

# श्री देव सुमन उत्तराखण्ड विश्वविद्यालय

बादशाहीथौल, टिहरी (गढ़वाल) उत्तराखण्ड- 249199

## Sri Dev Suman uttarakhand University

Badshahithaul, Tehri (Garhwal) Uttarakhand - 249199

### Syllabus And Ordinance For



### SCHOOL OF JOURNALISM AND MASS COMMUNICATION

बी.ए. (ऑनर्स) पत्रकारिता एवं जनसंचार (सेमेस्टर प्रणाली)

B.A. (Honours) Journalism And Mass Communication (Semester Pattern)

Effective from Academic Session 2019-20 onwards

For College's Affiliated to  
Sri Dev Suman uttarakhand University.

#### Prepared by

Board of Studies on Journalism & Mass Communication  
Sri Dev Suman Uttarakhand University

Sri Dev Suman Uttarakhand University, Badshahithol, Tehri, Uttarakhand  
Office : 01376-254065, Fax : 01376-254065, 109

SHRIDEV SUMAN UTTARAKHAND UNIVERSITY, BADSHAHI THAUL, TEHRI GARHWAL

## **THE REPORT**

The Sridev Suman Uttarakhand University has set up 'Board of Studies for Mass Communication' by a office order wide number SDSUV/CAMP/OFF/2018 dated 01.10.2018.

As per this order, the 'Board of Studies for Mass Communication' of 'B.A (Honours) Journalism And Mass Communication & 'Master of Journalism' & 'Mass Communication' of this university is hereby constituted as follows:

1. Associate Prof. Dr. Ranveer Singh, Head of the Department of faculty of Journalism & Mass Communication, Punjab Technical University, Kapurthalla, Punjab - **(Convener)**.
2. Associate Prof. Dr. Vikas Shishodiya, Head of the Department of Journalism & Mass Communication Editworks School of Mass Communication, Noida (U.P.) - **(Member)**.
3. Assistant Prof. Mr. Shakti Singh Bartwal, Head of the Department of Journalism & Mass Communication, Mahadevi Institute of Technology (A unit of MKP College Society), Dehradun (Uttarakhand) - **(Member)**.

### **SUBJECT EXPERT & NOMINATE MEMBERS:-**

1. Prof. (Dr.) Krishna Kumar Rattu, Director/Head, JNU, former Deputy Director General, Doordarshan, Prashar Bharti, Govt. of India.
2. Mr. Chakradhar Kandwal, Former Director, All India Radio, Nazibabad (U.P.)
3. Dr. Anil Kumar Mishra, Associate Prof., Haridev Joshi University of Journalism & Mass Communication, Jaipur (Rajsthan)
4. Dr. Mhd. Zishan, Assistant Prof., ITM University, Gwaliyar (M.P.)
5. Dr. Lalit Kumar Assistant Prof., Mahatma Ghandi Anterrishtriya Hindhi Vishwavidhyalay, Regional Center, Kolkata
6. Assistant Prof. Naveen Bhardwaj, Department of Journalism & Mass Communication, Doon Business School, Dehradun, (U.K.)

**COURSE EDITING BY:-** Mr. Pradeep Thalwal, State Bureau Chief, Dastavej India, Uttarakhand

**UNIT WRITING BY:-** Mr. Vinod Kavi, Freelancer

**The committee has studies many curriculums of different universities:**

1. University Grant Commission (UGC), New Delhi
2. Makhan Lal Chaturvedi National University of Journalism & Communication, Bhopal (M.P.)
3. Mahatma Ghandi Anterrishtriya Hindhi Vishwavidhyalaya, Verdha, Mumbai (Maharashtra) (A Center University)
4. Khushabhau thakre Patrakarita Avam Jansanchar Vishwavidhyalay, Chhattisgarh
5. Mahatma Ghandi Kashi Vidyapith, Varanasi (U.P.)
6. Hemwanti Nandan Bahuguna Garhwal University, Srinagar Garhwal, Uttarakhand (A Center University)
7. University of Delhi (DU), New Delhi
8. Guru Ghasidas Vishwavidhyalaya, Bilaspur, Chhattisgarh (A Center University)
9. I. K. Gujral Punjab Technical University, Jalandhar, Punjab.
10. Doon University, Dehradun, Uttarakhand.
11. Uttarakhand Open University, Haldwani, Uttarakhand.
12. Haridev Joshi University of Journalism & Mass Communication, Jaipur (Rajsthan)

बी. ए. ऑनर्स (पत्रकारिता एवं जनसंचार) सेमेस्टर प्रणाली

स्नातक (पत्रकारिता एवं जनसंचार)

