



SCHEME OF INSTRUCTIONS & SYLLABUS

FOR

THE DEGREE

OF

BACHELOR OF JOURNALISM & MASS COMMUNICATION

w.e.f. Session 2016

INVERTIS UNIVERSITY
Invertis Village, NH-24, Bareilly

APPLICABILITY:

This ordinance shall apply to programme of Bachelor of Journalism and Mass Communication (B.J.M.C).

1. DEFINITIONS:

- (a) **Academic Programme/ Programmes** shall mean a programme of courses and/or any other component leading to the degree of Bachelor of Journalism and Mass Communication.
- (b) **An Academic Year** is a period of nearly 12 months devoted to completion of requirements specified in the Scheme of Teaching and the related examinations.
- (c) **Board of Studies (BOS)** shall mean the Board of Studies of the School concerned.
- (d) **Course** means a component of the academic programme, carrying a distinctive code number and specific credits assigned to it.
- (e) **External examiner** shall mean an examiner who is not in the employment of the University.
- (f) **Semester System** – A programme wherein each academic year is apportioned into two parts known as semesters.
- (g) **Student** shall mean a person admitted and registered for a programme in the Institutes of the University.
- (h) **University** shall mean Invertis University.

2. ADMISSION

Admission to B.J.M.C. will be made as per the rules prescribed by the Academic Council of the University.

3. ELIGIBILITY FOR ADMISSION

For admission to B.J.M.C programme, a candidate should have passed Senior Secondary Examination on the pattern of 10+2 from a recognized Board of Education or an equivalent examination recognized as equivalent thereto by the University with at least 50% marks in aggregate. In case of SC/ST candidates the eligibility requirement is a minimum of 45% marks in aggregate.

4. CANCELLATION OF ADMISSION

The admission of a student at any stage of study shall be cancelled if:

(i) He / She is not found qualified as per the eligibility criteria prescribed by the University.

or

(ii) He / She is found unable to complete the course within the specified period for completion of the course as per clause 6(g).

or

(iii) He / She is found involved in creating indiscipline in the School/Institute or in the University.

or

(iv) He/ She is involved in ragging.

5. CURRICULUM

B.J.M.C programme is of three years duration and its curriculum is divided into **6** semesters. Curriculum for Semesters 1 to 6 shall consist of lectures, tutorials, practical's and seminars as defined in the Scheme of Teaching & Examination and Syllabi issued by the University from time to time.

Further a student may be allowed to "audit" a course(s) not included in the Scheme of Teaching & Examination. The University may also ask a student to audit one or more courses as pre-requisite courses so as to make up any deficiency at the entry level.

Such audited course(s) shall be shown in the final mark-sheet under a distinct head of "Audited Course(s)" provided the attendance requirement of the course is duly certified to have been met by the concerned teacher(s). However, a student shall neither be entitled to any credits for such course(s), nor these shall be considered for the purpose of declaration of results.

6. PROGRAMME CONTENTS and DURATION

- a) The minimum period required for completion of B.J.M.C programme is three years i.e. **6** semesters. Each semester will have at least 90 working days.
- b) Students shall be required to register for all the courses offered in any particular semester. If a student fails in a subject, he has to re-register for that subject in the supplementary /carry over exam.
- c) Students are permitted to register for additional course(s) as backlog from second semester onwards provided the subject is being offered in that semester.
- d) Except for the first semester, registration for the next semester will be done during the first week of the next semester.
- e) From the second semester onwards, all students have to enroll on a specified day at the beginning of a semester. A student is eligible for enrolment if he has paid all the dues for that semester.
- f) Students will not be allowed to register for more than two failed courses in a semester in addition to the regular courses in order to clear backlog.
- g) The maximum permissible period for completing B.J.M.C programme for which the prescribed programme duration is **n** semesters, shall be **(n+4)** semesters. All the programme requirements shall have to be completed in **(n+4)** semesters. This excludes the period of expulsion or suspension by the university / approved medical leave.
- h) After second semester, students will be required to undergo 4-6 weeks training in Print Media Organisation. They will be required to submit Summer Training Report by the second week of commencement of the third semester and deliver a power point presentation for the same.

- i) After fourth semester, students will be required to undergo 4-6 weeks training in electronic media organization. They will be required to submit Summer Training Report by the second week of the commencement of fifth semester.
- j) After fifth semester, students will be assigned with a field research project for which they will be required to submit a research report along with power point presentation and also deliver a seminar. This will be called “Professional Project”.

7. SEMESTER DURATION

(a) An academic year shall be apportioned into two semesters with a working duration of about 20weeks each. There shall be a break of 3 to 5 weeks after autumn semester and 6 to 10 weeks after the spring semester.

The Academic Calendar shall be notified by the University each year before the start of the Academic Session.

(b) The academic break-up of the semesters devoted to instructional work shall be as below:

Imparting of instructions and/or laboratory work - 16 -18 Weeks
(including class tests, sessional exams. etc.)

Semester-end Examination, including Practical / - 02 - 04 Weeks
Laboratory Examination

8. BOARD OF STUDIES

The constitution of the Board of Studies of each School shall be:

- (a) Head of the Department (Chair)
- (b) All Professors and Readers of the Department
- (c) Two Experts from another University nominated by the Vice-Chancellor
- (d) Two Assistant Professors by rotation
- (e) One Professor/ Associate Professor/ Reader from Associate Department nominated by the Director.

9. DEPARTMENTAL COMMITTEE

- a) There shall be a Departmental Committee in the Department/ Constituent Institutions of the University.
- b) All the permanent teachers of a Department of study shall constitute the Departmental Committee of which the HOD of the Department shall act as its Chairperson. This Committee shall coordinate the implementation of the courses for optimum utilization of resources and shall also take care of the coordination of the Department’s programmes with the other programmes run by the different Institutes/Schools of the University.
- c) The Departmental Committees shall also perform other tasks as assigned to it by the Board of Studies of the concerned Institute/ School of the University.
- d) The Departmental Committee shall meet as and when required but at least once every month. The Chairperson of the Committee will convene the meetings.

10. APPLICABLE FEES

- All the fees including the course fee and the examination fee, as determined by the University from time to time, will be payable by the students at the beginning of each semester.
- Registrar will notify the quantum of fees payable and the schedule of registration before the start of each semester.
- Fees once paid, and once the student has started attending classes, are not refundable in any case except for the caution money. In some cases of genuine hardship, the Vice-Chancellor may permit at his discretion, an extension in the last date of payment of fees. However, all the students will be required to pay the prescribed fee before the start of examinations. In case any student has been allowed to appear for the examinations, the results of such student shall be withheld till all his dues are cleared.

11. ATTENDANCE

All students are normally expected to have an attendance of 100% in each subject. Relaxation up to 25% may be given on account of illness and other pre-approved occasions. Vice Chancellor may further condone attendance shortage up to 5% on genuine grounds. However, under no circumstances, a student with an attendance of less than 70% in a subject, shall be allowed to appear in the semester-end examination of that subject, provided that the late admitted students in the first semester of any course maintain at least 80% attendance (including medical and other reasons) from the date of their admission.

Director of the Institute/ School / Programme Coordinator shall announce the names of all such students who are not eligible to appear in the subject(s) of semester-end examination, at least one week before the start of the semester-end examination and simultaneously intimate the same to the Controller of Examinations.

In case any student appears in the Examinations by default, who in fact has been detained by the Institute/School, his/ her result shall be treated as null and void.

12. EVALUATION

Examinations of the University shall be open to all regular (residential) / part-time/ ex-students who have undergone a course of study in the University for a period specified for that programme of study in the Teaching & Examination Scheme and are not debarred from appearing in the semester-end examinations as provided in the applicable Ordinance of the University.

- (a) The performance of a student in a semester shall be evaluated through continuous class assessment and end semester examination.
- (b) The distribution of weightage for various components of evaluation shall be as defined in the Teaching & Examination Scheme.
- (c) Conduct of semester-end examinations
 - (i) All semester-end examinations shall be conducted by the Controller of Examinations.

(ii) The schedule of examination shall be notified by the Controller of Examinations at least 10 days prior to the first day of the commencement of semester-end examinations.

(iii) For theory as well as practical examinations and dissertation/ thesis/ project report/ training report etc, the concerned subject teacher(s) shall be the examiners. In case any external examiners are desired, then the same shall be appointed by the Controller of Examinations with the recommendations of the Director of the concerned School / Programme Coordinator subject to approval of the Vice-Chancellor.

(d) Continuous Evaluation:

A student shall be evaluated for academic performance in a course through tutorials, homework, assignments, quizzes and mid semester tests (MSM), practical laboratory work (PRM) and final theory and practical examination (FTM & FPM). Evaluation of a course is based on the weightage assigned to various components of the course examination scheme. Components are designated as under:

CWM Class Work Marks will be awarded on the basis of attendance (5%), assignments and quizzes (5%) taken in the class. (Weightage: 10%)

MSM Mid Semester Examination Marks. (Three tests will be conducted during the semester and their average will be considered to finalize the marks). The student will be shown his answer book/ answer sheets immediately after the evaluation.

(Weightage: 20%)

PRM Practical Sessional Marks will be awarded on the basis of attendance in practical classes, practical records etc. There shall be no mid semester test in laboratory class. (Weightage: 30%)

FTM Final Theory Examination Marks (Weightage: 70%)

FPM Final Practical Examination Marks (Weightage: 70%)

The examiner shall set semester-end examination question paper and submit to the Controller of Examinations at least two weeks before the commencement of End-Term Examinations. Papers will be moderated by a moderation committee approved by the Vice-Chancellor. The examiner for the final examination may be one of the subject teachers of the concerned course in that semester.

(e)The University shall have the right to call for the complete records of any teacher's evaluation and moderate the teacher's evaluation, if it deems fit.

(f)Semester-end practical examinations shall be conducted by a Board of Examiners for each course duly approved by the Vice-Chancellor. The Board shall consist of one or more examiners.

(g) For any other type of examination, not covered by sub-clause (c) and (f) above, the mode of conduct of examination shall be as specifically provided in the Teaching & Examination Scheme, and in the absence of such a provision, it shall be decided by the Controller of Examinations on the recommendations of the Board of Studies / Coordination Committee concerned, with the approval of the Vice-Chancellor.

(h) If a student has missed semester-end examination due to valid reasons like illness, injury, death of an immediate relative etc., he may be allowed to appear in a make-up examination for the missed paper provided he was eligible for the end-semester examination of that paper.

(i) The complete results of a semester examination (including both the semester-end examination and teacher's continuous evaluation) shall be declared by the Controller of Examination after it is cleared by the Examination Results and Moderation Committee, specially constituted by the Vice-Chancellor for the purpose.

(j) The award-list / mark-sheet containing the marks obtained by a student in various courses shall be issued by the Controller of Examinations, at the end of each semester, after the declaration of the result.

(k) The marks obtained in a subject shall consist of marks allotted in end semester theory paper, practical examination and sessional work.

(l) The minimum pass marks in each subject (theory and sessional marks including) shall be 40 % in each subject in the end semester examination.

(m) The minimum pass marks in a project/ practical subject (including sessional marks if any) shall be 50%.

(n) A candidate in order to pass must secure 50% marks in aggregate in a particular semester. (This clause shall come into effect and applicable for all the batches of students admitted from the academic year 2012-13.

(o) The minimum pass marks in seminar, Industrial Training and Educational tour Viva-Voce shall be 50%.

13. PROMOTION:-

- i. A candidate satisfying all the requirements under clause 12 shall be promoted to the next academic year of study.
- ii. A candidate shall be eligible for provisional promotion to the next academic year of study provided, he/she has not failed in more than 4 papers in a year. (At the end of two semesters) and not more than 4 (four) papers arrears at the end of any semester.

- iii. A candidate who fails in not more than 3 theory papers and 2 practical/ project subjects and does not secure the required aggregate marks also may be promoted to the next year. In such a case, aggregate marks shall be treated as one subject.
- iv. A candidate who fails in aggregate shall be eligible for provisional promotion with carry over. He/ She may choose upto a maximum of any four theory papers of that particular academic year as per his/her choice to pass the examination of that year.
- v. There shall be a supplementary examination every year after the declaration of the results of even semester (sometime in July and students may appear in requisite no. of papers subject to clause (iv) above in the supplementary examination.)

14. USE OF UNFAIR MEANS

All reported cases of use of unfair means in the examination shall be placed before a Standing 'Unfair Means Hearing Committee' for decision on case to case basis. The actions under the category of 'Use of Unfair Means' and procedure for dealing with such cases of suspected/ alleged/ reported use of unfair means shall be specified by the Academic Council.

