

## Proposal for changes/correction in BJMC syllabus

### **BMC 151 – COMMUNICATION LAB (2 Credits)**

#### **COURSE OUTCOME:**

<b>L</b>	<b>T</b>	<b>P</b>
<b>0</b>	<b>0</b>	<b>4</b>

<b>CO1</b>	To enable effective language learning through latest technology.
<b>CO2</b>	To impart good communication skills in English using audio visual aids.
<b>CO3</b>	To give exposure to new evolving techniques of reporting, editing, production and distribution.
<b>CO4</b>	To enhance the quality of the language proficiency.

**Practical 1.** Hindi/English reading, Speech to text, text to speech (12 Hours)

**Practical 2.** English & Hindi speaking exercises in Phonetics using Language Lab. (12 Hours for English+12 Hours for Hindi)

**Practical 3.** Pronunciation and Voice modulation training. (12 Hours)

**Practical 4.** Vocabulary for media (12 Hours)

### **BMC 152 – COMPUTER LAB (2 Credits)**

#### **COURSE OUTCOME:**

<b>L</b>	<b>T</b>	<b>P</b>
<b>0</b>	<b>0</b>	<b>4</b>

<b>CO1</b>	Making MS Word documents
<b>CO2</b>	Making Power Point Presentation
<b>CO3</b>	Surfing e-news portals and blogs
<b>CO4</b>	Finding story ideas through netsurfing and making news

**Practical 1.** Typing English/Hindi (12 Hours)

**Practical 2.** Exercises Making MS Word documents (12 Hours)

**Practical 3.** Making Power Point Presentation (12 Hours)

**Practical 4.** Surfing e-news portals and blogs (14 Hours)

**BMC 251- REPORTING AND EDITING LAB (2 Credits)**

L	T	P
0	0	4

**COURSE OUTCOME:**

CO1	To understand the process of Analysis of newspapers and news magazines
CO2	To develop Print production ability.

**Practical 1.** Discussion and analysis of newspapers and news magazines. (12 Hours)

**Practical 2.** News Reporting, News Room, discussion for news publication. (12 Hours)

**Practical 3.** Press Release writing. (12 Hours)

**Practical 4.** Creating Lab Journal/e-journals (minimum 5 lab journal). (20 Hours)

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**BMC 252 MEDIA TECHNOLOGY LAB (2 Credits)**

L	T	P
0	0	4

**COURSE OUTCOME:**

CO1	To understand the process of creating Scripts, Storyboards, budgets, floor plan, sets, make-up costume, lights audio.
CO2	To develop shooting schedule. To analyse post production editing story treatment.

**Practical 1. Pre-Production:** Story idea, Script writing, Character building, story treatment, Story boards (12 Hours)

**Practical 2.** Production Team management, Budgets, Floor plan, Reporting Team (12 Hours)

**Practical 3.** Sets, make-up costume, jewellery, lights, audio, graphic, rehearsals, shooting schedules. Shooting requirements. (12 Hours)

## BMC 351 Design and Graphics Lab (2 Credits)

L	T	P
0	0	4

### COURSE OUTCOMES

CO1	Preparing PowerPoint presentations.
CO2	Working on PageMaker, Corel draw, Photoshop and quark.
CO3	Designing visiting cards, brochure, title page of a book, a magazine cover page.
CO4	Designing Magazine, news/article pages with text, photographs and graphics.
CO5	Preparing a tabloid/newspaper with masthead, news blocks, visuals and essential components that a newspaper must carry.