### अध्यादेश

1. पाठ्यक्रम का नाम : बी. ए. ऑनर्स (पत्रकारिता एवं जनसंचार)
2. अवधि : 6 सेमेस्टर
3. स्थान : विश्वविद्यालय के नियमानुसार
4. योग्यता : इंटरमीडिएट
5. प्रवेश : विश्वविद्यालय के नियमों के अनुसार
6. शुल्क : विश्वविद्यालय के नियमानुसार
7. अतिरिक्त शुल्क : विश्वविद्यालय के नियमानुसार
8. श्रेणी : 40 प्रतिशत उत्तीर्णांक सम्पूर्ण अंकों में एवं प्रति प्रश्न-पत्र 30 फीसदी अंक, द्वितीय श्रेणी न्यूनतम 50 प्रतिशत या अधिक पर प्रथम श्रेणी 60 प्रतिशत एवं अधिक पर।
9. परीक्षा : परीक्षा सेमेस्टर प्रणाली से होगी। विद्यार्थी छः (06) सेमेस्टर एवं तीन वर्षों में उपाधि पूर्ण करेगा। प्रथम सेमेस्टर से षष्ठम् सेमेस्टर तक विद्यार्थी स्वतः प्रोन्नत होंगे। बैक, श्रेणी सुधार एवं अन्य सुविधा विश्वविद्यालय के मानकों के अनुसार होंगी।
10. पूर्णांक : 600 अंक के प्रथम एवं द्वितीय सेमेस्टर होंगे, तृतीय एवं चतुर्थ सेमेस्ट 800 अंक के होंगे, पंचम एवं षष्ठम् सेमेस्टर 600 अंक का होगा एवं समस्त छः (06) सेमेस्टर की परीक्षाओं का योगांक 4000 होगा।

**प्रश्न-पत्र प्रारूप:** विश्वविद्यालय के नियमानुसार होगा, जो कि परिवर्तनीय होगा।

### **B.A. (Honours) Journalism And Mass Communication (Semester Pattern)**

#### **Three-Year (Six-semester) Full-Time Programme**

The examination for the Degree of Bachelor of Journalism And Mass Communication (Honours) shall consist of six semesters. An academic year shall consist of two semesters:

**Odd Semester (I, III & V Semesters): July to December**

**Even Semester (II, IV and VI Semesters): January to June**

The academic calendar for each semester shall be notified by the University well before the commencement of the semester. Maximum Number of Students in one section : 60

Eligibility: A candidate having passed the Intermediate (10+2) or equivalent Examination in any discipline, from a recognized Examination Board, shall be eligible to apply for admission to the course.

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION  
SYLLABUS  
(2019-20 ONWARD)**

**SEMESTER I**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-001	Introduction to Journalism	4	100	70	30
	Practical	2	100	70	30
BAJMC-002	Introduction to Media and Communication	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-003	Print Journalism and Production	4	100	70	30
	Practical	2	100	70	30
BAJMC-004	Environmental Science	4	100	70	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION  
SYLLABUS  
(2019-20 ONWARD)**

**SEMESTER II**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-005	Reporting & Editing	4	100	70	30
	Practical	2	100	70	30
BAJMC-006	Photography and Photojournalism	4	100	70	30
	Practical	2	100	70	30
BAJMC-007	Economic Development and Planning	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-008	English / MIL Communication	4	100	70	30
	OR Hindi/ MIL Communication	4	100	70	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**  
**SYLLABUS**  
**(2019-20 ONWARD)**

**SEMESTER III**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-009	Media Laws and Ethics	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-010	Television Production	4	100	70	30
	Practical	2	100	70	30
BAJMC-011	Design and Graphics	4	100	70	30
	Practical	2	100	70	30
BAJMC-012	Radio Journalism and Production	4	100	70	30
	Practical	2	100	70	30
BAJMC-013	Media and Intercultural Communication	5	70	70	-
	Tutorial	1	30	-	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**  
**SYLLABUS**  
**(2019-20 ONWARD)**

**SEMESTER IV**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-014	Global Media and Communication	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-015	Advertisement	4	100	70	30
	Practical	2	100	70	30
BAJMC-016	New Media Technology and journalism	4	100	70	30
	Practical	2	100	70	30
BAJMC-017	Development Communication	4	100	70	30
	Practical	2	100	70	30
BAJMC-018	Human Rights and Media	5	70	70	-
	Tutorial	1	30	-	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION  
SYLLABUS  
(2019-20 ONWARD)**

**SEMESTER V**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-019	Film Appreciation	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-020	Public Relation and Corporate Communication	4	100	70	30
	Practical	2	100	70	30
BAJMC-021	Event Management	4	100	70	30
	Practical	2	100	70	30
BAJMC-022	Current Affairs and Writing for Mass Media	4	100	70	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION  
SYLLABUS  
(2019-20 ONWARD)**

**SEMESTER VI**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>Max. Marks</b>	<b>Theory / Pract. Marks</b>	<b>Sessional Marks</b>
BAJMC-023	Media Management	5	70	70	-
	Tutorial	1	30	-	30
BAJMC-024	Communication Research	4	100	70	30
	Practical	2	100	70	30
BAJMC-025	Documentary Production	4	100	70	30
	Practical	2	100	70	30
BAJMC-026	Dissertation	4	100	70	30

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION  
SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER-I**

**PAPER BAJMC – 001: INTRODUCTION TO JOURNALISM**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

**History:** Development of printing – early efforts to publish newspapers in different parts of India  
Newspapers and Magazines in the Nineteenth century – First war of Indian independence and the press– issues of freedom, both political and press freedom. Birth of Indian language press – contribution of Raja Ram Mohan Roy: Birth of the Indian / News agencies. The Indian Press and Freedom Movement – Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak, Ganesh Shankar Vidhyarthi and his journalism, social, political and economic issues before independence and the Indian press. history of the language journalism of the region (Uttarakhand)

**UNIT 2:**

**UNDERSTANDING NEWS:** Its meaning, Definition, Nature, News values and News Elements, Types of News, Hard News, Soft News. Basic Components of News Story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Credit line and By line.