The Following would be considered as unfair means adopted during examinations and other contexts:

- i. Communicating with the fellow students for obtaining help.
- ii. Copying from the other student's script / report/ paper etc.
- iii. Possession of any incriminating document whether used or not.
- iv. Any approach in direct or indirect form to influence teacher / invigilator.
- v. Unruly behaviour, which disrupts academic environment.

15. STUDENTS GRIEVANCE COMMITTEE

In case of any written representation / complaints received from the students within seven days after completion of the examination regarding setting up of the question paper etc. along with specific recommendations of the course Co-ordinator & Director of the school, the same shall be considered by the Students Grievance Committee to be constituted by the Vice-Chancellor. The Vice-Chancellor shall take appropriate decision on the recommendations of the Students Grievance Committee, before the declaration of result(s) of the said examination.

16. SCRUTINY and RE-EVALUATION

A student can apply to Controller of Examination for the scrutiny of the marks obtained in the end-Semester Examination on payment of Fee to be decided by the Academic Council from time to time.

He can also apply for re-evaluation of his answer-book on payment of fee to be decided by the Academic Council from time to time.

17. AWARD OF DEGREE

A student shall be awarded a degree if:

- i) He/she has registered himself/herself, undergone the course of studies, completed the project report/ dissertation specified in the curriculum of his/ her programme within the stipulated time, and secured the minimum credits prescribed for award of the concerned degree/ diploma.
- ii) There are no dues outstanding in his/her name of a School of the University / constituent Institution, and
- iii) No disciplinary action is pending against him/her

- 18.** Subject to the provisions of the Act, the Statutes and the Ordinances such administrative issues as disorderly conduct in examinations, other malpractices, dates for submission of examination forms, issue of duplicate degrees / diplomas, instructions to examiners, superintendents, invigilators, their remuneration and any other matter connected with the conduct of examinations will be dealt with as per the guidelines approved for the purposes by the Academic Council.
- 19.** Notwithstanding anything stated in this Ordinance, for any unforeseen issues arising, and not covered by this Ordinance, or in the event of differences of interpretation, the Vice-Chancellor may take a decision after obtaining, if necessary, the opinion / advice of a Committee consisting of any or all the Directors of the Schools. The decision of the Vice-Chancellor shall be final.

Programme Outcomes
For Journalism and Mass Communication

- PO 1:** To Create the sound knowledge about journalism filed to develop problem solving ability and challenges in media filed.
- PO 2:**An ability to design a system, component, or process to meet desired needs within realistic constraints such as to inform, educate and entertain to the masses through their writing skills and knowledge.
- PO 3:** Multidisciplinary knowledge through projects and internships, providing a sustainable competitive edge in R&D to meet industrial needs.
- PO 4:** Technical skills as well as soft skills to use modern tools and technique necessary for practicing Journalism.
- PO 5:** Understanding of the role of a journalist towards the community and the society as a whole and an ability to communicate effectively with health professionals and other people of multidisciplinary background.
- PO 6:**Leadership quality for technology innovation and entrepreneurship for professional identity with ethical responsibility.
- PO 7:**To have effective communication skills, teamwork skills and work with values that meets the diversified needs of industry, academia and research.
- PO 8:**Understanding of the role of a media personality towards the community and the society as a whole and an ability to communicate effectively with professionals and other people of multidisciplinary backgrounds.

INVERTIS INSTITUTE OF JOURNALISM & MASS COMMUNICATION
SCHEME OF INSTRUCTIONS
Bachelor of Journalism & Mass Communication (B.J.M.C.)

W.E.F. SESSION 2016

Semester I

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 101 Principles of Communication	3	1	0	70	30	100	4
2	BMC 102 Journalism & Mass Media:History & Growth	3	1	0	70	30	100	4
3	BMC 103 Language Skills for Mass Media	3	1	0	70	30	100	4
4	BMC 104 Computer Application for Mass Media	3	1	0	70	30	100	4
5	BMC 105 Reporting & Editing-I	3	1	0	70	30	100	4
6	BMC 106 Environmental Studies	3	1	0	70	30	100	4
Practical Courses								
7	BMC 151 Communication Lab	-	-	4	35	15	50	2
8	BMC 152 Computer Lab	-	-	4	35	15	50	2
Total					700			28

Semester II

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 201 Introduction to Print Journalism	3	1	0	70	30	100	4
2	BMC 202 Introduction to Electronic Journalism & New Media	3	1	0	70	30	100	4
3	BMC 203 Indian Political System	3	1	0	70	30	100	4
4	BMC 204 Reporting & Editing-II	3	1	0	70	30	100	4
5	BMC 205 Mass Media & Technology	3	1	0	70	30	100	4
8	BMC 206 Journalistic English	3	1	0	70	30	100	4
Practical Courses								
6	BMC 251 Reporting & Editing Lab	-	-	4	35	15	50	2
7	BMC 252 Media Technology Lab	-	-	4	35	15	50	2
Total					700			28

Semester III

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 301 Development Communication	3	1	0	70	30	100	4
2	BMC 302 Media Organisations & Media Management	3	1	0	70	30	100	4
3	BMC 303 Economic Development & Planning	3	1	0	70	30	100	4
4	BMC 304 Photo Journalism	3	1	0	70	30	100	4
5	BMC 305 Design & Graphics	3	1	0	70	30	100	4
6	BMC 306 Journalistic Hindi	3	1	0	70	30	100	4
Practical Courses								
7	BMC 351 Design & Graphics Lab	-	-	4	35	15	50	2
8	BMC 352 Photography Lab	-	-	4	35	15	50	2
Viva Voce								
9	BMC 354 Internship & Viva Voce	0	0	0	50	50	100	4
Total					750			32

Semester IV

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 401 Understanding World History	3	1	0	70	30	100	4
2	BMC 402 Radio Journalism:Production & Program Formats	3	1	0	70	30	100	4
3	BMC 403 TV Journalism:Production & Program Formats	3	1	0	70	30	100	4
4	BMC 404 Media Laws & Ethics	3	1	0	70	30	100	4
5	BMC 405 Specialised Reporting & Current Issues	3	1	0	70	30	100	4
6	BMC 406 Rural Journalism	3	1	0	70	30	100	4
Practical Courses								
6	BMC 451 Radio Production Lab	-	-	4	35	15	50	2
7	BMC 452 TV Production Lab	-	-	4	35	15	50	2
Total					700			28

Semester V

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 501 Event Management	3	1	0	70	30	100	4
2	BMC 502 Advertising & Sales Promotion	3	1	0	70	30	100	4
3	BMC 503 Public Relations & Corporate Communication	3	1	0	70	30	100	4
4	BMC 504 Film Studies	3	1	0	70	30	100	4
5	BMC 505 Cyber Journalism	3	1	0	70	30	100	4
6	BMC 506 Communication Research	3	1	0	70	30	100	4
Practical Courses								
7	BMC 551 Advertising Lab	-	-	4	35	15	50	2
8	BMC 552 Cyber Journalism Lab	-	-	4	35	15	50	2
Viva Voce								
9	BMC 553 Internship & Viva Voce				50	50	100	4
Total					800			32

Semester VI

* L-Lecture, P-Practical, T-Tutorial

S. No.	Subject Code and Name	Hours/ Week			Maximum Marks			Credit Points
		L	T	P	Final Exam	Sessional	Total	
Theory Courses								
1	BMC 601 Educational Communication	3	1	0	70	30	100	4
2	BMC 602 E1 Sports Journalism	3	1	0	70	30	100	4
	BMC 602 E2 Women & Gender Studies	3	1	0	70	30	100	4
	BMC 602 E3 Business journalism	3	1	0	70	30	100	4
3	BMC 603 Science & Environment Journalism	3	1	0	70	30	100	4
Dissertation								
4	BMC 651 Professional Project	-	-	4	100	50	150	6
Viva Voce								
5	BMC 652 Comprehensive Viva-Voce	-	-	-	100	50	150	6
Total					600			24

SEMESTER I

BMC 101 - PRINCIPLES OF COMMUNICATION

L	T	P
3	1	0

CO1	To understand the Elements and Barriers of Effective Communication.
CO2	To enhance the knowledge of students with regard to fundamentals of communication and its various forms.
CO3	To make them understand communication better through various theories
CO4	To enhance communication skills by undertaking various kinds of exercises based on different modes of communication.
CO 5	To develop among them broad understanding of the concepts and process of communication
CO 6	To guide students towards understanding of Modern Tools of Communication

Unit I (8 hours)

Fundamentals of Communication

Definition, Concept & Process, Scope & Importance, Elements of Communication, Functions of Communication, 7 Cs of Communication, Barriers to Effective Communication.

Unit II (8 hours)

Forms of Communication - Interpersonal, Intrapersonal, Organizational, Group Communication, Social Communication, Mass Communication, Public Communication.

Types of Communication - Verbal & Nonverbal Communication, Oral & Written Communication, Formal & Informal, External & Internal Communication.

Unit III (12 hours)

Communication Theories

Psychological Theories -Hypodermic Needle Theory, Individual Difference Theory – selective exposure, selective perception, selective retention, Personal Influence theory-Two-step flow, Multi-step flow.

Sociological Theories – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses & Gratification Theory, Dependency Theory.

Normative Theories of Mass Media - Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social Responsibility Theory, Development Media Theory, Democratic Participant Media Theory.

Indian Theories of Communication – Sadharnikaran, Sahridaya. Bharatmuni Natyashastra.

Unit IV (10 hours)

Models of Communication

SMCR Model, Shannon & Weaver Model, Schramm's Model, Osgood Model, Laswell Model, Dance's Helical Model, New Comb's Model, Gate Keeping Model, Gerbner's Model, Convergence Model.

Unit V (10 hours)**Introduction to Mass Communication**

Mass Communication and Origin of Media – Meaning, Definition, Functions, Elements.

Difference between Mass Communication and Interpersonal Communication.

Brief introduction to Mass Media - Newspapers and Journalism, Wireless Communication : From Morse Code to Blue Tooth, Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media.

Unit VI (8 hours)**Modern Tools of Communication**

SMS, E-mails, Social Networking sites, Web Blogs, News Portals, Online Advertising, Videotext, Video on Demand, Online Newspaper, Teleconferencing, Teleshopping.

Suggested Readings :

1. Mass Communication Theory, Denis Mcquail, New Delhi, Vistaar Publications 2005.
2. Essentials of Mass Communication Theory, Arthur Asa Berger, New Delhi, Sage Publications, 1995.
3. Mass Communication in India, Keval J. Kumar, Jaico Pblcation, Chennai, 2000
4. Communication, C S Raidu, Himalaya Publication.
5. Book on Indian Theories of Mass Communication by, J. S. Yadav. IIMC New Delhi.

BMC102 – Journalism & Mass Media: History, Growth

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To understand audience and type of audiences and types of media. To understand journalism and various types of journalism.
CO2	To understand struggle of Indian journalism. To Understand about potential of newspaper.
CO3	To Understand difference between government and private media. To understand nature of media and its ownership pattern. Develop journalistic approach about ownership of media.
CO4	To develop understanding how government control media. To understand how media is helpful in development of society
CO 5	To make clear understanding about public service media and commercial media. To develop a sense that why all media houses have different objectives.
CO 6	To guide students towards understanding of new media and it's objective. To guide students towards understanding of alternative media.

UNIT I (10 hours)

Basic differences between the print, electronic and online journalism, Relationship between the reader/viewer and media.

Origin of Newspaper, Recent Developments in Print Media. Penny Press, Yellow Journalism, Gonzo Journalism, Jazz Journalism, Alternative Journalism.

UNIT II (10 hours)

History of the Press in India (Colonial Period; National Freedom Movement, Post Independence Era till date.

UNIT III (10 hours)

Press Commissions, Press Council, DAVP, INS, ABC, PIB, other media organizations- government/public and private.

UNIT IV (10 hours)

History of Broadcast in India : Radio & Television, Evolution of Programming, Formation of Prasar Bharati, FM: Radio Privatization, Community Radio, Internet Radio.

UNIT V (10 hours)

TV as a medium of mass communication: Potentials and limits - Brief history of TV with special reference to Indian TV - Introduction to Public Service and Commercial Television

Unit VI (6 hours)

New Media : Overview of internet and blogs, e-newspapers, advertisements, online news, sms alerts for mass media.