**Practical 1.** Introduction to graphic design: Apply Design principles to create effective and visually appealing communication. (8 Hours)

**Practical 2.** Typography: Type in graphic design, different fonts, font families, and font sizes. Create hierarchy and emphasis in their designs. Design a typeface. Develop a font family.(8 Hours)

**Practical 3.** Layout: Principles of layout, balance, contrast, and rhythm. Create visually interesting and engaging layouts.(8 Hours)

**Practical 4.** Color theory: Psychology of color used in graphic design. Different color schemes create specific moods or atmospheres.(8 Hours)

**Practical 5.** Imagery: Images in graphic design. Different types of images- photographs, illustrations, and icons. Select and use images effectively in designs. Design a poster for a community event. (12 Hours)

## BMC 352 Photography Lab (2 Credits)

L	T	P
0	0	4

### COURSE OUTCOMES

CO1	To practice photography, still camera and lighting
CO2	To enhance visualization and creativity of the students
CO3	Upon completion of the course, students will create a photo story essay & Photo Feature.
CO4	To Teach and Practice different photo editing software
CO5	To Familiarization with outdoor and indoor photography Shoots
CO6	To make the students Market Ready Photographer

**Practical 1.** Understanding Camera, Lens and other accessories. Developing an idea for photograph. Photography practice with SLR camera. (12 Hours)

**Practical 2.** Making a photo feature on a specific topic by using own photographs, making a photo feature after collecting photographs from newspapers/magazines. (12 Hours)

**Practical 3.** Practice composition. Use the rule of thirds, leading lines, and other composition techniques to create visually appealing images.(12 Hours)

**Practical 4.** Edit your photos. Use photo editing software to enhance the colors, contrast, and other aspects of your photos.(12 Hours)

### BMC354: INTERNSHIP AND VIVA (4 Credits)

L	T	P
0	0	4

#### COURSE OUTCOME:

CO 1	The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.
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For the examination, all the students will have to demonstrate the internship reports, project work etc. done during their three semesters in front of the examination committee and submit the relevant files. It is mandatory to follow the guidelines given by the Head of the Department for preparing the file.

**Comprehensive Viva:** There shall be Comprehensive Viva Voce on the completion of BJMC programme.

**Evaluation:** Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean/HOD of the Journalism & Mass Communication Department and two external experts approved by Vice Chancellor, of whom one would be preferably from the industry, the quorum shall be deemed to have been met if 2 out of 3 members are present.

### BMC 451 - Radio Production Lab (2 Credits)

L	T	P
0	0	4

#### COURSE OUTCOMES

CO1	To help the students understand the basics of technology involved in radio broadcast
CO2	To help the students understand principles of formatting of radio programmes.
CO3	To make them learn presentation styles of radio news and entertainment programmes.
CO4	To acquaint them with various styles of writing for radio

**Practical 1. Idea generation and Writing for Radio:** fiction and non-fiction, developing an idea into story, Script, making of radio news, newsgathering, report writing, News capsule, News Format (NF), Production schedule, Budget. (12 Hours)

**Practical 2. Voice Recording:** News Anchoring, VOX-POP, voice cast by correspondent's sound bites from the spot SXF Selection and use of effects & music.(12 Hours)

**Practical 3. Produce a Podcast:** Produce a podcast, record and edit audio, create a cover image, and publish the podcast to a directory/Departmental Media Channel.(12 Hours)

**Practical 4. Produce a Live Show:** Produce a live radio show, operate the equipment, cue the music, and keep the show on track.(12 Hours)

**Practical 5. Produce a Radio News Story:** Produce a radio news story, research a topic, write a script, gather sound bites, and edit the story together. Use sound effects and music to create a compelling story.(10 Hours)

**BMC 452 -TV Production Lab (2 Credits)**  
**COURSE OUTCOMES**

L	T	P
0	0	4

CO1	To help the students understand the basics of production
CO2	To acquaint them with recording and editing infrastructure required for broadcasting.
CO3	To make them lean presentation styles of radio news and entertainment programs.