**UNIT 3:**

Understanding the structure and construction of news, Organizing news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet. Emerging Trends in Journalism, Yellow Journalism, Penny Press, News sensation, freebies, Tabloid Press.

#### **UNIT 4:**

**NEWS WRITING:** Principles of critical thinking and decision making, Integrity and accountability, Exercising a personal sense of ethics and responsibility – a moral compass, Mastering an increasingly complex body of knowledge and specialized skills including a balance of conceptual, philosophical and skills-based content.

#### **READINGS:**

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

#### **PRACTICAL**

**CREDITS : 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-001). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*



## **PAPER BJMC-002 : INTRODUCTION TO MEDIA AND COMMUNICATION**

Theory : Credits – 05; M.M. 70,

Sessional & Tutorial : Credits – 01; MM. 30

### **COURSE CONTENTS:**

#### **UNIT 1:**

Media and everyday life, mobile phones, television, ring tones, twitter, The Internet- Discussion around media and everyday life, Mediated and non-mediated communication.

#### **UNIT 2:**

**COMMUNICATION:** Meaning, Concept, Definition, Types, Process, one-way communication, Two-way Communication, Feedback. Mass Communication . Forms of communication and level of communication, Verbal and Non-Verbal communication

#### **UNIT 3:**

**MASS COMMUNICATION:** Meaning, Concept, Definition, Process, Step, Feedback, Model SMCR, Osgood model, Laswel model, Shanon-Weaver model, Schram model, Four Press Theories, Normative theories.

#### **UNIT 4:**

Models of communication, SMR, SMCR, feedback, Osgood model, Laswel model, Shanon and weaver model, Transmission model, Ritual or Expressive Model, Publicity Model, Reception model

#### **UNIT 5:**

Mass media and Modern society, Role and Importance of mass media, Role of mass media in democracy, Mass media and mass culture, , Spiral of silence, Agenda Setting

**READINGS:**

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21:34; 59:72

John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1□38

Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1□11; 41□54; 121□133 (fourth Edition)

Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006. pages 42:64; 71:84; 148:153; 298:236

Kevin Williams, *Understanding Media Theory*, (2003), pp.168□188

Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)

Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)

Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

**SESSIONAL & TUTORIAL****CREDITS: 01****(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*

**PAPER BAJMC – 003: PRINT JOURNALISM AND PRODUCTION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

**THE NEWSPAPER & NEWSROOM:** Newsroom, Organizational setup of a newspaper, Editorial department.

**INTRODUCTION TO EDITING:** Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

**EDITORIAL PAGE:** structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page

**UNIT 2:**

Production of Newspaper, **Principles of Layout and Design:** Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements), Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

**UNIT 3:**

Technology and print, Modern Printing Processes DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.) Picture Editing and Caption Writing.

**UNIT 4:**

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines, Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines.

## **READINGS**

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism, by M.V. Kamath, Vikas Publications
4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
5. Journalism: Critical Issues , by Stuart Allan, Open University Press
6. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
7. Principles of Art and Production, by N.N. Sarkar, Oxford University Press

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-003). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. It is mandatory for students to prepare minimum four page tabloid fortnightly newspaper in group, for external examiner's evaluation.

\*\*\*\*\*

**PAPER BJMC-004 : ENVIRONMENTAL SCIENCE**

Theory : Credits – 04; M.M. 70,

Sessional & Tutorial : MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

**ENVIRONMENTAL:** Meaning, Concept, Definition, Scope, Component, Importance, Various dimension of Environment, Environment and Man, Indian Culture and Environment, Environment and Communication.

**UNIT 2:**

**ECOLOGY:** concept and definition, Biodiversity, Biodiversity in India, Various Project for the Protection of Wild Life, Ecology and Human Communication System.

**UNIT 3:**

**ENVIRONMENTAL POLLUTION:** Definition, Types, Pollutant and its types, Sources of Pollution, Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Radioactive Pollution, Bio Pollution, Environmental Pollution and Mass Media.

**UNIT 4:**

**DISASTER:** Meaning and Definition, type, Disaster Management, Population and Environment, Environmental Management and Conservation, Sustainable Development, Role of Mass Media in Awareness of Environment.

\*\*\*\*\*

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER - II**

**PAPER BAJMC – 005: REPORTING & EDITING**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

**COVERING NEWS:** Reporter- role, functions and qualities, General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, political, courts, city reporting, rural reporting, municipal corporation, health, education, sports, investigation, legislative, science & technology, entertainment, environment, disaster, conflict and war reporting.

**UNIT 2:**

**INTERVIEWING/TYPES OF NEWS LEADS**

**INTERVIEWING:** doing the research, setting up the interview, conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style; **Lead:** importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

**UNIT 3:**

Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists

**UNIT 4:**

**UNDERSTANDING MEDIA AND NEWS**

**SOCIOLOGY OF NEWS:** factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Neutrality and bias in news.

**READINGS:**

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press  
The Newspaper's Handbook, Richard Keeble, Routledge Publication

**PRACTICAL****CREDITS: 02****(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-005). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BAJMC – 006: PHOTOGRAPHY AND PHOTOJOURNALISM**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

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

**UNIT 2:**

**PHOTOGRAPHY & EQUIPMENTS:** Cameras Lenses, their types and functions, film – types and unctions – accessories Tripods Monopods Camera bags Digital storage, element principles – visual language – meaning –photographer’s jargon; composition of photography – subject and light.