Suggested Reading :

1. Cyberspace Aur Media Sudhir Pachauri
2. Electronic Media & the Internet Y K D ' Souza
3. Handbook Of Journalism- Vir Bala Agarwal
4. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
5. Journalism In Modern India: Edited by Roland E. Wolseley, Asia Publishing House, Bombay-Calcutta.

BMC 103 – LANGUAGE SKILLS FOR MASS MEDIA

L	T	P
3	1	0

COURSE OUTCOMES

BMC103- Language skills for mass media

1. To improve the speaking ability in terms of fluency and comprehensibility.
2. To demonstrate competence in creating and designing media products.
3. To enable effective writing strategies to prepare content for news media outlets.

UNIT I (10 hours)

Language for Communication

Language as a tool of communication, characteristics of language.

Principles and methods of effective writing for mass media communication,

Glossary of Newspaper terminology

UNIT II (10 hours)

Sentences – types and construction. Use of tenses in mass media writing. Use of Active & Passive Voice. Use of direct Indirect in making news. Common Errors : Use of double negatives, redundancy, subject verb agreement, prepositions, articles.

UNIT III (10 hours)

Phonetics: Introduction to speech sounds, syllable, accent – word stress and sentence stress, intonation (falling tone, rising tone, falling-rising tone)

Presentation Skills

Importance of Presentation Skills, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting. Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

UNIT IV (10 hours)

Translation in Journalism : Concept & Definition of Translation , Types of translation, translating news and other media scripts.

Practice exercises - English to Hindi and vice-versa translation

UNIT V (6 hours)

Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalists. Freelancing for newspaper, magazines, TV, radio and on – line media.

UNIT VI (10 hours)

Paragraph writing, story writing, dialogue writing. Study of different quotations. Preparing questions for interview. News Report Writing, Story Writing (Single - Incident Story - Attribution - Identification - Time and Timeliness – The Stylebook.)

Suggested Readings :

1. Handbook of Journalism and Mass Communication, VirBala Agarwal, Jain Book Depot.
2. English Grammar & Composition, R.P. Sinha
3. Becoming a Translator: An Introduction to the Theory and Practice of Translation by Douglas Robinson, Publisher: Routledge; 2nd edition (October, 2003), ISBN: 0415300339
4. The Translator's Handbook, Fifth Revised Edition (Translator's Handbook) by Morry Sofer, Publisher: Schreiber Publishing, Inc.; 5th Rev edition (March, 2004)

ISBN: 1887563881 .

5. Technical Communication, Meenakshi Raman, Oxford Publications.
6. A Textbook of Phonetics, T. Balasubramaniam
7. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
8. The Journalist 's Handbook - M.V. Kamath

BMC 104 - COMPUTER APPLICATION FOR MASS MEDIA

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize computer terms, parts, applications, storage systems and various devices
CO2	To understand the relevance, importance & role of Computers in Mass Media
CO3	To apply the different DTP software in relevant areas of Mass Media
CO4	To analyse the need of Multi-media in Mass Communication
CO5	To Evaluate between good/effective websites and bad/non-effective websites, Social Media activities
CO6	To Create Newspaper, Magazines, Tabloids

UNIT I (10 hours)

Introduction to Computers, Types of Computers, brief history and generation of computers. Overview of Information Technology – Scope - Binary Systems - Standard systems - Octal systems - Hexadecimal systems,

UNIT II (6 hours)

Computer Hardware – CPU - Memory Storage capacity - Primary and Secondary Memory (RAM, ROM) – Microprocessors - Input and Output devices.

UNIT III (10 hours)

Storage and Databases - Storage Fundamentals – Diskettes - Hard disks - Optical disks- Memory Cards - Magnetic tape - Software - Operating System, MS-DOS, MS - Windows, Linux.

UNIT IV (10 hours)

Multimedia - Goals of Multimedia - Applications of Multimedia - Compression, Decompression - File formats - Text - Designing the text - Elements of text, graphics, images and colors,

UNIT V (10 hours)

Introduction to Html – Xml – Networking – Internet - Web page designing - Web hosting,

UNIT VI (10 hours)

Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques. Graphics and Design. Introduction to Quark Express, Photoshop and Coral Draw.

Suggested Readings-

1. Author Adobe Adobe Pagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today
4. D.P. Mukherjee Fundamentals of computer graphics and multimedia Prentice Hall of India
5. V.Rajaraman Fundamentals of computer Prentice Hall of India

BMC 105 - REPORTING AND EDITING- I

L	T	P
3	1	0

- CO1 To introduce students to basics of reporting and writing for print media.
CO2 To enable the students understand news values and qualities of reporters.
CO3 To enable students to understand newspaper organization structure and editorial department.
CO4 To introduce to different types of reporting and their importance
CO5 To enable students to understand different forms of journalistic writing
CO6 To provide them basic understanding on various media laws and ethics

UNIT I (6 hours)

News: Definition, news values, sources of news, news gathering methods.
Difference between news report and news feature, style of language in feature.

UNIT II (10 hours)

News Writing : Different formats of news writing-Inverted Pyramid, Focus Style, Hour Glass Style, Narrative, advantages & disadvantages.
Headlining – principles, types and techniques. Lead – types of lead.
Body- technique of rewriting news agency copy.
Writing features, articles, profiles, interview stories, book and movie reviews.

UNIT III (10 hours)

Reporting: Principles of reporting, functions and responsibilities of reporters.
Pitfalls and problems in reporting – attribution – off-the-record
Embargo – Pool reporting; follow-up – advocacy, interpretation, investigation.

UNIT IV (10 hours)

Reporting:- Reporting techniques – qualities of a reporter – news-elements, sources –Reporting Types – crime, court, society, culture, politics, commerce and business, Education reporting.

UNIT V (10 hours)

Editing: Definition, nature and need for editing: Principles of editing.
Editorial Desk, Functions of editorial desk, copy editing, preparation of copy for press – Style sheet – editing symbols, proofreading symbols and their significance.

UNIT VI (10 hours)

Function and qualification of a sub-editor and chief –sub editor, copy selection
And copy pasting.

Suggested Readings-

Shrivastava K M Publisher: Sterling Pub. (2003)
News writing-george Hough(Indian edition by Kanishka Publication),No.4697/5-21A
The professional Journalism-M.V. kamath
The Journalist's Handbook- M.V. kamath
Keval J Kumar
Virbala Agarwal

BMC 106 – ENVIRONMENTAL STUDIES

Course Outcome:

BMC 106	Environmental studies	3-1-0	4- Credits
CO1	To develop the understanding of environment and its different physical structure.		
CO2	To understand the conventional and non – conventional energy resources, and the types of energy resources and its uses.		
CO3	To give detail information about the pollution and types of pollutants, and its various effects on environment.		
CO4	To understand the function of forestation and deforestation. Its causes and impact on environment.		
CO5	To analyse the process of solid waste management. Its impact on environment and various health issues by toxicology.		
CO6	To evaluate the various environmental terms, as global warming, Acid Rain, Climate Change, Ozone layer depletion.		

UNIT I (8 Hours)

Environment- Atmosphere, Hydrosphere, Lithosphere and Biosphere, Ecology- Definition- Scope & Importance, Need for Public Awareness, Ecosystem-Types and component parts of ecosystem, Structural and functional properties of Ecosystem, Food chain, Food-web, Ecological pyramids, Energy- photosynthesis, Energy Flow, Laws of Thermodynamics, 10% Law, Human Activities- Food, Shelter, Economic & Social Security. Effect of Human activities on environment- Agriculture, Housing, Industry, Transportation and Mining.

UNIT II (8 Hours)

Energy- Conventional & Non- Conventional Energy resources - Solar, Hydro-power, Wind, Ocean Thermal, Biogas, Biomass, Fossil Fuels (Coal, Oil & Natural gas). Hydrogen as an alternative source of energy.

UNIT III (12 Hours)

Pollution and Pollutants – Types of Pollutants, Air, water- Eutrophication, noise & soil, Indian Legislation of Air & water Act, Environmental Protection Act 1986, Wild Life Conservation in India- Vanishing wild life, concept of rare species (Extinct, Endangered, Vulnerable, Rare, Threatened and Out of danger) causes of destruction, Importance of Wild Life, Sanctuaries and National Parks, Wild Life Organizations, Steps for Wild Life Conservation, Wild Life Act, Environment Impact Assessment (EIA). Steps taken in International Regions (Stockhome declaration, Rio-de-Janerio Convention etc.)

UNIT IV (12 Hours)

Natural Resources- Forest Resources-Types & Functions of Forests, Deforestation- causes & impacts, Chipko Movement, Water Resources- Hydrologic cycle, water quality and availability, Rain Water Harvesting, Water born and water induced diseases, Fluoride Problem in drinking water, Biogeochemical Cycles- Carbon, nitrogen & sulphur cycle.

UNIT V (8 Hours)

Solid Waste Management- Types of Solid waste, their contribution, Therapy of 4Rs, Landfill, Sanitary landfill, Composting, Pyrolysis, Incineration, Public Health Aspects, Toxicology and Eco-Toxicology-Definition, scope and types of Toxicology, Survey of Environmental toxicants (heavy metals, pesticides, insecticides, food additives, fertilizers), Bioaccumulation and Biomagnifications, Radioactive Pollution, Sustainable Development.

UNIT VI (8 Hours)

Global Warming, Acid Rain, Climate Change, Ozone Layer Depletion, Green House Effects, Urbanisation, Population (Demography, Census, Factors influencing population, Impacts of population growth-exponential growth and zero potential growth, Environment and human population pressure, Control of population increase) Animal Husbandry, Environmental Education, Women Education, Abuses of Child Labour.

Suggested Readings:

Environmental Studies- Benny Joseph- Tata McgrawHill-2005

Text Book of Environmental Science & Technology- M. Anji Reddy-BS Publication.

Text Book of Environmental Science & Engineering-P.Venugopalan Rao, Prentice Hall of India.

BMC 152 – COMPUTER LAB

L	T	P
0	0	4

1. Making MS Word documents
2. Making Power Point Presentation
3. Surfing e-news portals and blogs
4. Finding story ideas through netsurfing and making news

BMC 151 – COMMUNICATION LAB

L	T	P
0	0	4

COURSE OUTCOME:

- 1.To enable effective language learning through latest technology.
- 2.To impart good communication skills in English using audio visual aids.
- 3.To give exposure to new evolving techniques of reporting, editing, production and distribution.
4. To enhance the quality of the language proficiency.

1. Exercises in Phonetics using Language Lab
2. Training in voice modulation
3. Gathering news,
4. Covering events
5. Writing and editing news
6. Design and layout of news

SEMESTER II

BMC 201 - INTRODUCTION TO PRINT JOURNALISM

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize newspapers, its purpose, impact on society, duties & responsibilities of reporters
CO2	To understand the structure, language, objectivity and importance of newspaper, news agencies and their functions, proof reading symbols
CO3	To apply the different writing techniques on Society, fashion, music, society and arts, education, employment opportunities, health, Environment, Financial reporting etc.
CO4	To analyse the need & importance of good reporting, ethical reporting, good design & layout for newspaper
CO5	To Evaluate between good/effective news and bad/non-effective news, also the complete package of news, images, layouts etc.
CO6	To Create Newspaper/Magazines/Tabloids with your own write-ups, images & design

UNIT I (10 hours)

Newspaper as recorder of news and events; Newspaper as an organ of public opinion; Newspaper as an instrument of social service and as a promoter of democracy; Impact of newspaper on society; Newspaper and socio-economic and cultural development.
Duties & Responsibilities of a reporter.

UNIT II (6 hours)

News Writing; Different structures of news; Language of news writing; Objectivity, Feature definition, different types of reporting, important branch of modern Journalism.

UNIT III (10 hours)

Writing techniques on-
Society, fashion, music, society and arts, education, employment opportunities, health, Environment, Financial reporting etc.

UNIT IV (10 hours)

Making headlines of news stories, Importance, Rules to be followed; Different Types of headlines, Page Make-up, Front page and other pages, Principles to be followed; Typography, Main type groups, Recent changes and development

UNIT V (10 hours)

Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers, Editorial Importance-choice of subjects, arrangement, style of presentation.
Duties and qualities of a news photographer; How to edit news photos; caption writing; Photo printing process; Dark room processing.

UNIT VI (10 hours)

Column and columnist; Importance of column; different types; qualities of a good columnist.
The News Agencies; Their services; functions; Importance in today's journalism;

Styles of Agency reporting; How does it differ from reporting in other media;
Different international News Agencies.

