



**INVERTIS INSTITUTE OF JOURNALISM & MASS
COMMUNICATION**

PROPOSED SCHEME OF INSTRUCTIONS & SYLLABUS

FOR

**THE DEGREE OF
BACHELOR OF JOURNALISM & MASS COMMUNICATION
(B.J.M.C.)
Session 2020-21**

INVERTIS UNIVERSITY
Invertis Village, NH-24, Bareilly

Semester III Year II

Course Code	Course Name	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 301	Development Communication	CC 08	3	1	0	70	30	100	4
BMC 302	Media Organisations & Media Management	CC 09	3	1	0	70	30	100	4
BMC 303	Economic Development & Planning	GEC 03	3	1	0	70	30	100	4
BMC 304	Photo Journalism	CC 10	3	1	0	70	30	100	4
BMC 305	Design & Graphics	CC 11	3	1	0	70	30	100	4
BMC 306	Journalistic Hindi	AECC 04	3	1	0	70	30	100	4
Practical Courses									
BMC 351	Design & Graphics Lab	SEC 05	-	-	4	35	15	50	2
BMC 352	Photography Lab	SEC 06	-	-	4	35	15	50	2
Viva Voce									
BMC 354	Internship & Viva Voce	SEC 07	0	0	0	50	50	100	4
Total						750			32

Semester IV Year II

Course Code	Course Name	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 401	Understanding World History	CC 12	3	1	0	70	30	100	4
BMC 402	Radio Journalism: Production & Program Formats	CC 13	3	1	0	70	30	100	4
BMC 403	TV Journalism: Production & Program Formats	CC 14	3	1	0	70	30	100	4
BMC 404	Media Laws & Ethics	GEC 04	3	1	0	70	30	100	4
BMC 405	Specialised Reporting & Current Issues	CC 15	3	1	0	70	30	100	4
BMC 406	Rural Journalism	CC 16	3	1	0	70	30	100	4
Practical Courses									
BMC 451	Radio Production Lab	SEC 08	-	-	4	35	15	50	2
BMC 452	TV Production Lab	SEC 09	-	-	4	35	15	50	2
Total						700			28

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

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	3	T	1	P
				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, Ghandhian 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.Kumar, D. (Ed) (1982), The Cambridge Economic History Of India, Volume II 1757- 1970,Orient Longman Ltd., Hyderabad.
4. Misra, S.K and V.K Puri (2001), Indian Economy - its Development Experience, Himalaya Publishing House, Mumbai.
5. Haris C.L., (1961), Money and Banking, Allyan land Bacon, London.
6. Gupta, S.B. (1994), Monetary Economics, S. Chand & Company, New Delhi.
7. Halm, G.N. (1955), Monetary Theory, Asia Publishing House, New Delhi.
8. Harris, C.L. (1961), Money and Banking, Allyn and Bacon, London.
9. Mishra., S.S. (1981), Money, Inflation and Economic growth, Oxford & IBH Publishing Company, New Delhi.
10. Reserve Bank of India (1983), The Reserve Bank of India: Functions and Working, Bombay.
11. 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

शिक्षण, साइंस एवम टेक्नोलॉजी, खेल, स्वास्थ्य, व्यापार, फैशन, शसनेमा, अपराध, कान

साहित्य, राजनीति, संसद, शिरी एवम ग्रामीन विकास, योजनायें, नारी एवम बाल विकास, अन्तिराष्ट्रीय वषय से सम्बन्धि शब्दावली.

भाग तीर्

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

भाग चार

समकालीन हिन्दी पत्रकार एवम उनके लेख

मणाल पाण्डेय, शशवदान, यशवंति व्यास, शशश शेखर, विलीन शसि शसि

भाग पांच

i) राजनीति, शसनेमा, पत्रकारिता, समाजसेवा, खेल जगति आहद के परशसद्ध

व्यक्तियों का जीवन चरत्र शलखे.

ii) सामान्य ज्ञान एवं सम-सामतयक (करंट अफे यस) घटनायों

का संक्षे

वणन शलखे.

में

भाग छि

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

ही में

निव

दाद करें.

संदभन पटतक

पत्रकाररिा ज्ञानकोष, क्रिु घोट्टी, नेिा पब्लशर एवम्
इडसहिब्युटर, २००४, अनुवाद वग्यान और संप्ेण,

िरमोिन

हिन्दी पत्रकाररिा का इतिििस

आधुतनक हिन्दी व्याकरण, प्रभा प्रकाशन
मिेनरा कु मार शमशरा, स

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
3	1	0

- **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