**UNIT 3:**

**LIGHTING:** The different types of lighting-Natural lighting–and Artificial Lighting The reflection of light, recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing

**UNIT 4:**

**PHOTOJOURNALISM:** News values for pictures, photo essays, photo features; qualities essential for photojournalism; picture magazine, color photography; impact of technology.

**TYPES OF PHOTOGRAPHY:** News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, sports, industrial disasters, photography for advertising, conflicts – war – political and social photography.

The basics of photojournalism and importance of context in photojournalism

**UNIT 5:**

**EDITING PHOTO:** editing software: Microsoft Office Picture anager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.



**READINGS:**

1. The Photography Book by Editors of Phaidon Press, 30 April 2000.
2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
5. Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

**PRACTICAL****CREDITS: 02****(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-006). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BJMC-007 : ECONOMIC DEVELOPMENT AND PLANNING**

Theory : Credits – 05; M.M. 70,  
Sessional & Tutorial : Credits – 01; MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

Economic development: concept and general perspective common characteristics of undevelopment; India as a developing economy and its international standing.

Strategies of development: balanced vs. unbalanced growth strategy; wage goods strategy; basic need strategy; Mahalanobis heavy import substitution strategy; exports led growth strategy.

**UNIT 2:**

Capital accumulation as factor in economic growth; role of education in economic development. Population and economic development ( the two-way relationship)

Aspects of human development: education, poverty and inequality of income distribution (With special reference to India); problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income per capita income and labor force since independence. Assessment of the India growth experience with respect to these.

**UNIT 3:**

**AGRICULTURE :** Role of agriculture in India's economic development , factors influencing productivity in agriculture , institutional factors , technological factors , pattern of ownership ; prices and availability of finance .

**INDUSTRY:** the rate and pattern of industrial growth, trends since 1950; Industrial policy with special emphasis of New Industrial policy, 1991.

**UNIT 4:**

Public sector in India and its role in the growth process; role of the small scale and cottage industries and government's policy with respect to these; problem of industrial sickness.

**Unit 5:**

External sector: role of foreign aid, capital and MNCs in India's growth process. Foreign trade: composition and direction. India's balance of payments problem; impact of liberalization, particularly since 1991 on India economy – WTO and IMF conditionalities.

**SESSIONAL & TUTORIAL****CREDITS: 01****(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*

**PAPER BJMC-008 : ENGLISH / MIL COMMUNICATION**

Theory : Credits – 05; M.M. 70,

Sessional & Tutorial : MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

**SENTENCE FORMATION:** Syntax- different types of sentence formation, Basic sentence formation, Transformation of sentences, Question tags and short answer.

**UNIT 2:**

**WRITING SKILLS:** Paragraph Writing, Story Writing, Dialogue Writing, Preparing questions for interviews.

**UNIT 3:**

**LANGUAGE SKILLS:** Use and importance of language in media, Nature and scope of media language, New trends in media language, Listing and using words commonly used in news and advertisements.

**UNIT 4:**

**SYNONYMS & ANTONYMS:** Synonyms of different words, Antonyms of different words, Study of Jargons, Study of different quotations.

**UNIT 5:**

**TRANSLATION :** What is translation?, Types of translation, Translating news and other media scripts.

**UNIT 6:**

**LANGUAGE SKILLS AND PRESENTATION:** Speaking Skills and Presentation: Presentation Design and Delivery, Monologue Dialogue, Group Discussion, Effective Communication/ Mass – Communication, Interview, Public Speech, Effective Writing, Report Writing, Resume, Circular, Notice and letter writing.

## UNIT 7:

**READING AND UNDERSTANDING:** Importance of English as a vehicle of Spoken and written Communication, Close Reading comprehension summary Paraphrasing Analysis and interpretation, Translation (from Indian language to English and vice-versa), Introduction to Articles of eminent Indian authors, Short Stories of eminent Indian authors.

OR

### PAPER BJMC-008 : HINDI / MIL COMMUNICATION

Theory : Credits – 04; M.M. 70,

Sessional & Tutorial : MM. 30

## COURSE CONTENTS:

**ईकाई-1** हिन्दी भाषा की विकास यात्रा, हिन्दी भाषा की संवैधानिक स्थिति: समस्याएँ और समाधान, हिन्दी की लिपि-देवनागरी का विकास एवं उसकी विशेषताएँ, हिन्दी भाषा का महत्व, भाषा: विभिन्न बोलियों व स्वरूप, भाषा परिवार और भारतीय भाषाएँ, वर्तमान संदर्भों में हिन्दी की उपादेयता।