Suggested Readings-

- (1) Reporting: M.V. Charnley
- (2) Reporting Manual: Sourin Banerjee
- (3) Editing Manual: Sourin Banerjee
- (4) Professional Journalism: M.V. Kamath
- (5) News Reporting and Editing: K.M. Srivastava

BMC202- INTRODUCTION TO ELECTRONIC JOURNALISM & NEW MEDIA

L	T	P
3	1	0

COURSE OUTCOME:

- **To recognize the historical context, current trends and future projections of digital communication methods**
- **To understand the critical consumer of information**
- **To apply the knowledge of the use of New Media and media**
- **To analyze the New roles of journalists in the Internet age, Trends in web/online journalism**
- **To evaluate the impact of new media on journalism, difference of elements between web journalism, traditional journalism and other media**
- **To create awareness of unintended consequences of new technology and more analytical thinkers.**

UNIT I (10 hours)

History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents;

UNIT II (10 hours)

Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview, Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

UNIT III (10 hours)

Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing; Pre-Production- Need of Balanced Presentation and Selection of Topics

UNIT IV (10 hours)

Cable TV, Satellite Channels and its effects on Society, Television and Video Editing, Use of software, Soap Operas, Other Entertainment programmes

UNIT V (10 hours)

Impact of new media on journalism, Difference of elements between web journalism, traditional journalism and other media, Characteristics of the online writer/journalist.

UNIT VI (6 hours)

New roles of journalists in the Internet age, Trends in web/online journalism

SUGGESTED READINGS

- (1) Writing and Producing for Television and Film: John Riber
- (2) Television Journalism: Ivor Yorke
- (3) Television: A Critical Review: Horace Newcomb
- (4) The Age of Television: Carl Bode

L	T	P
3	1	0

BMC 203 – INDIAN POLITICAL SYSTEM

COURSE OUTCOMES

CO1	To analyse importance of constitution in Indian democracy. To understand about fundamental rights. To make clear understanding about importance of bureaucracy.
CO2	To understand the importance of president and governor. To guide students about the importance of citizenship.
CO3	To develop journalistic approach about importance of commissions special reference election commission. To understand importance of bicarmel and unicarmel system and local bodies.
CO4	To analyse importance of panchayati raj and constitutional amendments. To know the importance of Lokpal bill.
CO 5	To develop understanding on POTA, TADA. To develop a sense on Naxalite movements in India.
CO 6	To guide students towards Armed forces act. To guide students about opinion poll and exit poll.

Unit I (10 hours)

Indian Constitution: Preamble & Main Features, Act of 1935.

Fundamental Rights & Fundamental Duties.

The Legislative – The Parliament, Lok Sabha, Rajya Sabha; The Judiciary – Supreme Court, High Court, District Court; The Executive – President, Vice President, Cabinet (Prime Minister, Ministers and Cabinet Secretary), Executive Departments (Bureaucracy/Indian Administrative Services) and agencies.

Unit II (10 hours)

President of India: Power and position; Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position.

State & Union Territories, Citizenship, Directive Principles of State Policies.

UNIT III (10 hours)

Election Commission - Composition and Functions, General Elections, Mid-Term Elections, By Elections, Representation of the People Act 1951-Important Provisions, Amendments and supreme Court Judgments.

Elections of Lok Sabha, Rajya Sabha, Vidhan Sabha, Vidhan Parishad and Local Bodies.

UNIT IV (6 hours)

Panchayati Raj Act - Important Provisions and Amendments.
Reservation Policy of India. Lokpal Bill.

UNIT V (10 hours)

Terrorism and Indian Government Policies (with reference to Kashmir, North East Problems, Naxalite Movement, TADA, POTA etc.)

UNIT VI (10 hours)

Armed Forces (Special Powers) Act 1958. Defence Policy.

Opinion & Exit Polls - Legal and Ethical Aspects, Their Impact, Politics Concerning Caste, Religion and Minorities,

Suggested Readings-

1. D. Basu- An introduction to the Constitution of India
2. J.C. Johri -Indian Political System
3. Parth Chatterjee- State and Politics in India, Oxford University, Press
4. A.Gabriel Almond and Sydney Verba, The Civic Culture
5. Richard Collins, Culture, Communication and National Identity, Carleton University,1990
6. C. Narayan Asopa, A Study of India: Historiography, Culture, Society, Polity and Environment, Oscar Publications

BMC204 - REPORTING & EDITING II

L	T	P
3	1	0

CO1 Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy.

CO2 Defining News and understanding its elements, news sources and different types of news.

CO3 Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective

CO4 Understanding the role of the news editor and its functions, duties and responsibilities.

CO5 Analyzing the duties and qualities of Chief Sub editor and Sub editors

CO6 Identifying the role of the reporter and his/her duties and responsibilities.

Unit I (10 hours)

News Bureau – its set up and functions, Types of Bureau – in the state capitals and other major cities, Functions of Bureau Chief, Special Correspondent, Different bureau beats.

Unit II (10 hours)

Letter to the editor – its importance, Writing and editing news analysis and backgrounders , Features – their types, writing and editing Interviews, various style of writing, editing and presentation.

Unit-III (10 hours)

Magazine editing, difference between magazine editing and a broadsheet daily, Photo editing. Editorial page – structure and importance, Editorial pieces and comments – writing and editing, Middles, special articles, columns.

Unit-IV (10 hours)

Writing reviews of books, films, theatre and performing arts.
Writing for Radio, Writing for TV.

Unit V (6 hours)

Editing copies of specialized reporting, Rewriting, rearranging or clubbing the copy, On-line editing, tools of computer-aided editing, its benefits.

Unit-VI (10 hours)

Civic reporting: reporting of civic problems, such as sanitation, health, education, law and order, police, hospitals, etc.,
Reporting of social, cultural, political and academic functions.

SUGGESTED READINGS-

- (1) Professional Journalists: John Hohenberg
- (2) Into The Newsroom: Leonard Ray
- (3) Professional Journalism: M.V. Kamath
- (4) Reporting Manual: Sourin Banerjee
- (5) Reporting: M.V. Charnley
- (6) Guide Line for News Reporters: Sol Robinson
- (7) Reporting Methods: S. Kundra
- (8) Outline of Reporting: M.K. Joseph
- (9) Handbook of Reporting and Editing: R.K. Ravindran.

BMC 205 – MASS MEDIA & TECHNOLOGY

COURSE OUTCOME

BMC 205	MASS MEDIA & TECHNOLOGY	3-1-0	4- Credits
CO1	To introduce various IT equipments used in media industry, and audio visual aids.		
CO2	To understand shooting, recording on Camera. Focuses on camera & recorder controls, shooting techniques etc.		
CO3	To apply rules & principles of lighting, proper placement of lights & lighting equipment for principle subject and sets.		
CO4	To know the various pieces of audio recording equipments and creative use of sound effects, microphone and studio lights.		
CO5	To recognize the various terms of Internet, E- Commerce, Broadcasting, Cable TV, Video technology and Digital media.		
CO6	To evaluate infotainment. Its nature and scope in media industry.		

UNIT I (6 hours)

Introduction of IT equipments and audio visual aids.

Unit II (10 hours)

Camera

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Unit III (10 hours)

Lights

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back - lighting
- (c) Proper placement of lights & lighting equipment for principle subjects and sets

both on location and in the studio

Unit IV (10 hours)

Sound

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracks Unit
- (c) Microphones, Studio Lights

Unit V (10 hours)

Digitalisation

Internet, E-Commerce, Broadcasting, Cable TV, Video Technology
Digital Media & Entertainment Technology

Unit VI (6 hours)

Infotainment : its nature & scope.

Suggestive Readings-

1. Mass Communication Perspective Uma Narula
2. Globalization Albrowm & King E
3. Technology & Communication Behaviour Belmont C A Wadsworth
4. Mass Communication & Development Dr. Baldev Raj Gupta
5. Mass Communication Journalism in India D S Mehta
6. Mass Communication Theory Denis McQuali

BMC 206- Journalistic English

L	T	P
3	1	0

1. To enable participation of students in critical conversation and prepare, organize their idea before delivery in public.
2. To enable deliberate writing process with emphasis on enquiry, audience, research and revision.

Unit 1

Grammar for News Writing: Use of Articles, use of tenses in News writing, Use of Active passive voice for writing news, Correct and incorrect sentences, Framing sentences.

Unit 2

Vocabulary Building: Beatwise Vocabulary, Words related to Education, Science and technology, Movies, crime , law, sports, Health care, Business ,Fashion trends and Literature, politics & parliament, development plans, women and child development issues, urban and rural development reporting.

Unit 3 Reading & speaking : Reading comprehension, Reading News paper, News Presentations, Debates, Group Discussions

Unit 4 Writing Skills : Writing articles, News story and News analysis & features on Education, women empowerment, politics, parliamentary affairs, impact of media.

Unit 5 Listening Skills :Listening to News broadcast, interviews, speeches and Budget sessions and writing reviews

Unit 6 Articles By Famous Journalists:

Life history of famous Journalists, Reading and Critical analysis of Articles by Barkha Dutt, Shobha De, Ashok Malik, Arun Shourie and Jug Suraiya.

Lab Sessions

ASSIGNMENTS

1. Reading news and articles from newspapers and magazines.
2. Writing two news reports (local, national).
3. Writing one article on current issue.
4. Listening to news broadcast and writing reviews.
5. Listening to speeches and interviews and writing critical reviews.
6. Students will note 10 words daily from newspapers and frame contextual sentences using the same words in their assignment book.
7. Review of cartoons by R.K. Laxman

BMC 251- REPORTING AND EDITING LAB

L	T	P
0	0	4

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. News letter production

BMC252 MEDIA TECHNOLOGY LAB

L	T	P
0	0	4

Story treatment

- 1 Scripts,
- 2 Storyboards,
- 3 Budgets,
- 4 Floor plan, sets, make-up costume, jewelry, lights, audio, graphic rehearsals,
- 5 Shooting schedules
- 6 Post - Production editing Story treatment

BMC 252	MEDIA TECHNOLOGY LAB
CO	To understand the process of creating Scripts, Storyboards, budgets, floor plan, sets, make-up costume, lights audio. To develop shooting schedule. To analyse post production editing story treatment.

SEMESTER III

BMC 301 - Development Communication

L	T	P
3	1	0

COURSE OUTCOME:

1. To make students recognized with the need and issues of development
2. To understand paradigms of development, and their adoption and study various theories of development so as to understand the concept
3. To apply of approaches to development communication and to establish the relationship between communication and development for the betterment of Society and well being of people
4. To analyze the development issues, particularly in Indian perspective.
5. To Evaluate the role that media play for the sake of development.
6. To Create awareness of development issues and development Reporting

UNIT I (10 hours)

Meaning, Concept, Process and stages of Development, Measurement of Development, Human Development Index. Development Experience in the Third World and Problems of Underdevelopment.

UNIT II (8 hours)

Concept of Development Communication; Genesis /Evolution of Development Communication; Development Communication and Society. Development and Media.

UNIT III (8 hours)

Mass Media as a tool for development;
Problems with the use of media for development;
Role of development agencies and NGOs in Development Communication.

UNIT IV (12 hours)

Indian Models of Development and Planning

Gandhian model of development; Nehruvian model of development; National development model: Five Year Plans; Social development model: The Kerala experience; Governance and decentralized development model: The Karnataka experience; Welfare model of development: The Tamil Nadu experience; Community mobilization model of development: The Andhra Pradesh experience; The 'India Shining' model: Turning globalization for development

UNIT V (10 hours)

Communication Strategies for –

Rural Development – Origin and Growth, Role of three modes of media in rural development, Health and Family Welfare, Education and Literacy Mission, Women Empowerment, Poverty and Unemployment

UNIT VI (8 hours)

Development Reporting

Examples of Development Reporting – Finding Story ideas – Constraints in Development Reporting – Do's and Don'ts in Development Reporting.

Suggested Readings

1. Communication and Development: The Challenge of the Twenty First Century, V S Gupta h
2. hnm(2000), Concept Publishing Company, ew Delhi.
3. Co.munication, Development and Civil Society, V S Gupta (2003), Concept Publishing ;
4. Company, New Delhi.
5. India 2020: A Vision for the New Millennium, APJ Abdul Kalam and Y S Rajan, Penguin Books, New Delhi.
6. Developmental Journalism, DVR Murthy (2001), Dominant Publishers and Distributors, New Delhi.
7. Development Communication: Uma Narula

BMC 302 – Media Organisation & Media Management

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To understand types of media organization and its nature. To guide students that media is social service along with it's also an business.
CO2	To understand students reach of media to target audience. To Understand about how media ownership play a big role .
CO3	To Understand difference between journalist and non-journalist. To understand nature and job of various department in media houses. .
CO4	To develop understanding of opportunities for media students . To understand how editorial team work in media houses.
CO 5	To make clear understanding about importance of circulation and it's factors . To make clear understanding about importance and responsibilities of circulation department.
CO 6	To guide students towards foreign direct investment rules in media and its types. To guide students importance of press commission in media .