- Practical 1. Idea generation:** fiction and non-fiction developing an idea into story, News Script Writing for Television, Script writing for different Television Programs (TV News Talk Show/ Panel Discussion) Script Writing (Documentary), Anchoring Preparation of TV News, Talks, Script and story board Production schedule Budget Floor plan Lighting plan.(8 Hours)
- Practical 2. Produce a TV Promo:** Develop a creative concept and to write a script for a TV promo. Encourage them to produce a promo that is both informative and engaging.(8 Hours)
- Practical 3. Produce a TV News Package:** Produce a TV news package that is similar to the ones that are used on real-world newscasts. Require them to use multiple video and audio clips and to write a script that ties the package together.(6 Hours)
- Practical 4. Produce a TV News Story:** Use real-world sources and to follow the journalistic standards of accuracy, fairness, and impartiality.(6 Hours)
- Practical 5.** Produce a TV Commercial: Require students to develop a creative concept and to write a script for a TV commercial. Encourage them to produce a commercial that is both informative and persuasive.(8 Hours)

## BMC 551: Advertising lab (2 Credits)

L	T	P
0	0	4

### Course Outcome:

CO1	Designing an ad copy for a product, leaflets, pamphlets, brochure its layout
CO2	Script writing for electronic media (Radio jingle, TV Commercial), right and catchy phrases, online research
CO3	Planning & Designing advertising campaigns according to the target audience
CO4	Critical evaluation of advertisements, errors, out focus elements
CO5	Planning and designing PR campaign, attaining maximum affect & results on the customers & targets.

- Practical 1. Develop a creative for a new product or service:** Create a clear, concise, and actionable creative brief. Conduct market research to understand the target audience, identify the key messages, and develop a creative concept. (12 Hours)
- Practical 2. Write copy for a print ad, radio ad, or TV commercial:** Students develop their copywriting skills for different types of advertising media. Students will need to write copy that is persuasive, informative, and engaging, and that is tailored to the specific medium it will be used for. (12 Hours)
- Practical 3. Design a print ad or digital ad:** Develop graphic design skills for advertising. Create an ad that is visually appealing and effective at communicating the key messages. The ad should be designed to be visually appealing and to grab the attention of the target audience. (12 Hours)
- Practical 4. Practical 5. Develop a social media marketing campaign:** Create and manage a social media marketing campaign. Students will need to develop a social media strategy, create content that is relevant and engaging to the target audience, and engage with followers. (12 Hours)

## BMC 552 - Cyber Journalism Lab (2 Credits)

L	T	P
0	0	4

### Course outcome:

CO1	To make the students learn creative aspects by producing Cyber content for readers and for themselves.
CO2	To ask them handling fake news, content analysis as also media planning and scheduling.

**Practical 1. Social Media Verification:** Verify social media posts and images, including how to identify deep fakes and other forms of misinformation. Use social media analytics tools to gather data for their news stories. Fact-check news stories, to identify and avoid common biases. (12 Hours)

**Practical 2. Open Source Intelligence (OSINT):** Use OSINT tools and techniques to gather information for their news stories. Search and analyse public records, satellite imagery, and other publicly available data. (12 Hours)

**Practical 3. Data Journalism:** Collect, Clean, and analyse data, and how to create visualizations to communicate their findings. They will also learn how to use data journalism tools and techniques to tell stories. (12 Hours)

**Practical 4. Cyber security:** Basics of cyber security, including common threats and how to protect themselves and their sources. (12 Hours)

## BMC 553 - INTERNSHIP AND VIVA (4 Credits)

L	T	P
0	0	4

### COURSE OUTCOME:

CO1	The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.
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### Research Based Study:

**Selection of the Topic:** The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

**Significance of the Study:** They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.

**Writing the report:** The students will write a comprehension report based on their study.



## BMC 651 - Professional Project (Dissertation to be submitted) (6 Credits)

### COURSE OUTCOMES

L	T	P
0	0	4

CO1	To encourage students taking up minor projects for conducting some fruitful study
CO2	To enable students collect relevant data, and analyse to take it to logical conclusion
CO3	To motivate the students to do a research based study on the selected topic
CO4	To encourage them to do a quality work for testifying their learning during three years

### Research Based Study:

**Selection of the Topic:** The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

**Significance of the Study:** They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.

**Writing the report:** The students will write a comprehension report based on their study.