and etiquette, Conveying of good and bad news, Effective and persuasive communication, Returning calls and confirmation, Practice sessions, Do's and don'ts, Points to be kept in mind while preparing presentations, Presentation effectiveness and Practical sessions on effective presentation.

Analytical Thinking and Objective Communication

Building of logical and analytical thinking, Development of analytical thinking through debates and discussions on issues and cases and Building persuasive arguments.

Performance Appraisal

Self introduction, Group discussion, Impromptu presentation, personal interview, discussions and role play.

Suggested Readings

1. Locker, K.O.; Kaczmarek, K.S.; *Business Communication; Building Critical Skill*; Tata McGraw Hill
2. Ghosh, B. N.; *Managing Soft Skills for Personality Development*; Tata McGraw Hill.
3. Biswas, Dipali; *Enhancing Soft Skills*; Shroff Publications.

Course:	DEVELOPMENT COMMUNICATION –I			Semester: V
Course Code: BJM 501	L T P	3 0 0	Credits: 3	

Objective: To enable the students to learn about various aspects of development and their relation with communication and role of development communication in achieving developmental goals.

SYLLABUS

Concept of Development 9

Development indicators, Approaches to development, Dilemmas of development policy and development planning.

Development Communication 9

Meaning, Strategies in development communication, Dominant paradigm and its critique.

Society 9

Meaning and concept, Social and cultural change, Social culture and economic barriers to development, Communication approaches to development and Use of media and inter-personal communication.

Political, Economic and Cultural Dimensions of International Communication 9

Communication as a human right; UNO's Universal Declaration of Human Rights and Communication, MacBride Commission Report, Non-aligned news pool and its working, Success and failure.

Models and Developmental Case Studies 9

Participatory model, Mechanistic and organic models of development communication; Diffusion of innovation, Extension, Dependency theory and Gandhian model, Channels for development and Developmental case studies in Indian Context.

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

Course: MEDIA RESEARCH			Semester: V
Course Code: BJM 502	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn media research methods and relevant skills.

SYLLABUS

Communication Research 10

Definition, Importance and need of media research, Methods, Selection and formulation of research problems, Hypothesis, Sampling, Research designs, Processing and analysis of data, Statistical analysis, Findings and Report writing.

Survey 9

Meaning, Concept, Utility, Planning, Organizing and conducting surveys, Public opinion surveys, Readership and audience surveys.

Data 10

Meaning, Kinds: demographic, socio-economic and socio-psychological data, Tools of data collection: questionnaire, schedule, interview, case study, observation and content analysis.

Media Research 9

Measuring the impact, Evaluation, Monitoring, Feedback.

Report Writing 7

Data analysis techniques, Coding and tabulation, Statistical and non-statistical methods, Use of research for television, radio and print media.

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 Publication
6. Cauvery, R.; Nayak, U. K. Sudha; Girja, M.; *Research Methodology*; S. Chand & Company.
7. Cooper, Donald R.; Schindler, Pamela S.; *Business Research Methods*; Tata McGraw Hill

Course: EVENT MANAGEMENT			Semester: V
Course Code: BJM 503	L T P	3 0 0	Credits: 3

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

SYLLABUS

Introduction to Event Management **8**

Concept, purpose and theme, Creative visualization and design of events.

Event Concept and Project Proposal **11**

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

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 **12**

Staging and execution of events , Monitoring control and evaluation, Safety and security in events, 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 Publication
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; *Events Management* ; Taylor & Francis

Course: ADVANCED TELEVISION PRODUCTION			Semester: V
Course Code: BJM 504	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn with the television studio setup, equipment used in television production and develop skills for television production.

SYLLABUS

Operation and Handling of Video Equipment 6

Video camera operation, Types of video cameras, Different types of shots, camera movements and camera angles, Lenses: different types of lenses and their application.

Lighting 6

Basics of lighting techniques, Three point lighting, Different types of lights used in videography, Use of filters and reflectors.

Sound 6

Ambient sound, narration, dialogue and voice over, Types of microphones and their use, Operation of audio mixers for recording and editing of sound.

Video Editing 6

Principles of video editing, Linear and nonlinear editing, Conceptualization through post-production, Video editing techniques: cut, mix, wipe, fade in/out and dissolve, Use of cut-aways and cut-ins, Digital effects and post-production.

Television News Reading and Presentation 6

Television program presentation, News Analysis, Panel Discussion, Talk Show, PTC and Voice Over.