UNIT I (6 hours)

Media Organisations - Nature and Structure. Types of media organizations, Media Industries: their rise and management environment

UNIT II (10 hours)

Behaviour in Media Organisations, Risk and Reach in Media, Group Behaviour, Ownership and control of Media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts.

UNIT III (10 hours)

Media Management – nature and scope, Various Departments - Duties and responsibilities, Innovation and Creativity in Media.

UNIT IV (8 hours)

Employment opportunities in Indian Media industry, SWOT Analysis, SMART in media organization, Editorial Management.

UNIT V (10 hours)

Newspaper as a business enterprise and its public service role.
Circulation of newspapers - Circulation factors: Geographical factor, Social Factors, Economic Factors, Technological Factors, Promoting Circulation, Newspaper Policy.
Circulation Department; Organization; Functions; Duties and responsibilities of the circulation manager.

UNIT VI (10 hours)

Economics of print and electronic media – Foreign equity in Indian media (including print media), Importance of Entrepreneurship and sources of revenue, Cost & Revenue Relationship, and Press Commissions on Indian newspaper management structure – Blue Ocean strategy business model.

Suggested Readings :

1. Block et al. Managing in the Media. Focal Press, 2001
2. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
3. Journalism In Modern India: Edited by Roland E. Wolseley, AsiaPublishing House, and Bombay-Calcutta.
4. Handbook of Journalism And Mass Communication: Vir Bala Aggarwal and V.S. Gupta, Concept Publishing, New Delhi.

BMC 303 Economic Development & Planning

L	T	P
3	1	0

COURSE OUTCOME:

1. To enable students understand the fundamentals of Indian economy, planning and development.
2. To broaden their perspective with regard to Budgeting financial sector and stock markets.
3. To Open their horizon for understanding key domestic and international economic issues.

UNIT I (10 hours)

Introduction of Economics

Definition and Scope of Economics, Micro & Macro Economics – meaning and scope. Concept of Economic Development and Underdevelopment.

Indian Economy : General Characteristics of Indian Economy, New Economic Policy (1991) of India, Finance Commission and Its Functions, Planning Commission and Its Functions, Five Year Plans: Objectives & Its Impact on Society. Agriculture Sector and Its Pricing Policy. Union Budget & Fiscal Deficit, GDP. GNP, Inflation, deflation.

UNIT II (10 hours)

Indian Economy – Major Issues

Population, Poverty, Unemployment.

Economic Inequality: Concept and measurement of Economic inequality, causes and remedies of economic inequality, Concept of Inclusive growth.

Major government policies for people living below poverty line.

Unit III (10 hours)

Money and Banking

Definition & functions of Money, Meaning, definition and types of bank - Commercial, Regional, Rural Banks, Cooperative, Agricultural Cooperative Credit Societies, NABARD.

Reserve Bank of India & It's functions, Understanding capital market and SEBI.

Unit IV (10 hours)

International Economics and Globalization

Globalization – meaning and concept, FDI, FII, MNCs in India, Indian MNCs,

Introduction and Functions of WTO, IMF, World Bank, UNCTAD.

Contribution of India in world trade.

UNIT V (8 hours)

Role of Public Sector in India's Growth Process. Small Scale and Cottage Industry and Government Policy. Sick Industry and Government Policy.

Value added Tax, Goods & Service Tax, Government Debt.

UNIT VI (8 hours)

Economic Thoughts

Marxism, Socialism, Capitalism, Gandhian Thought on Economics, Mixed Economy, Social Choice theory of Amartya Sen.

Selected Readings:

1. Datt, R. and K.P.M. Sundharam, (2001), Indian Economy, Chand & Company Ltd., New

- Delhi.
2. Dhingra. I.C. (2001,) The Indian Economy; Environment and Policy, Sultan Chand & Sons, New Delhi.
 3. Dutt, R.C. (1950), The Economic History of India Under Early British Rule, Low Price Publications, Delhi.
 4. Kumar, D. (Ed) (1982), The Cambridge Economic History Of India, Volume II 1757-1970, Orient Longman Ltd., Hyderabad.
 5. Misra, S.K and V.K Puri (2001), Indian Economy - its Development Experience, Himalaya Publishing House, Mumbai.
 6. Haris C.L., (1961), Money and Banking, Allyn and Bacon, London.
 7. Gupta, S.B. (1994), Monetary Economics, S. Chand & Company, New Delhi.
 8. Halm, G.N. (1955), Monetary Theory, Asia Publishing House, New Delhi.
 9. Harris, C.L. (1961), Money and Banking, Allyn and Bacon, London.
 10. Mishra., S.S. (1981), Money, Inflation and Economic growth, Oxford & IBH Publishing Company, New Delhi.
 11. Reserve Bank of India (1983), The Reserve Bank of India: Functions and Working, Bombay.
 12. Sayers R.S., (1978), Modern Banking, (7th Edition), Oxford University Press, Delhi.

BMC 304 - PHOTO JOURNALISM

L	T	P
3	1	0

CO1 To enhance knowledge about photography, still camera and lighting

CO2 To enhance visualization and creativity of the students

CO3 To apprise the students with techniques involved in various beats of photography

CO4 To make the students learn the use of photography in journalism and advertising

CO5 To Familiarization with photography equipments

CO6 To study and practice in various photographic cameras

UNIT I (8 hours)

Photo Journalism - Meaning, Definition and scope, History and Role in Mass Communication.

Photography – element principles – visual language – meaning –photographer’s jargon;
composition of photography – subject and light.

UNIT II (8 hours)

Photographic equipment – camera- types – formats- lens- their types and functions – film – digital photography-types and functions – accessories.

UNIT III (10 hours)

Shots – focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspaper and magazines & websites– developing photographers manual and computerized photography.

UNIT- IV (10 hours)

Photographing people; portrait and still, wildlife ; environment; sports; landscape; industrial disasters; photography for advertising; conflicts –war, political and social photography.

UNIT V (10 hours)

News values for pictures – photo- essays – photo features; qualities essential for photojournalism; picture magazine – color photography, caption writing.

UNIT VI (10 hours)

Impact of Technology.

Care & Maintenance of Equipments.

Problems related to photography.

Practical field assignment and evaluation.

Suggested Reading-

1. Photojournalism — By the editors of Time-Life Books. New York, 1971.
2. Basic Photography — John Hedgecoe. London: Collins & Brown, 1993.
3. The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall, 1969.
4. The Colour Book of Photography — L. Lorelle. London: Focal Press, 1956.

BMC 305 – DESIGN & GRAPHICS

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize Elements and Principles of Design
CO2	To understand the role and importance of colours, forms and shapes
CO3	To apply various Elements and Principles of design to various forms of visual and graphic communication for Print Media
CO4	To analyse the need of good designs
CO5	To Evaluate various design requirements for various publications such as Newspaper, magazines, tabloids, Brochures
CO6	To Create Posters, Brochures, Lab Journals

UNIT I (8 hours)

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

UNIT II (8 hours)

Design and Graphics : Visualization, convergence and divergence conceptualization functions and significance, fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.

UNIT III (10 hours)

Web Designing

- Basic of Web Designing
- Web page Designing:Illustrator, Corel & Photoshop
- Working with Front Page, front page layout & Macromedia Dreamweaver

UNIT IV (10 hours)

PhotoShop & Illustrations

- Basic of Art : Maging Designing, Logo Creation, Advertising Designing
- Cartoon Creation & Image Editing
- Special Effect: Filter & Plug ins , Adobe after effects

UNIT V (10 hours)

Printing methods – letterpress, cylinder, rotary, gravure, screen, offset, plate making, types of papers, magazines layout, pagination, designing and printing of bromides, art pulls. Basics of Animation in Print & Electronics Journalism.

UNIT VI (10 hours)

Colour printing colour combinations colour scanning colour separation colour correction colour positives colour negatives preparation of bromides art pulls.

Suggested Readings :

The Newspaper Designer's Handbook, 5th Ed., Tin Harrower.
The Little Book of Layouts, David E. Carter.

BMC 306 - जर्नालिस्टिक हिन्दी

COURSE OUTCOMES

CO1	To help students learn the rules of Hindi grammar, and polish the language skills
CO2	To polish the skills of students in Hindi language by undertaking various exercises
CO3	To acquaint students with exclusive writing styles, like editorials, articles, columns, writing styles, like features, interviews.
CO4	To apprise students with the changing language and expression in contemporary media
CO 5	To apprise students with the changing language and expression in contemporary media
CO 6	To guide students towards the importance of translation in journalism.

भाग एक

हिन्दी व्याकरण, वाक्य संरचना, शब्द ज्ञान

भाग दो

शब्दावली

शशक्षा, साइंस एवम टेक्नोलॉजी, शसनेमा, अपराध, कान

, खेल, स्वास्थ्य, व्यापार, फैशन,

साहित्य, राजनीति, संसद, शिरी एवम ग्रामीन विकास, योजनायें, नारी एवम बाल विकास, अन्तराष्ट्रीय वषय से सम्बन्धित शब्दावली.

भाग तीर्

समाचार लेखन, सम्पादकीय लेखन, फीचर लेखन, वज्ञापन, साक्षात्कार लेखन, साहित्य समीक्षा

भाग चार

समकालीन हिन्दी पत्रकार एवम उनके लेख

मणाल पाण्डेय, शवदान, यशवंति व्यास, शश शेखर, विवलीन शिति शिति

भाग पांच

- राजनीति, सनेमा, पत्रकारिता, समाजसेवा, खेल जगति आहद के प्रसद्ध व्यक्तियों का जीवन चरित्र लिखे.
- सामान्य ज्ञान एवं सम-सामतयक (करंट अफेयस) घटनायों का

संक्षेपे

में

वर्णन श्लेषे.

भाग

छि

हिंदी समाचार एवं आलेखों का अंग्रेजी में तथा अंग्रेजी के
समाचार एवं आलेखों का

ही में ाद करें.

अनव

द

संदभन पटतक

पत्रकाररिा ज्ञानकोष, ऋिु घोटी, नेिा पन्ब्लशर एवम
ड्डसहिब्युटर, २००४, अनुवाद ववग्यान और संप्रेषण,
रिरमोिन

हिन्दी पत्रकाररिा का इतििास

आधुतनक हिन्दी व्याकरण,
मिेन्रा कुमार शमश्रा, स

प्रभा प्रकाशन

BMC 351
Design and Graphics Lab

L	T	P
0	0	4

1. Preparing powerpoint presentations.
2. Working on pagemaker, corel draw, photoshop and quark.
3. Designing visiting cards, brochure, title page of a book, a magazine cover page.
4. Designing Magazine, news/article pages with text, photographs and graphics.
5. Preparing a tabloid/newspaper with masthead, news blocks, visuals and essential components that a newspaper must carry.

Suggested Readings-

1. Author Adobe Adobe Pagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today
4. D.P. Mukherjee Fundamentals of computer graphics and multimedia Prentice Hall of India
5. V.Rajaraman Fundamentals of computer Prentice Hall of India

BMC 352
Photography Lab

L	T	P
0	0	4

- 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 Familiarization with outdoor and indoor photography Shoots
CO5 To Teach and Practice different photo editing software.
CO6 To make the students Market Ready Photographer

1. Understanding Camera, Lens and other accessories. Developing an idea for photograph. Photography practice with SLR camera.
2. Shooting exercises in natural and artificial light.
3. Editing digital photo.
4. Making a photo feature on a specific topic by using own photographs, making a photo feature after collecting photographs from newspapers/magazines

Suggested Reading-

5. Photojournalism — By the editors of Time-Life Books. New York, 1971.
6. Basic Photography — John Hedgecoe. London: Collins & Brown, 1993.
7. The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall, 1969.
8. The Colour Book of Photography — L. Lorelle. London: Focal Press, 1956.

BMC354: INTERNSHIP AND VIVA

COURSE OUTCOME: 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.

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 and two external experts, 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.

SEMESTER IV

BMC 401-UNDERSTANDING WORLD HISTORY

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide the students towards understanding background of world war I and II. To make clear understanding about cold war To guide students about third world countries.
CO2	To develop sense how information flow is not balanced. To guide students how super powers use media.
CO3	To develop journalistic approach about bridge gap in developed and developing countries. To analyze the barrier to the flow of news.
CO4	To analyse the communication order. To know about struggle for news.
CO 5	To develop understanding on importance of international organisations. To develop a understanding on visual coverage.
CO 6	To guide students towards Gandhian approach. To guide students about Media moghuls.