**ईकाई-2** शब्द और संज्ञाएँ, शब्द और सर्वनाम, शब्द और क्रियाएँ, शब्द और विशेषा, शब्दकोश का उपयोग एवं महत्व।

**ईकाई-3** संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।

**ईकाई-4** वाक्य और अभिव्यंजना- सूचना परक वाक्य, वाक्य और तथ्य परकता, वाक्य और विचारात्मकता और भाव अभिव्यंजना, वाक्य और अनुभव, वाक्य और कल्पना, अर्थहीन और भावहीन वाक्यों का अध्ययन, अध्ययन- समूहिक चर्चा : रागदबारी, उपन्यास (लेखक: श्रीलाल शुक्ल)।

**ईकाई-5** हिन्दी अंचल की कहावतें, हिन्दी अंचल के मुहावरे, दोहे और अलंकारों का महत्व, हिन्दी की प्रमुख बोलियों-गढ़वाली और कुमाऊनी का संक्षिप्त परिचय।

### ईकाई-6 अनुवाद

अनुवाद का अर्थ और परिभाषा, अनुवाद के प्रकार, अनुवाद के उपकरण एवं समस्या, भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख, अनुवाद-हिन्दी से अंग्रेजी और अंग्रेजी से हिन्दी।

\*\*\*\*\*

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER - III**

**PAPER BJMC-009 : MEDIA LAWS AND ETHICS**

Theory : Credits – 05; M.M. 70,

Sessional & Tutorial : Credits – 01; MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

**CONSTITUTION OF INDIA:** fundamental rights, Freedom of expression (Article 19(1)(a) and Article 19(1)2), directive principles of state policy, provisions of declaring emergency and their effects on media, provisions for amending the constitution Ethical Framework And Media practice Freedom of expression and defamation- Libel and slander, contempt of court Act 1971, sedition, laws dealing with obscenity; official Secrets Act. Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights

**UNIT 2:**

Media Technology and Ethical Parameters: Live reporting and ethics Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court ), Discussion of Important cases-eg- Operation Westend, Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines.

Student Presentations Tehelka's Westend, School Teacher Uma Khurana case.

**UNIT 3:**

Representation and ethics Advertisement and Women Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

#### **UNIT 4:**

**MEDIA AND REGULATION:** Regulatory bodies, Codes and Ethical Guidelines Self Regulation, Media Content- Debates on morality and Accountability: Taste, Culture and Taboo, Censorship and media debates

#### **UNIT 5:**

**MEDIA AND SOCIAL RESPONSIBILITY:** Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech. Relevant Case Studies – Muzaffarnagar Riots

#### **READINGS:**

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics,mansell,1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

\*\*\*\*\*

**PAPER BAJMC – 010: TELEVISION PRODUCTION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Development of television as a medium of communication – historical perspective of television in India, characteristics of television and internet as a medium of communication, satellite and cable television in India.

**UNIT 2:**

**BASICS OF SOUND:** Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques. Introduction to microphones Characteristics of Radio as a medium

**UNIT 3:**

Basics of Visual, What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving). Visual Culture Changing ecology of images today Characteristics of Television as a medium

**UNIT 4:**

Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting.

Elements of a Television News Bulletins Basics of Editing for TV- Basic Software and Techniques (for editing a news capsule).

**UNIT 5:**

Broadcast News: Critical Issues and Debates Public Service Broadcasters -DD News - Voice of India? (Analysis of News on National Broadcasters)

Changing Character of Television News ( 24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.



## **READINGS:**

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)  
The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 105)
4. *Suggested Resources & Documentaries-*
5. -News Bulletins in English and Hindi on National and Private channels (as teaching material) -
6. Documentary- 'The future of Television News.'

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-010). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BAJMC – 011: DESIGN AND GRAPHICS**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Elements of design and graphics, visualization, convergence and divergence- conceptualization- functions and significance- fundamentals of creativity in art- logic-style-value-tools of art-illustration- graphics

**UNIT 2:**

Basic elements and principles of graphics, design lay-out and production, typeface families-kinds- principles of good typography, spacing-measurement- point system.

**UNIT 3:**

Type composition - manual - mechanical - lino - Ludlow - photo - DTP, use of computer software, character generation-use of multi-media

**UNIT 4:**

Printing methods-letter presses, cylinder, rotary, gravure-screen, offset, plate making, types of papers, magazines lay-out, pagination, designing and printing of cover pages, safety measures in printing press.

**UNIT 5:**

Color printing-color combinations-color scanning-color separation - color correction - color positives - color negatives: preparation of bromides, air pulls.

**PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-011). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

**PAPER BAJMC – 012: RADIO JOURNALISM AND PRODUCTION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

New trends in broadcasting and technology, Aspects of sound recording – types of microphones and their uses – field recording skills

Broadcast Formats: Talk, discussion, panel discussion, Public service advertisements, Jingles, Radio magazine, Feature, Documentary, radio-play, feature, commentary, interview : techniques and presentation; various types of interviews and on-line interview techniques; moderating skill for radio discussion programmes; handling interactive live transmission,

**UNIT 2:**

Broadcast Production Techniques Working of a Production Control Room & Studio:

Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Personnel in Production process – Role and Responsibilities

**UNIT 3:**

Field reporting, news writing: structuring radio-copy; editing agency copy, reporter's copy, compiling radio news programmes, news capsuling, voice training – effective use of voice – enumeration, flow, pronunciation, modulation

**UNIT 4**

**STAGES OF RADIO PRODUCTION:** Pre-Production – (Idea, research, RADIO script), Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges) Editing, Creative use of Sound Editing.