Suggested Readings

1. Kenny, Robert F.; *Teaching TV Production in a Digital World*; Library Unlimited Publications
2. Lezzi, Frank; *Understanding TV Production*; Prentice Hall of India
3. Bettinger, Hoyland; *Television Techniques*; Harper and Brothers Publisher
4. Belavadi, Vasuki; *Video Production*; Oxford University Press
5. Tyrell, Robert; *The Work of a TV Journalist*; Focal Press
6. Scannell, Paddy; *Radio, TV & Modern Life*; Blackwell Publication
7. Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; *Electronic Media*; Wordsworth Thomson Learning

Course: INTERNSHIP PROJECT, PRESENTATION AND VIVA-VOCE			Semester: V
Course Code: BJM 505	L T P	- - -	Credits: 4

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

SYLLABUS

It is a 6-8 weeks faculty supervised internship program which a BJMC student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established corporate/media house. It not only acquaint the student with the corporate/media house work culture, but will also opens avenues for related job opportunities.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

Suggested Readings

1. *Handbook for Research Project Writing*; National Law University, Delhi

Course: WEB JOURNALISM			Semester: V
Course Code: BJM 506	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn about various aspects of Cyber Journalism and its importance in mass media and develop skills for online journalism.

SYLLABUS

Cyber Journalism 7

Cyber Space, Information Super Highway, Internet and information revolution, Fundamentals of cyber media, Synergy amongst cyber media, print, radio, television and other mediums, Advantages and disadvantages of cyber journalism.

Writing for Web Media 6

Basic rules, Do's and Dont's, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends.

Presentation on Web 6

Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism, cloud computing and data management.

Analysis of Cyber Reporting 5

Analysis of important Indian news based websites, Trends in cyber reporting and editing, Impact of globalization on web journalism, Cyber laws, Concept of e-governance.

e-Papers and e-Magazines 6

On line edition of newspapers and e-Magazines, Management and economics, Cyber newspaper creation: online editing and e-publishing, Security issues on the internet: social, political, legal and ethical issues related to IT and CT.

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 Publication
6. Thronburg, Kyan; *Producing Online News*; Sage Publication

Course: ADVANCED TELEVISION PRODUCTION - I (PRACTICAL)			Semester: V
Course Code: BJM 504P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn with the television studio setup, equipment used in television production and develop skills for television production.

Suggested Practicals:

Operation and Handling of Video Equipment

Video camera operation, Types of video cameras, Different types of shots, camera movements and camera angles, Lenses: different types of lenses and their application.

Lighting

Basics of lighting techniques, Three point lighting, Different types of lights used in videography, Use of filters and reflectors.

Sound

Ambient sound, narration, dialogue and voice over, Types of microphones and their use, Operation of audio mixers for recording and editing of sound.

Video Editing

Principles of video editing, Linear and non-linear editing, Video editing techniques: cut, mix, wipe, fade in/out and dissolve, Use of cut-aways and cut-ins, Digital effects.

Television News Reading and Presentation

Television program presentation, News Analysis, Panel Discussion, Talk Show, PTC and Voice Over.

Suggested Readings

1. Kenny, Robert F.; *Teaching TV Production in a Digital World*; Library Unlimited Publications
2. Lezzi, Frank; *Understanding TV Production*; Prentice Hall of India
3. Bettinger, Hoyland; *Television Techniques*; Harper and Brothers Publisher
4. Belavadi, Vasuki; *Video Production*; Oxford University Press
5. Tyrell, Robert; *The Work of a TV Journalist*; Focal Press
6. Scannell, Paddy; *Radio, TV & Modern Life*; Blackwell Publication
7. Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; *Electronic Media*; Wordsworth Thomson Learning

Course: WEB JOURNALISM (PRACTICAL)			Semester: V
Course Code: BJM 506P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn about various aspects of Cyber Journalism and its importance in mass media and develop skills for online journalism.

Suggested Practicals:

Writing for Web Media

Writing news stories, features and articles on the web, Interviewing on the web.

Presentation on Web

Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, Cloud computing and data management.

Analysis of Cyber Reporting

Analysis of important Indian news based websites, Trends in cyber reporting and editing, Impact of globalization on web journalism, Cyber laws, Concept of e-governance.

e-Papers and e-Magazines

On line edition of newspapers and e-Magazines, Cyber newspaper creation: online editing and e-publishing.