UNIT 1 (10 hours)

World Communication- Nature, History and purpose
World Media scenario since the World War - II : The Cold War Days,
Emergence of the Third World Countries,

UNIT II (10 hours)

Imbalances in Information Flow
The Non Aligned block and its relevance.
Use of media by power blocs, super powers
Integration between information, armament/military and media

UNIT III (10 hours)

Struggle for bridging the information gap between developed and developing countries
Domination of the transnational news agencies
Barriers to the flow of news

UNIT IV (10 hours)

Demand for a new information order by developing countries.
Struggle for news between developed and developing countries
Demand for new world information and communication order

UNIT V (8 hours)

Bilateral, multilateral and regional information cooperation
Role of International organizations – UN resolutions on Media related issues

International practices on visual coverage and regulation in media exchange

UNIT VI (8 hours)

Contemporary trends in world media – NWICO, The Gandhian approach, International Mergers/Media Moghuls, Reassertion of Boundaries, The New Information Age, Global Challenges in the New Information Age.

SUGGESTED READINGS:

1. Many Voices One World UNESCO
2. Facts of Life A Communication Challenge UNICEF, India - 1993
3. The Media & Modernity John & Thompson, Polity Press, 1995

BMC 402 - Radio Journalism: Production and Program Format

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To help the students understand the basics of technology involved in radio broadcast and to develop an understanding of the policy perspective of radio in India
CO2	To help the students understand principles of formatting of radio programmes and the growth and nature of radio broadcasting in India
CO3	To acquaint them with recording and editing infrastructure required for broadcasting.
CO4	To familiarize the students with the growth and nature of radio broadcasting in India.
CO 5	To acquaint them with various styles of writing for radio and to develop an understanding of radio news and the new format
CO 6	To make them learn presentation styles of radio news and entertainment programmes and to update the students on latest developments in our country in radio broadcasting.

UNIT I (6 hours)

Radio as means of communication, its Characteristics & Functions.
Principles of formatting: presentation techniques, Programme objectivity.
Channel Identity, Intimacy with listener, Special audience

UNIT II (10 hours)

Basics of Radio: Perspectives of sound-analog and digital sound, concept of mono, stereo and surround sound, radio program formats-news, newsreel, feature, talk, discussion.
Drama, phone-in program, music program and commentary.

UNIT III (8 hours)

Studio and Microphones : Audio studio and its equipment, Nature and types of microphones, selection and placement of microphones, wireless microphones.

UNIT IV (12 hours)

Radio Production & Transmission : basics of audio recording, producing field based radio programs, radio production team members, radio production chain. Frequency distribution system, antenna polarization (antenna types), operation of antenna in radio, transmitter.

UNIT V (10 hours)

Concept of Medium Wave [MW] and Short Wave [SW] transmission
AM & FM techniques & characteristics.
Radio News – difference between Print and TV news.
Newsgathering.
Newsroom and its functioning, Editor in-charge, News Pool.
Compilation of bulletins –,
news capsule, News Format[NF] role of compilation editor
News Anchoring – important guidelines
News based and current affairs programmes

UNIT VI (10 hours)

Audio Editing : Linear and non-linear audio editing, types of sound effects, mixing and dubbing techniques, voice modulation, common errors in pronunciation.

Script writing for various radio programs.

Suggested Readings:

Broadcast Journalism: An Introduction to News Writing: Mark W. Hall

Handbook of Broadcasting: Abbot and Rider

News writing for Broadcast: Ed Bliss

Broadcast News Producing: Brad Schultz

BMC 403-Television Journalism: Production and Program Formats

L	T	P
3	1	0

CO1 To help the students learn the basics of TV journalism

CO2 To explain them understand the distinct features of TV reporting

CO3 To acquaint the students with newsroom functions and studio set up

CO4 To help them understand and acquire basic writing skills for TV news

CO 5 To teach the students techniques of producing news bulletins and other programs

CO6 To make them understand three stages of video production & to make the students learn basics of lighting and their use in video

UNIT I (6 hours)

TV as a medium of communication, TV Journalism : Characteristics & scope. TV Journalism vs Radio & Print Journalism, Introduction to TV & News Production, Different formats of scripting.

UNIT II (8 hours)

TV Program Formats –

Fictional Programs : Soap Operas, Sitcoms, Serials, films etc.

Non-fictional Programs : News, Talk Shows, documentary, reality show etc.

UNIT III (12 hours)

Production Process : Television Production – meaning and scope.

Video Production Process – pre-production, production and post-production.

Production personnel, their duties and responsibilities.

Key persons Technical Team, production team, Management Team.

UNIT IV (10 hours)

Camera & Lighting : Components of video camera, basic shots and their composition, lighting equipment and control, introduction to make-up techniques.

UNIT V (10 hours)

Video editing : editing –meaning and significance, grammar and aesthetics of editing, editing equipments, introduction to non-linear editing.

UNIT VI (10 hours)

TV Script : Script and storyboard, Writing voice over, floors and studio management, live transmission.

Suggested Reading:

Writing and Producing for Television and Film: John Riber

Television Journalism: Ivor Yorke

Television: A Critical Review: Horace Newcomb

The Age of Television: Carl Bode

BMC 404 - MEDIA LAWS AND ETHICS

L	T	P
----------	----------	----------

- **To recognize the functioning of constitutional and legal framework of India.**
- **To understand the press laws and analyse their relevance in changed scenario.**
- **To apply the understanding of the laws which affect the working of the press.**
- **To analyze laws in other media sectors like broadcasting and web.**
- **To evaluate the struggle for bridging the information and law gap.**
- **To create brainstorming of the issues of professional conduct, standard of Content and ethics.**

UNIT I (8 hours)

Society, Law, Media and Democracy

Laws - Bills and Act, Ordinance, Regulations, Statute, Code, Norms, Conventions

Pre-independence press laws-curbs on press

Important Constitutional provisions with regard to press : An overview

UNIT II (8 hours)

Reasonable restrictions on the Freedom of Press, freedom of expression in advertisement, pre censorship allowed in films

Press Commissions and their recommendations

UNIT III (12 hours)

Freedom of Information and Right to Information;

Freedom of the Press with special reference to India;

Press Council of India- An Introduction, its composition, object and Functions

Press Council Acts of 1965 and 1978 - Constitution of Press Council of India,

Powers of Press Council - Critical assessment of its status, its relevance in view of media expansion, demand for a media council

UNIT IV (12 hours)

Press Laws: Defamation, Contempt of Court; Sedition, Official Secrets Act, Copyright Act, Press and Registrations of Books Act, Obscenity Act, Working Journalist Act, Parliamentary Proceedings Act. An overview of some Acts - Delivery of Books and Newspapers[Public Libraries]. Act 1954, Young Persons[Harmful Publications] Act 1956, Drug and Magic Remedies, [Objectionable Advertisements], Act 1954, Children Act 1960, Indecent Representation of Women [Prohibition] Act 1986.

UNIT V (10 hours)

Ethics in Media - Concept, international norms and international code of ethics in different countries. Ethical rules of PCI - Press Council guidelines, Press Council Code on communal Writings. Code of Ethics made by professional organisations like All India Newspapers Editors Conference in 1969 and media organisations like The Times of India.

UNIT VI (6 hours)

Social responsibility of Press - Kinds of responsibilities, accountability.

Self Regulation- Regulation by journalist.

Suggested Readings :

The Indian Media Business: Vanita Kohli

Media Ethics: K.M. Srivastava

Media Monoliths: Mark Tungat

Laws of Press in India: Justice Durgadas Basu

Report of the Second Press Commission in India.

BMC 405 – SPECIALISED REPORTING AND CURRENT ISSUES

BMC 405	SPECIALISED REPORTING AND CURRENT ISSUES	3-1-0	4- Credits
CO1	To understand the process of parliamentary & political reporting. Coverage of proceedings, Prime minister's office and various national headquarters of political parties.		
CO2	To evaluate the process of reporting in health and education field. Reporting on women and child rights and human rights.		
CO3	To understand the process of reporting in entertainment media. Reporting in sports events, Cinema, TV, Life style and fashion shows.		
CO4	To know various international organisations, e.g. SAARC, ASEAN, G-8, OPEC, World Bank, UN, UNESCO, NWICO.		
CO5	To learn the reporting on current issues in business, internal security, external security, India's foreign policy and international relations.		
CO6	To evaluate ethical, social and cultural issues and media.		

UNIT 1 (8 hours)

Parliamentary & Political Reporting – Coverage of proceedings, financial transactions including budget, question hour, joint sessions. Prime Minister’s Office [PMO], Ministries, National headquarters of political parties, Public Sector Undertakings

UNIT II (8 hours)

Health and Education : Reporting current issues in health, issues related to women and child rights, issues related to human rights, reporting current issues in education.

UNIT III (10 hours)

Entertainment & Sports : Reporting entertainment media - Cinema, TV shows, life styles of celebrities, fashion shows. Reporting news and current issues in sports.

UNIT IV (10 hours)

International Organisations & India : SAARC, ASEAN, G-8, OPEC, World Bank, UN, UNESCO, NWICO.

UNIT V(10 hours)

Reporting current issues in business, internal security, external security, India’s foreign policy and its relations with other countries.

UNIT VI (10 hours)

Ethical, social and cultural issues and media : Feminist media perspective, media and marginalized groups, media and violence, Media as an educator, media diversity, cultural impact of media, market driven media and society, pressure groups and dynamics of interest, truth and media.

Suggested Books :

1. Fundamentals of Reporting and Editing, Dr. Ambrish Saxena, Kanishka Publisher.
2. Handbook of Reporting and Communication Skills, V S Gupta, Concept publishing company.
3. Spatial Fragmentation of Political Behaviour in India, Sheel Chand Nuna, concept publishing company.
4. Parliamentary reporting : A Handbook for Journalists,

BMC 406 - Rural Journalism

L	T	P
3	1	0

COURSE OUTCOME:

To recognize why communication is required with rural people
To understand the current trends in rural journalism
To apply effective scripting for rural media
To analyse the need of Rural and Agricultural communication, nature, scope and significance
To Evaluate Tribal communication-specific features of tribal society. What all information needed in Tribal Societies
To Create the awareness of Traditional and Folk media's role in present times & effect of new media on rural development

Unit I (8 hours)

Current trends in rural journalism. Information needs in a rural setting; Rural newspapers; Use of traditional media for development in rural areas.

Unit II (10 hours)

Problems faced in communication in rural areas; Critical appraisal of mainstream media's reportage on rural problems and issues; Effective scripting for rural media.

Unit III (8 hours)

Tribal communication-specific features of tribal society; Information needs in tribal setting.

Unit IV (10 hours)

Critical appraisal of mainstream media's reportage on tribal problems and issues Effective scripting for tribal media; tribal media organizations.

Unit V (10 hours)

Need of Rural and Agricultural communication. Nature Scope and significance. Changing face & scope of Indian village and agro development. Traditional and Folk media's role in present times & effect of new media on rural development.

Unit VI (10 hours)

The use of application of new Technology in agriculture; acceptance and adoption. Different communication media for agriculture and rural development need of co-ordination.

Suggested Reading

Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Varanasi, 2007.
UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford.

BMC 451-Radio Production Lab

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 recording and editing infrastructure required for broadcasting To acquaint them with various styles of writing for radio

UNIT 1

Idea generation – fiction and non fiction
Developing an idea into story
Script and story board
Production schedule
Budget

UNIT 2

Writing for radio
Making of radio news
Newsgathering – report writing's
news capsule,
News Format[NF]
News Anchoring
VOX-POP
Documentaries and Jingles
News based and current affairs programmes

UNIT 3

Recording of voice
voice cast by correspondents
sound bites from the spot
SXF
Selection and use of effects & music

UNIT 4

Preparation of final programme
Editing, Editing pool copies for bulletin, bunching, preparing headlines, and other programmes

BMC 452 -TV Production Lab

L	T	P
0	0	4

UNIT1

Idea generation – fiction and non fiction
Developing an idea into story
Script and story board
Production schedule
Budget
Floor plan
Lighting plan

UNIT 2

TV Presentation
Preparation of TV News, Talks, and Different Programme
Techniques of TV Script writing.
News Script Writing for Television
Script writing for different Television Programmes (TV Talk Show/ Panel Discussion)
Cinema Script Writing (Documentary)
Anchoring

UNIT 3

Shooting script
Production of a programme

UNIT 4

Post production
 Editing
 Effects
 Music
 Final touch-up

SEMESTER V

BMC: 501 Event Management

L	T	P
3	1	0

CO1 To help students to learn sense of responsibility for the multi-disciplinary nature of event management

CO2 gain confidence and enjoyment from involvement in the dynamic industry of event management

CO3 To acquaint the students best practice in the development and delivery of successful conference and corporate gatherings

CO4 identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment

CO5 identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning

Unit I (10 hours)

Events : Need and Management - Introduction, Types of Events, Event Management, Understanding Events (Events as a Communication Tool, Events as a Marketing Tool), Growing Importance of Events Like Exhibitions, Seminars and Conventions Worldwide, Elements of Event Management (Event Infrastructure, Organizers, Sponsors, Logistics).