**READINGS:**

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio*
7. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

**PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-012). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BJMC-013 : MEDIA & INTERCULTURAL COMMUNICATION**

Theory : Credits – 05; M.M. 70,

Sessional & Tutorial : Credits – 01; MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

**UNDERSTANDING CULTURE:** Definition-process-culture as a social institution - value systems: primary, secondary, eastern and western perspectives, barriers in inter cultural communication-religious political and economic pressures, Mass Culture, Popular Culture, Folk Culture

**UNIT 2:**

Critical Theories, Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony, Stigma and Illness, Postmodernism.

**UNIT 3 :**

**REPRESENTATION:** Media as Texts, Signs and Codes in Media Discourse Analysis, Representation of nation, class, caste and gender issues in Media

**UNIT 4:**

**AUDIENCES:** Uses and Gratification Approach, Reception Studies, Active Audiences Women as Audiences, Sub Cultures; Music and the popular Fandom

**UNIT 5:**

**MEDIA AND TECHNOLOGIES:** Folk Media as a form of Mass Culture, live performance; Audience in live Performance Media technologies; Medium is the Message; Technological Determinism; New Media and Cultural forms

**READINGS:**

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. John Fiske, 1982, *Introduction to Communication Studies* , Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes )
3. Dennis McQuail, 2000, (fourth Edition) *Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. Baran and Davis, *Mass Communication Theory* (covers Unit II, III and IV)
5. John Storey. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009

**SESSIONAL & TUTORIAL****CREDITS : 01****(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER IV**

**PAPER BJMC-014 : GLOBAL MEDIA AND COMMUNICATION**

Theory : Credits – 05; M.M. 70,  
Sessional & Tutorial : Credits – 01; MM. 30

**COURSE CONTENTS:**

**UNIT 1:**

Media and international communication: Political, economic and cultural dimensions of international communication, Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication

**UNIT 2:**

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America. Communication debates: international news flow-imbalance, NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor

**UNIT 3:**

Global Conflict and Global Media, international news agencies World Wars and Media Coverage post 1990: Rise of Al Jazeera The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

**UNIT 4:**

Media and Cultural Globalization, Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid

## **UNIT 5:**

Media and the Global market, Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide, Media conglomerates and monopolies: Ted Turner/Rupert Murdoch Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

### **READINGS:**

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

### **SESSIONAL & TUTORIAL**

**CREDITS : 01**

**(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*



**PAPER BAJMC – 015: ADVERTISEMENT**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Advertising - definition, historical development, social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising – corporate – industrial – retail – national – trade – professional – social.

**UNIT 2:**

Product advertising – target audience – brand image – positioning; advertising strategies; appeals, advertising spiral, markets and its segmentation, sales promotion.

**UNIT 3:**

Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning

**UNIT 4:**

Copy writing and advertising production techniques; print; radio; television; films; outdoor; ideation; visualization; use of computers; practical assignments in advertising; copy-preparation.

**UNIT 5:**

Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; emerging trends.

**LIST OF PROJECTS**

1. Design an ad copy for a product
2. Planning & Designing advertising campaigns
3. Critical evaluation of advertisements

## **READINGS**

1. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
2. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
3. Frank Jefkins, Advertising Made Simple, Rupa & Co.
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-015). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BAJMC – 016: NEW MEDIA TECHNOLOGY AND JOURNALISM**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

**KEY CONCEPTS AND THEORY:** Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*; Information society and new media, Technological Determinism, Computer- mediated-Communication (CMC), Networked Society.

**UNIT 2 :** Understanding Virtual Cultures and Digital Journalism, Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

**UNIT 3 :**

**DIGITIZATION OF JOURNALISM:** Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

**UNIT 4:**

**OVERVIEW OF WEB WRITING:** Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

**UNIT 5:**

**VISUAL AND CONTENT DESIGN:** Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

## **READINGS:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
4. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-016). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BAJMC – 017: DEVELOPMENT COMMUNICATION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1 :**

Development : Meaning, concept , process and model of development theories - origin - approaches to development, Problems and issues in development , characteristics of developing societies, development dichotomies, gap between developed and developing societies.

**UNIT 2 :**

Development communication, meaning –concept –definition – philosophy – process –theories-role of media in development communication - strategies in development communication – social cultural and economic barriers – case studies and experiences – development communication policy – strategies and action plans – democratic , Panchayati Raj – planning at national, state, regional, district, block and village levels.

**UNIT 3:**

Agricultural communication and rural development: The genesis of agricultural extension, approach system – approach in: agricultural communication – diffusion of innovation – model of agricultural extension case studies of communication support to agriculture.

Development support communication: population and family welfare – health education and society – environment and development – problem faced in a development support communication.

**UNIT 4:**

Development and rural extension agencies : governmental and semi government , non-governmental organization problem faced in effective communication , micro-, macro-, economic fame work available fro actual development activities – case studies on development communication programmes. Writing development messages for rural audience. Specific requirement of media writing with special reference to radio and television.