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 Publication
6. Thronburg, Kyan; *Producing Online News*; Sage Publication

Course:	PROFESSIONAL SKILLS ENHANCEMENT – III		Semester: V
Course Code: BJM 507P	L T P	0 0 3	Credits: 2

Objective: To enable the students to evaluate their personality traits and map these with their career objectives, develop confidence, to effectively communicate in English and develop persuasive skills to achieve their objectives.

SYLLABUS

Business Communication

Language in the Corporate world: Types of communication, grapevine, small talk, formal and informal conversations, communication at work place with boss, peer, subordinate, Barriers and hesitation, improvement methods, speaking skills.

Business Writing Skills

Resume writing, Applications and letter writing, Practice email, Memos and business letter writing.

Problem Solving Skills

Various approaches to analyzing issues and problems, Root cause analysis, Prioritization, Resource optimization, Creativity and innovative thinking skills, multitasking.

Group Discussions: Theory and Practice

Importance as a selection tool, Qualities assessed, GD framework, Common myths, FAQs and analysis, Stress based and Case based GDs, practice on various types of topics.

Personal Interviews

What are interviews, importance and its use as a selection tool, types of interviews, skills to crack interviews, Qualities assessed, Preparation for a formal interview, Interview framework, Analytical and behavioral interviews, Golden questions, Mock interviews.

Suggested Readings

- 1 Galaner, Gloria J.; Adams, Katherine; *Effective Group Discussion*, Tata McGraw Hill.
- 2 Mishra, Rajiv K.; *Personality Development*; Rupa Publications.
- 3 Mitra, Barun K.; *Personality Development and Soft Skills*; Oxford University Press.

Course:	DEVELOPMENT COMMUNICATION -II		Semester: VI
Course Code: BJM 601	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn various aspects of development and its relation with communication, and the role of development communication in achieving developmental goals.

SYLLABUS

Development Journalism 8

Concept, Meaning, Definition, Nature and Scope, Merits and demerits, Relevance, Evolution of development journalism in India, Difference between developed and developing countries.

Role of Development Journalism in Development Communication 10

Developing a strong news sense, Good stories, Participatory journalism stories, Gate keeping and developmental stories, Interpretative and investigative development journalism.

Development Stories 10

Stereotyping development, Human face, Development news stories and features, Innovative leads and headlines, Differences in approach between print and broadcast development journalism.

Creation of Development Message 9

Language, Context, Social environment, Areas of rural development: health, population, agriculture and panchayati raj, Campaigns and their evaluation, Case Studies in the Indian context.

A Critical Approach to Mass Media and Modernization 8

New 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. Schram, Wilber; *Mass Media and National Development*; Stanford Publications
3. Rogers, Everette M.; *Diffusion of Innovation*; Free Press
4. McPhail, Thomas L.; *Development Communication*; Wiley Blackwell
5. Mody, Bella; *International and Development Communication*; Sage Publications

Course:	CORPORATE COMMUNICATION			Semester: VI
Course Code: BJM 602	L T P	3 0 0	Credits: 3	

Objective: To enable the students to learn the concepts and methods of strategic Public Relations and Corporate Communication Management.

SYLLABUS

Introduction to Corporate Communication **9**

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

Corporate Communication Strategy **9**

Corporate social responsibility, Strategic public relations, Corporate communication and management, Defining strategy and its relevance in corporate communication, Campaign planning and management.

Stakeholders **9**

Defining stakeholder and media selection, Building a distinct corporate identity: concepts, variables and process, Making of house style: logo, lettering and process.

Media Relations **9**

Media characteristics, Changing media scene in India, Organizing press conferences, Facility visits, Press briefs, Proactive and reactive media relations.

Crisis Management **9**

Concept, Definition and types of crisis, Crisis management techniques: study of symmetrical and asymmetrical models in handling crises, e-PR: concepts and definition, Objectives and functions of e-PR.

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.; *Studyguide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
4. Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press

Course:	COMPREHENSIVE VIVA-VOCE	Semester: VI
Course Code: BJM 606	L T P	- - -
		Credits: 4

Objective: To evaluate the learning outcomes of the three year program and its various components.

SYLLABUS

This is an important component of the final semester where the domain knowledge obtained by the student during the three year program is tested by a panel of experts. One of the members in the panel is an external expert. It is a 4 credit program that not only brushes up the important concepts learned by the student during the degree program but also makes him/her aware of areas that still require an improvement. This exercise comprehensively prepares the student for career opportunities ahead.