Unit II (10 hours)

Creating an Event : Conceptualization and Planning (The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan),Setting up an Event Organization structure, Programming and Service Management.

Unit III (10 hours)

Human Resource and Revenue : Human Resource Management (Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation), Generating Revenue, Sponsorship, Financial and Risk Management (The Budget and Cost-Revenue Management, The Key Financial Statements, Measures of Financial Performance, Financial Controls).

Unit IV (10 hours)

Evaluation and Assessment : Why People Attend Events?, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys, Communications.

Unit V (6 hours)

Reaching the Customer, Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

Unit VI (10 hours)

Planning, budgeting, organizing and reporting an event. (practical assignment)

Suggested Readings :

1. Event Sponsorship, Publisher Wiley 2002, ISBN 0471126012
2. Successful Event Management, Thomson Learning ISBN 1844800768, 2004
3. Event Planning, John Wiley and Sons, ISBN 0471644129, 2000

BMC 502 - Advertising & Sales Promotion

L	T	P
3	1	0

1.To recognize the various terms related to Advertising
2.To understand the difference between Advertising & Advertisement, functions, role and importance of Advertising& Advertising agencies
3.To apply various Communication models of Advertising
4.To analyse different types of Advertising and their impacts on target audience
5.To evaluate between advertising as Communication, Marketing and PR tool
6.To develop concepts and create effective Ad Campaigns

Unit I-Introduction to Advertising (10 hours)

Advertising as a tool of communication Meaning and definition, Nature and scope of Advertising. Origin and development of advertising. Role of Advertising in marketing (mix), in society, in public relations, in National Economy and Development.

Unit II - Types of Advertising (10 hours)

Types of Advertising-Commercial & Non-commercial, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising Public service ad, Political advertising, Corporate/Institutional ad, Public relations ad, financial advertising, advocacy, surrogate.

Advertising Theories and Models-AIDA model, DAGMAR Model , Maslow's Hierarchy Model.

Unit III - New trends in Advertising (10 hours)

Advertising through Print, electronic and online media.

Types of Media for advertising -Print , electronic, cyber, outdoor, Transit, direct, speciality, POP/In- shop media, yellow pages, cinema, traditional, inflight. Their Characteristics, Merits & Limitations, Media for Advertising Media selection, Planning, Strategy and Research.

Unit IV -Advertising Agencies (10 hours)

Organisation- Advertising Department vs Agency-Structure, Functions, role & importance, Agency client relationship, media buying houses, agency commission factors affecting selection of advertising agency, Govt ad deptt.

Unit V - Ad budgeting (10 hours)

Advertising Budget –Determining advertising expenditure, process and methods of budgeting· Campaign Planning-Variou stages of the campaign, inter-media co-ordination

Media Planning, Scheduling and Research-Selection of media category, Reach, Frequency & Impact of selected media, Cost & other factors influencing the choice of media, Media Scheduling Advertising Production- Conceptualisation, Visualisation and Creativity, elements of a copy, advertising message and its types, appeals, USP , copywriting and ad designing for print ,radio, TV and cyber media.

Unit VI (6 hours)

Branding & Sales Promotion

Market Research, Segmentation, Positioning and Targeting.

Advertising Objectives -Setting the objectives and Strategies to achieve those objectives.

Branding- Brand logo, brand image, brand identity, brand equity

Generating sales thorough ads promotional features, sales drive, promotional campaign, outdoor and indoor advertising using different mediums.

Suggested Reading -

1. Advertising and Sales Promotion, S.K. Sarangi, Asian Book Publication
2. Advertising and Sales Promotion-3rd ed., S H H Kazmi, Satish K Batra, Excel Books India.
3. Advertising and Sales Promotion, Ken Kaser, South Western Educational Publication.

BMC 503: Public Relations & Corporate communication

L	T	P
3	1	0

- To recognize the importance of events as tool of public relations
- To make them understand the basics of event management and essential elements
- To apply the learning of the designing, planning and execution of an event
- To analyse the aspects of human resource, and cost and revenue and pr tools and techniques.
- To acquaint the students with the process of evaluation and assessment of an event.
- To create the awareness of advertising, marketing, publicity and propaganda as a tool in media.

Unit 1 (8 hours)

Meaning and Definition of Public Relations - Its need, nature and scope, functions
History , growth and development of PR.

Unit II (8 hours)

How PR is different from advertising, marketing, publicity and propaganda.
Principles of Public relations.

Unit III (10 hours)

Corporate Communication : Tools & techniques, Difference between Corporate communication & PR, Role of PR in developing countries, Educational and Research Institutions, Rural Sector, Defense, Political and Election Campaigns, Principles of Public relations

Unit IV (10 hours)

Tools of Public relations- use of news, speeches, special events, press release, handouts and leaflets, audiovisual media, internet, e-mail, and digital photography. corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising.
PR in govt and Private sectors.

Unit V (10 hours)

PR with Internal and External publics- employees, community, industry, marketing, shareholders and investors, suppliers, govt, media, publishers, designers, photographers and printers.

Unit VI (10 hours)

PR Campaign-planning, execution, evaluation, Research for PR
Managing promotions and functions, VIP visits, public service activities, working with causes and ideas, Role of PR in Crisis management.

SUGGESTED READINGS

1. David Ogilvy, Ogilvy on Advertising ,Pan/Prion Books
2. Frank Jefkins ,Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Aaker, Myers & Batra, Advertising Management
5. Jethwaney Jaishri, Advertising , Phoenix Publishing House
6. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook, East West Books
7. Mohan Mahender Advertising Management: Concepts & Cases, Tata McGraw Hill Publishers
8. Douglas Torin, The Complete Guide to Advertising, MacMilan, London

BMC 504: - FILM STUDIES

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide students towards understanding of Film. To develop a sense about film, movie, documentary etc.
CO2	To guide students towards understanding of silent era. To Understand about parallel movies and it's objectives To develop understanding of new age Indian cinema.
CO3	To Understand about Indian cinema. To develop understanding about western cinema.
CO4	To develop understanding of films and its various types. To develop a sense of watching movies as a film critic.
CO 5	To make clear understanding about film makers. To develop a sense that frame of references is important in film making.
CO 6	To guide students towards understanding of film review and film critic. To develop a sense of writing film critic and it's types

Unit I

Introduction to Film Studies: A Overview, Difference between Film and Cinema, Difference between Movie and Documentary, Short Film and Feature Film, Modern Film Studies, Film Making.

Unit II

Pre Independence Indian Cinema, The Silent Era, Talkies
Post Independence Indian Cinema, Origin of Parallel Cinema
New Age Indian Cinema, Bollywood & New Media.

Unit III

Western Vs Indian Films: A Historical Analysis.

UNIT IV-

Types of Films – Experimental, Fictional, New Age, others.
Semiotics of Films - Raja Harishchandra, Alam Ara, Devdas, Aag, Sri 420, Pather Panchali, Mother India, Pakeeza, Sholey, Bobby, Aakrosh, Gaman, Pinjar, Traffic Signal, Avtaar, Gulab Gang.

UNIT V

Major Film Makers
Dada Saheb Phalke, Ardeshir Irani, Amar Choudhary, Pramathesh Barua, Satyajee Ray, V Shantaram, Raj Kapoor, Guru Dutt, Mehboob Khan, Shyam Benegal, Govind Nihlani, Ramesh Sippy, Prakesh Jha, Aparna Sen, Meera Nair, Subhash Ghai, Yash Chopra, Vishal Bhardwaj, Kiran Rao, Anurag Kyashyap, Sanjay Leela Bhansali, Aamir Khan

UNIT VI

Major Film Critics-Sudhish Kamath (The Hindu), Tom Brook (BBC), Rajeev Masand

(CNN-IBN India), Khalid Mohammad (Hindustan Times).

Major Film Magazines, Reporting cinema news, writing film reviews, feature stories, editorial for film magazines.

Suggested Readings-

1. The Classical Hollywood Cinema: Film Style and Mode of Production to 1960 by David Bordwell
2. Janet Staiger and Kristin Thompson, published by Routledge, London.
3. Hollywood Cinema: An Introduction - R. Maltby and I. Craven
4. The Hollywood Studio System - D. Gomery
5. Narration in Fiction Film - D. Bordwell
6. Narrative Comprehension in Film - E. Brannigan
7. Early Cinema, Space, Frame, Narrative - T. Elsaesser and A. Barker (Ed.)

BMC 505: Cyber Journalism

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide students towards understanding of new media reporting and it's need. To guide students how new media is helpful in reporting. To develop sense difference between new media and traditional media.
CO2	To develop a sense media is now more powerful and news platforms are increasing. To Understand why new media is more popular than other forms of media.
CO3	To Understand difference between new and traditional trends in media. To understand role of journalist. To know the characteristics of new media journalist.
CO4	To develop understanding on need of HTML in media. To understand how audience analysis is important in new media.
CO 5	To make clear understanding about virtual research and it's importance. To develop a sense on importance of Plagiarism. To develop a sense how to search content related to research.
CO 6	To guide students towards understanding storytelling and its objective. To guide students towards understanding of writing for web.

Unit I (10 hours)

Definition and Advantages of New Media, Characteristics and technologies in New Media. New Media as a medium of Journalism and Communication. Difference of elements between web journalism, traditional journalism and other media.

Unit II (10 hours)

Definition and characteristics of Online-Journalism-Immediacy, Interactivity and Universality. Websites of major International/national/Regional Newspapers, Magazines and channels. Blogs, blogosphere, video blogging, websites, pod cast.

Unit III (8 hours)

Characteristics of the online writer/journalist
New roles of journalists in the Internet age
Trends in web/online journalism

Unit IV (8 hours)

Basic HTML for writers
Audience analysis, Content planning, structure, Visual Design.
Copyright issues, Web page elements.

Unit V (10 hours)

Online research and Ethical issues
Conducting online searches, research and interviews
Online searching techniques
Journalism ethics and restraint in new media
Citing Internet sources
Legal issues in cyberspace. Questions of Plagiarism
Using social media to engage public

Unit VI (10 hours)

Writing and editing for the Web
Overview of Web writing
Writing for the screen vs. writing for print
Web page writing techniques
Web page style, Editing web text
Storytelling structures that work on the Web

Suggested Reading:

On Line Journalism, Tapas Ray Foundation Books
and New Media by John v.pavlik(Coulmbia University Press,2001)
Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism,
Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)
Journalism to Online Journalism: Publishing News and Information by Roland De Wolk(Allyn &
Bacon,2001)
Kumar, Keval, Teleommunications and New Media Technology in India: Social and Cultural
Implication, Gazette, Volume 54 no 3, pp 267-277, 1995.

BMC 506 : COMMUNICATION RESEARCH

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To provide the students the basic understanding of research and its process.
CO2	To guide students towards understanding research problem and a sense of writing research and it's types.
CO3	To help them learn the research design and to provide the basic understanding and Need for Research Design.
CO4	To help them learn the research sampling.
CO 5	To help the students understand the types of data and the tools of data collection .
CO 6	To familiarize the students with the process of data analysis and report writing

Unit I – Research Methodology

Meaning, Objectives, Type of Research. Criteria of Good Research. Significance of Research. Research Method vs. Methodology.

Unit II – Defining Research Problem

Research Problem, Selecting the Problem, Techniques to Define Research Problem.

Unit III – Research Design

Meaning of Research Design, Need for Research Design, Types of Research Designs.

Unit IV – Sample Survey

Sample Design, Types of Sampling Design, Sample Survey vs. Census Survey, Sampling and non-sampling errors, Probability and non-probability sampling.

Unit V- Data Collection & Data Interpretation

Introduction, Experiments & Surveys, Collection of Primary Data, Collection of Secondary Data, Method for Data Collection, Testing of Hypothesis, Data Interpretation.