## **Readings**

1. Manual of Development Journalism – Alan Chalkley.
2. Participatory Communication, Working for change and development – Shirley A . White, K Sadanandan Nair and Joseph Ascroft.
3. Development Communication and Media Debate – MridulaMeneon.
4. India, the Emerging Giant – ArvindPanagariya.
5. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
6. The Art of Facilitating Participation – Shirley A . White (Editor).
7. Television and Social Change in Rural India – Kirk Johnson.
8. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
9. Everybody Loves a Good Drought – P. Sainath.
10. Designing messages for development communication: An audience participation-based approach (communication and human values)– by Bella M Mody.

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned Practical work related to relevant contents of the above paper (BJMC-017). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BJMC-018 : HUMAN RIGHTS AND MEDIA**

Theory : Credits – 05; M.M. 70,  
Sessional & Tutorial : Credits – 01; Mm. 30

**COURSE CONTENTS:**

**UNIT 1 :**

Media and the social world Media impact on individual and society Democratic Polity and mass media  
Media and Cultural Change Rural & Urban Divide in India: grassroots media

**UNIT 2:**

Gender Conceptual Frameworks in Gender studies Feminist Theory History of Media and Gender debates in India (Case studies ) Media and Gender - Theoretical concerns. Media and Masculinity  
Media: Power and Contestation Public Sphere and its critique “Public sphere” of the disempowered?  
Media and Social Difference: class, gender, race etc. Genres – Romance, Television , Soap Opera, Sports  
Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

**UNIT 3:**

Media and Human Rights Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights, Human Rights and Media (Case Studies), Presentation: Representation of Human Rights issues and violations in International and media Introduction to human rights.  
Principles and theories of human rights. International Relations ,Democracy and Human Rights  
Systems of protection of human Right and media 1993 Vienna Declaration on human Right State of human Right in India and global perspectives Human Right Activism Role of NGOS, Red cross, National Human right commission and Media In implementing Human Rights Human Rights, police and media in India. Human Right and judiciary. Case study of Human Right violation and protection.  
Human Right, Terrorism and media.

## READINGS

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9:21,167: 180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42:55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
7. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278:290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. 53:61.
9. Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010 .

## SESSIONAL & TUTORIAL

**CREDITS : 01**

**(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*



**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER V**

**PAPER BAJMC – 019: FILM APPRECIATION**

Theory: Credits – 05; M.M. 70 + Sessional & Tutorial : MM. 30

Sessional & Tutorial : Credits – 01; Mm. 30

**COURSE CONTENTS:**

**UNIT 1:**

Early efforts, films as a mass medium; historical development of Indian films, silent era, talkies, Indian cinema after independence; parallel cinema, commercial cinema; documentaries, issues and problems of Indian cinema.

**UNIT 2:**

**LANGUAGE OF CINEMA**

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Difference between story, plot, screenplay

**UNIT 3:**

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism, French New-Wave Genre and the development of Classical Hollywood Cinema

**UNIT 4:**

Alternative Visions, Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

**UNIT 5:**

Hindi Cinema 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, The multiplex Era Film Culture.

**READINGS:**

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in*
4. *Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
5. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
6. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York:

**SESSIONAL & TUTORIAL****CREDITS : 01****(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*

**PAPER BAJMC – 020: PUBLIC RELATION AND CORPORATE COMMUNICATION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Public Relations – definitions – PR as communication function – history of PR- growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function.

**UNIT 2:**

Stages of PR-planning –implementation-research-evaluation-PR practitioners and media relations-press conference-press releases-other PR tools.

**UNIT 3:**

Communication with publics-internal and external-community relations-employee relations; PR India-public and private sectors; PR counseling; PR agencies; PR and advertising-PR for media institutions.

**UNIT 4:**

Shareholder relations-dealer relations; PR for hospitals-PR for charitable institutions; defense PR; PR for NGOs; PR for political parties and celebrities; crisis management-case studies.

**UNIT 5:**

PR research – technique - PR and law - PR and new technology - code of ethics for PR-international PR - professional organization of PR - emerging trends in PR.

**LIST OF PROJECTS**

1. Script writing for electronic media ( Radio jingle, TV Commercial)
2. Writing a press release.
3. Planning and designing PR campaign
4. Assignment on crisis management

## **READINGS**

1. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
2. Heath Robert L, Handbook of Public Relations, Sage Publications,
3. Dennis L. Wilcose& Glen T, Public Relations, Pearson
4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
5. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-020). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

## **PAPER BAJMC – 021: EVENT MANAGEMENT**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

### **COURSE CONTENTS:**

#### **UNIT 1:**

Introduction to event Management, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

#### **UNIT 2:**

Feasibility, Keys to success, SWOT Analysis, Aim of event, Develop a mission, Establish Objectives  
Preparing event proposal, Use of planning tools.

#### **UNIT 3:**

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Leadership skills  
Managing team, Group development, Managing meetings

#### **UNIT 4:**

**Presentation skills and use of computer in events**, Written communications, (Official, semi-official, Invoice). Verbal communications,

#### **UNIT 5:**

Research & planning: **Types and category, Sports, Rallies, Wedding, Preparing event proposal, Use of planning tools**, Security, Occupational safety, Crowded management  
Event Logistics: Logistic policy, procedures, performance standards functional areas, Concept, theme, Fabrication, light & sound, handling vendors

### **READING:**

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
2. Successful Event Management By Anton Shone & Bryn Parry
3. Tulsian P C – Business Organisation & Management
4. Prasad L.M.- Principle of management
5. Successful Event Management By Anton Shone & Bryn Parry

6. Udai Pareek, Understanding Organisational /Behaviour, Oxford
7. Mishra : Organizational Behaviour Bikas
8. Luthans, Fred : Organizational Behaviour
9. Mirza Saiyadain : Organizational Behaviour, TH
10. Chandan : Organizational Behaviour, Vikas
11. Helga Drummond : Organizational Behaviour, Oxford
12. Senge, Peter : The Learning Organization
13. Harriss & Martman : Organizational Behaviour, Jaico.