Course:	ADVERTISING AND PUBLIC RELATIONS (PRACTICAL)			Semester: VI
Course Code:	BJM 603P	L T P	0 0 6	Credits: 3

Objective: To enable the students to learn about the concepts and methods of advertising/ public relations for print, radio and television, and use of the tools of mass communication (audio, video, film, animation, print, interactive, and photographic media) to develop audience-specific informational and promotional messages.

Suggested Practicals:

Creative Execution

Ad-copywriting, Slogan, Headline, Ad lay-out, Use of software in print advertisements, Preparing a print advertisement using necessary software.

Preparing Radio and TV Advertisements

Ideation, Scripting and recording, Storyboard, Preparing a slide presentation about media-related events using presentation software.

Planning Ad Campaigns

Ad-budget for Newspapers, Magazines, Radio, Television, Ad contents, Surrogate advertisements, Web advertising, Slogan writing, Making different illustrations, Classified advertisements, Display advertisements.

Writing for Public Relations

Writing press releases, Press rejoinder, Writing for a house journal.

Public Relations Practices

Conducting mock press conferences, Press briefing, Crisis management practices, Planning, Data collection, Editing principles, Production and distribution.

Suggested Readings

1. Chunawala, S.A.; Sethia, K.C.; *Foundation of Advertising*; Himalayan Publishing House
2. Jefkins, Frank; *Advertising*; Pearson Education
3. Pricken, Mario; *Creative Advertising*; Thames and Hudson Publication
4. Parker, David A.; Batra, Rajiv; *Advertising Management*; Practice Hall
5. Bellur V.V.; *Reading in Advertising Management*; Himalaya Publishing House
6. Lee, Monle; Johnson, Carla; *Principles of Advertising*; Viva Books Pvt.Ltd.

Course: ADVANCED TELEVISION PRODUCTION - II (PRACTICAL)			Semester: VI
Course Code: BJM 604P	L T P	0 0 6	Credits: 3

Objective: To enable the students to learn about television news and program production methods, handling various equipments involved in television production, and producing varied television programs.

Suggested Practicals:

Video Camera Handling

Handling different kinds of video cameras, Shooting with a professional video camera, Placement of camera for various TV programs, Chroma keying techniques, Studio lights: use of studio lights, Lighting for chroma.

Script Writing

Preparation of script, Visualization and story board.

Editing

Different video editing techniques, Transitions: cut, mix, dissolve, fade in/out and wipe, Use of cut-ins and cut-aways, Linear and non-linear editing.

Interview Techniques

Field and studio interviews, Studio discussion, Organizing and participating in chat shows.

Video Film Production

TV documentary and news production, News reporting/ writing: news editing, planning, production and compilation of news programs, Producing feature programs.

T.V. News Reading and Anchoring

Television news reading/ presentation and anchoring, Makeup: importance of makeup and dressing sense for TV programs.

Suggested Readings

1. Kenny, Robert F.; *Teaching TV Production in a Digital World*; Library Unlimited Publications
2. Lezzi, Frank; *Understanding TV Production*; Prentice Hall of India
3. Bettinger, Hoyland; *Television Techniques*; Harper and Brothers Publisher
4. Belavadi, Vasuki; *Video Production*; Oxford University Press
5. Tyrell, Robert; *The Work of a TV Journalist*; Focal Press
6. Scannell, Paddy; *Radio, TV & Modern Life*; Blackwell Publication
7. Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; *Electronic Media*; Wordsworth Thomson Learning

Course:	ADVANCED RADIO PRODUCTION - II (PRACTICAL)		Semester: VI
Course Code: BJM 605P	L T P	0 0 6	Credits: 3

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

Suggested Practicals:

Sound Recording

Handling different kinds of microphones, Recording ambient sound, Narration and Interviews, Scriptwriting: writing different kinds of scripts.

Editing

Operating different kinds of audio editing software: Sound Forge and Adobe Audition.

Radio Programs

Field and studio interviews, Phone-in programs, Studio discussions, Talk shows, Panel discussions, Radio plays and commentary.

Radio News

News reporting, writing and editing, News planning and production, Compilation of news and other programs.

Radio News Reading and Presentation

Radio program presentation, Voice modulation and flow of speech.

Radio Production

Organizing and participating in radio production exercises, Studio production of radio newsreel and current affairs programs, Radio documentary and feature production.

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