Unit VI- Media Research & Report Writing

Techniques of Report Writing, Significance of Report Writing, Types of Reports, Steps in Writing Research Report.

Measuring Impact, Evaluation, Monitoring, and Feedback.

Assignment – Writing Research proposal and Research Report.

Suggested Readings

- 1 Doing Your Research Project by Judith Bell
3. Research Methodology-Methods & Techniques by C R Kothari

4. Research Methodology in Social Sciences by Sandhu & Singh
5. Communication & Research for Management by V P Michael
6. Research in Mass Media by S R Sharma & Anil Chaturvedi

BMC 551: Advertising lab

L	T	P
0	0	4

Course Outcome:

1. Designing an ad copy for a product, leaflets, pamphlets, brochure its layout
2. Script writing for electronic media (Radio jingle, TV Commercial), right and catchy phrases, online research
- 3 Planning & Designing advertising campaigns according to the target audience
4. Critical evaluation of advertisements, errors, outfocus elements
5. Planning and designing PR campaign, attaining maximum affect & results on the customers & targets.

Conceptualization of the page designing, formats, best possible formats, current technologies and software languages used.

Writing for websites, specific beats lie sports, crime, trends, breaking news flash. Search engine optimization(SEO). Deadlines in writing copies

To prepare a website of their own with exercises in Visual design, Content management. Merits & demerits, language accuracy. Catching the trends etc.

BMC 552: Cyber Journalism Lab

L	T	P
0	0	4

Course outcome:

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

Conceptualization of the page designing, formats, best possible formats, current technologies and software languages used.

Writing for websites, specific beats lie sports, crime, trends, breaking news flash. Search engine optimization(SEO). Deadlines in writing copies

To prepare a website of their own with exercises in Visual design, Content management. Merits & demerits, language accuracy. Catching the trends etc.

BMC 553 : INTERNSHIP AND VIVA

COURSE OUTCOME: 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.

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 and two external experts, 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.

SEMESTER VI

BMC 601 - EDUCATIONAL COMMUNICATION

L	T	P
3	1	0

1. To understand the effective communication process using various communication techniques with individuals groups and education team members.
2. To establish effective interpersonal and human relations with students, families and educators team members.
3. To acquire knowledge on concepts, principles on guidance and counseling and develop basic skills for counseling.
4. To understand the philosophy, principles of education and teaching learning process.
5. To demonstrate teaching skills using various teaching methods in classroom, clinical and community setup using different methods and media.
6. Demonstrate skill in preparing different types of assessment tools for knowledge attitude and skill

UNIT I (6 hours)

Media and Education, literacy vs. education, role and responsibility of media in spreading awareness, Instructional Communication Theory, Perspective on inquiry- representation, conversation and reflection.

UNIT II (12 hours)

Major learning theories- Behaviourism, Contiguity theory, Gestalt theory – Robert Gagne's Information Processing Model and its implications to instructional design – B.F. Skinner – Classical conditioning – Jean Piaget – Theory of Development – Lev Vygotsky – Situated cognition and activity theory – Social Development Theory – Situated Cognition Perspective on Learning on Demand – Howard Gardner – Theory of Multiple Intelligences – Albert Bandura and Social Learning Theory – Cognitive Dissonance – Social Judgment Theory – Cooperative Learning.

UNIT III (8 hours)

Instructional Media- concept, selection, use and variety, E-learning resources, e-learning – advantages and problems, e-books, e-journals, Web- based learning - access and teaching issues.

UNIT IV (6 hours)

Components of e-learning- CBT, WBT and virtual classroom – E-learning tools – Learning management systems- definition – Components – LMS Vs LCMS.

UNIT V (12 hours)

Communication technology in education- meaning, scope and choice – Systems approach to instruction and instructional designs – Audio visual technology– projected and non-projected aids – Individualised instruction – Keller plan – Personalised System of Instruction (PSI) – Self-paced instruction – Advanced techniques in education- multimedia, interactive video, video conferencing.

UNIT VI (12 hours)

Educational Television- from SITE (Satellite Instructional Television Experiment) to INSAT – Cable TV – Community television – Instructional television – Countrywide classroom – Different types of programmes and formats suited for educational broadcast- TV documentaries, interview, quiz programmes, children's programmes and edutainment programmes.

Reference books

Documentary Story Telling: Sheila Curran Bernard, Focal Press, 2007.

Using Edutainment for Distance Education in Community Work: Esta De Fossard, Sage, 2008.

Writing and Producing for Television and Film: Esta De Fossard & John Riber, Sage, 2006.

Writing and Producing Radio Dramas: Esta De Fossard, Sage, 2005.

NOTE : Students have to choose any one of the BMC 602 E1, E2, & E3 papers)

BMC 602 E1 - SPORTS JOURNALISM

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize different types of sports, local/national/global
CO2	To understand sports journalism, Introduction & History, Role of Mass Media in Promotion of Sports, Guidelines for a Sports Journalist
CO3	To apply the knowledge to understand various structures of Sports Reporting
CO4	To analyse the need of various Sports Organisations and Federations
CO5	To Evaluate Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology
CO6	To Create proper and well written sports features, articles and case studies

+UNIT I (10 hours)

Sports Journalism : Introduction & History, Role of Mass Media in Promotion of Sports.
Status of Sports Writing in India, Sports Policy in India, Ethics in Sports Writing.

UNIT II (10 hours)

Structure of Sports Reporting : beginning, Clippings Collection, Idea Initiation and Innovation, Putting Ideas into Writing. Sports News, sports features, curtain raisers, sports reviews, Special Supplements, Covering Important Meets and International Sports Events.

Study of Sports Pages of Leading newspapers and sports magazines, Study of Profile of Sports Stars.

UNIT III (6 hours)

Qualities of a Sports Journalist, Guidelines for a Sports Journalist, Style in Sports Writing.

UNIT IV (10 hours)

Popular Sports in India, Sports Facilities, Sports Organisations and Federations, Amateurs and Professional. Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology.

UNIT V (10 hours)

Organization of Sports Departments, Sports Coverage on AIR and Doordarshan, Planning Design and Layout.

UNIT VI (10 hours)

Coach's Compilation of Statistics, Reference Materials, Indian and International Sports Awards.

Suggested Readings-

Sports Journalism, K.C. Thakur, SSD Publication (9788178846606).
Sports Journalism, Raymond Boyle.
History of Physical Education, Fivends Publication, Hyderabad
Manual of Sports Grounds, NSNIS, Patiala.

BMC 602 E2 – Women & Gender Studies

COURSE OUTCOMES

CO1	To guide the students towards understanding concept and need of women studies. To make clear understanding about women's movement
CO2	To guide students about feminism and types of feminism. To guide students about Indian women discourse.
CO3	To develop journalistic approach about National committees and commissions for women. To analyze Indian constitution and provisions for women.
CO4	To guide students about gender biasness. To know about National women health programs.
CO 5	To develop understanding on sustainable environment and role of women. To develop a understanding on Entrepreneurship and women development.
CO 6	To guide students towards role of women in media. To guide students about role of media in women development.

UNIT I

0Concept and Need for Women's Studies, Scope for Women's Studies, Women's Movements-pre independence, post independence, current.

UNIT II

Defining Feminism, Types of Feminism – Liberal, Marxist, Radical, Socialist.
Indian Women and Indian Perspective – Family, caste, culture, religion, social system.

UNIT III

National Committees and Commissions for Women, Government Organisations for Women, Ministry of Women & Child Development, Indian Constitution and provisions for women.
Human rights vs. women's rights.

UNIT IV

Defining Gender Biasness, Gender in health (mortality and morbidity factors, nutrition, HIV, AIDS), National Health Programs for women, Gender in education (curriculum content, enrolment, dropouts), Girl Child in society, child labour, child marriage, motherhood.

UNIT V

Women and environment, basic need for development in rural and urban environment, sustainable environment and role of women. Entrepreneurship and women development.

UNIT VI

Portrayal of Women in Mass Media, Role of women in Media, Indecent Representation of Women (Prohibition) Act, 1986. Impact of Media on Women. Role of Media in women development.

Suggested Readings –

Handbook of Gender and Women Studies by Kathy Davis and et al., Sage Publications.

Womens Studies in India by L. Tharabhai, APH Publications.

Women's Studies by N. Jayapalan, Atlantic Publication.

Indian Women Through Ages, O.P. Ralhan, Anmol Publications.

BMC 602 E3 - BUSINESS JOURNALISM

UNIT I

Business & Business Environment: Concept and scope. Difference between business and finance, Business Ethics, Global Financial Markets. India as an Economic Power, India and Global Economy, Company Act 1956, Financial Statements of Companies.

UNIT II

Financial Environment, Concept of Finance, Finance and other disciplines, Corporate Financing, Money Market, Capital Market, Fundamentals of Stock Market. Forecasting Stock Market, Interpretation of Financial dailies and Financial Websites (e.g. www.indiaonline.com, www.bloomberg.com, www.reuters.com etc.)

UNIT III

Understanding concepts of Micro and Macro Economics, Mutual Funds, SEBI and Free pricing of equity shares, Role of SEBI, UTI – Activities and Investment pattern, Credit rating agencies (CRISIL, ICRA, CARE) & their role, World Federation of Exchanges (WFE), NSE , BSE, NASDAQ.

UNIT III

Business Journalism : History and origin of Business Journalism, Business Reporting Skills, Writing for Industrial, Chemical, Agriculture, Petrochemical, Pharmacy, Banking Sector and others.

UNIT- IV

Business News from different newspapers, Articles from different business magazines, Writing news analysis for business reports.

UNIT- V

Understanding Risk Management, Financial Crises, Inflation, Monopolistic Competition: Features- Oligopoly Planning. Fun with numbers: introducing the income statement. Understanding sales, costs, and profit. Read: Understanding Financial Statements

UNIT- VI

Case Studies –

REFERENCES :

- 1.Principles of Microeconomics- H.L. Ahuja- S. Chand Company Ltd.
- 2.A course in Micro Economic Theory- David M. Kreps- Prentice Hall of India
- 3.Handbook of Journalism & mass Communication –Vir Bala Agarwal

BMC 603 - Science & Environment Journalism

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To create awareness among students about environment protection and guide them towards understanding of Scientific literacy.
CO2	To understand relationship between science and the public.
CO3	To Understand Scope of Science and Environment Communication.
CO4	To develop Responsibilities of a Journalist and make clear Understanding objective of scientific and technological development.
CO 5	To guide students towards Disaster Management and Protection Act.
CO 6	To guide students towards understanding of new media and it's objective and towards understanding of alternative media.

UNIT I (10 hours)

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT II (10 hours)

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT III (10 hours)

Understanding Science & Environment, Introduction and Scope of Science and Environment Communication, Globalisation and changing attitude towards science, Role of Science & Technology in Modern Society.

Unit IV (10 hours)

Need for Awareness, Role of Media in Public Awareness, Responsibilities of a Journalist. Understanding Basic Science, Principles and Theories, Knowing Scientists and their works, Understanding objective of scientific and technological development.

UNIT V (6 hours)

Media and the Environment, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Media and Environmental Disaster – Role of Media in Disaster Management.

UNIT VI (10 hours)

Writing Science News Stories, Important Media for Communicating Science, Writing and Producing Science Based Programs on Radio, Television and Internet.

Reading articles on science and environment. Famous science and environment journalists.
Writing Features on Science & Environment Education for different audience, e.g. urban vs. rural.

Suggested Readings -

A Text Book of Environmental Science, A. P. H. Pub., New Delhi , ISBN 81-313-0456-3

Green Ink: An Introduction to Environmental Journalism, Michael Frome (Utah, 1998)

A Field Guide for Science Writers, Deborah Blum, Mary Knudson, Robin Marantz Henig (Oxford, 2004).

Environmental Studies, Laxmi Publication

Environmental Studies, New Age International

Vilaniam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.

BMC 651 Professional Project (Dissertation to be submitted)

Objective of the course:

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

Research Based Study:

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

Significance of 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.

It should be written by using the parameters laid down in research methodology.

Exercises/Assignments:

1. Students need to take up study related to their subjects of their curriculum.
2. Field study or other assignments may be taken up in the supervision of teacher.
3. The assignments need to be submitted or/and presented for evaluation.
4. The internal faculty will evaluate the assignment based on the efforts of the student and also the process adopted for the work
5. The External Examiner will evaluate on the basis of the report submitted by the student, taking into consideration the quality of work

BMC 652 Comprehensive Viva

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.