### **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-021). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

<b>Paper BJMC-022 : Current Affairs and Writing for Mass Media</b>
--

Theory : Credits – 04; M.M. 70, Sessional & Tutorial : MM. 30
---

### **COURSE CONTENTS:**

The Legislature- the Executives- the Cabinet- the Judiciary- powers and functions; The President, union list, state list, concurrent list, separation of powers.

Brief Study of current Indian foreign policy, United National and its main organs

Current Affairs of International, National and Regional importance.

**Note:** Question paper will be design as per above topics in form of article, news, feature etc.

\*\*\*\*\*

**B.A. (HONOURS) JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**

**(2019-20 ONWARD)**

**SEMESTER VI**

**PAPER BJMC-023 : MEDIA MANAGEMENT**

Theory : Credits – 05; M.M. 70,

Sessional & Tutorial : Credits – 01; Mm. 30

**COURSE CONTENTS:**

**UNIT 1:**

Media Management: Concept and Perspective Concept, origin and growth of Media Management  
Fundamentals of management, Management School of Thought

**UNIT 2:**

Media Industry: Issues & Challenges, Media industry as manufacturers- Manufacturing Consent, news and content management. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing Ownership patterns, DAVP, INS, ABC.

**UNIT 3:**

Structure of news media organizations in India. Role responsibilities & Hierarchy Workflow & Need of Management Shift Patterns, Circulation & Guidelines

**UNIT 4:**

Media Economics, Strategic Management and Marketing Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

**UNIT 5:**

**CASE STUDIES**

Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers. Indian and International Media Giants- Case Studies

## **READINGS**

1. Vinita KohliKhandeka, Indian Media Business, Sage
2. PradipNinan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
5. Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel
6. John M. lavine and Daniel B. Wackman, Managing Media Organisations

## **SESSIONAL & TUTORIAL**

**CREDITS : 01**

**(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*



**PAPER BAJMC – 024: COMMUNICATION RESEARCH**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Introduction to Research Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature)

**UNIT 2:**

Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

**UNIT 3:**

Sampling Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

**UNIT 4:**

Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography Writing the research report

**UNIT 5:**

Ethnographies and other Methods Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

## **READINGS:**

1. Wimmer, Roger, D and Dominick, Joseph,R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
2. Arthur Asa Berger. *Media Research Techniques* , Sage Publications, 1998.
3. John Fiske. *Introduction to Communication Studies* , Routledge Publications,1982.
4. David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences* , Forge Press (For Case Studies) Amazon,2002.
5. Kothari, C.R. *Research Methodology: Methods and Techniques* , New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
6. Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

## **PRACTICAL**

**CREDITS: 02**

**(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-024). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

**PAPER BAJMC – 025: DOCUMENTARY PRODUCTION**

Theory: Credits – 04; M.M. 70 + Sessional & Tutorial : MM. 30

Practical: credits – 02; M.M. 70 + Sessional : MM 30

**COURSE CONTENTS:**

**UNIT 1:**

Understanding the Documentary Introduction to the debate on realism Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, reflexive, and Poetic Ethical Debates in the Documentary Encounter Defining the Subject/Social Actor/Participant, Voice in the Documentary: Problematics of ‘Voice of God’ Narrator & Different Posturings of the Narration, Participant, Filmmaker & Audience, Camcorder Cults, Documentary

**UNIT 2:**

Documentary Production: Pre-Production Researching the Documentary, Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience

**UNIT 3:**

Documentary Production: Production Documentary Sound, Documentary Cinematography – a responsive filmic encounter Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist, Crowd Funding

**UNIT 4:**

Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism & Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and Exhibition Spaces (Traditional and Online), Festivals and International Market Box office documentaries

**PRACTICAL EXERCISE** – Making a short documentary (5-10 minutes).

**READINGS:**

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
3. Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36

**SCREENINGS:**

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty Nightmail by Basil Wright
3. Bombay Our City by AnandPatwardhan Black Audio Collective
4. City of Photos by Nishtha Jain Films by PSBT

**PRACTICAL****CREDITS: 02****(PRACT. MM. 70 + SESSIONAL MM. 30)**

The Student will be assigned practical work related to relevant contents of the above paper (BJMC-025). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

\*\*\*\*\*

**PAPER BJMC-026 : DISSERTATION**

Theory : Credits – 03; M.M. 70,  
Sessional & Tutorial : Credits – 01; MM. 30

**NOTE:** Norms of the University will be followed in distribution of marks. The evaluation will be made by external and internal examiners together.

**SESSIONAL & TUTORIAL**

**CREDITS : 01**

**(MARKS : 30)**

The assignments for the tutorial work will be given to students from the contents of the above Paper and will be evaluated as per norms.

\*\*\*\*\*