



Shri Sangameshwar Education Society's
Sangameshwar College, Solapur [Autonomous]
(Affiliated to Punyashlok Ahilyadevi Holkar Solapur University, Solapur)
Kannada Linguistic Minority Institute
NAAC Accredited with 'A' Grade (III Cycle CGPA 3.39)

UG Arts Programme: Bachelor of Journalism and Mass Communication to be implemented
from A.Y. 2020-2021

System: Choice Based Credit System (CBCS) with SGPA and CGPA

Bachelor of Journalism and Mass Communication (BJMC)

CBCS (Semester - I & II)

1. Course Title: Bachelor of Journalism and Mass Communication

Under the FACULTY OF INTERDISCIPLINARY STUDIES

2. Year of Implementation: The Syllabus will be implemented from the academic year

2020-21 (I.e. from June, 2020) onwards.

3. Preamble:

“The significance of communication for human life cannot be overestimated because this sounds like a truism and is profoundly true. As health is a blessing for human life, Communication is a soul at the human mind, which reflects in a fashion as an amalgamation of skills and knowledge. So, our prime goal is to achieve skills and increase knowledge from the day today discourse”.

4. General Objectives of the Course:

- (i) To impart high quality of education to the students
- (ii) To prepare the students for variety of challenging media careers through innovation in teaching, research and practical
- (iii) To develop comprehensive understanding issues of society and working on its solution
- (iv) To provide them practical experience to develop their skills of the profession along with the advances in the knowledge of the subjects.

5) Duration:

- The course shall be a full-time course.
- The duration of course shall be of One year of two Semesters.

6) Pattern:

The pattern of examination shall be Semester with 40 + 10 (50 marks) system. Semester with Credit based choice system (CBCS).

7) Fee Structure: -----

8) Medium of Instruction:

The medium of instruction shall be English/Marathi. However, the students shall have an option to write answer-sheets, Practicals, seminars, reports etc. in English / Marathi.

9) Eligibility for Admission:

Any Graduate with Bachelor's degree from any discipline shall be eligible to apply for BJMC course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet & the necessary certificates immediately on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

10) The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the Practicals, assignments, seminars, field visits, study tour & short film production are compulsory.

11) Choice Based Credit System:

The Semester system at BJMC level in accordance with the college decision from June 2020.

12) The Scheme of Examination:

1. The BJMC course shall have 08 theory and 04 practical papers (Every Semester shall have four theory paper and 02 practical papers).

2. There shall be Choice Based Credit System (CBCS) within the Semester system. In this system, for every paper, 20 marks are allotted for Internal Assessment and 80 marks for Semester theory examination of 2.30 hours duration, which will be held at the end of each term.

3. Allocation and Division of Internal Examinations marks: For every theory paper shall carry 20 marks. During every Semester every student shall have to complete home assignment & unit

tests assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available.

4. Semester –Re-Examination:

In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the college rules.

13) Standard of Passing:

1. To pass each paper, -----marks out of ----- marks are required.

2. Semester Examination: In every paper a candidate should obtain a minimum of -----% of Total marks i.e. ----- marks out of ----- marks.

14) Writing off the Practical Work Record:

The practical work, reporting assignments & seminars etc. of the BJMC (Semester I & II) students shall be preserved in the department maximum for two years after the examination and after completion of two years to their course or shall be wrote off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

**Bachelor of Journalism and Mass Communication
(BJMC)
CBCS (Semester - I & II)**

Semester	Code	Title of Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
First									
BJMC		Hard Core Papers							
HCT	1.1	Introduction to Journalism & Communication Theories	70	30	100	4	0	0	4
HCT	1.2	Development and Extension Communication	70	30	100	4	0	0	4
HCT	1.3	News Reporting, Editing and Feature Writings	70	30	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	1.1	History of Mass Media	70	30	100	4	0	0	4
SCT	1.2	Advertising	70	30	100	4	0	0	4
		Practical & Field Work							
HCP	1.1	Practical & Field Work 1	70	30	100	0	0	4	4
SCP	1.1	Practical & Field Work 2	70	30	100	0	0	4	4
	1	Internship	00	25	25	0	1	0	1
		Total	490	235	725	20	1	8	29
Second									
BJMC		Hard Core Papers							
HCT	2.1	Public Relations & Corporate Communication	70	30	100	4	0	0	4
HCT	2.2	Web Journalism and Social Media	70	30	100	4	0	0	4
HCT	2.3	Electronic Media (Radio & T.V.)	70	30	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	2.1	Media Management & Press Laws	70	30	100	4	0	0	4
SCT	2.2	Introduction to Video Production	70	30	100	4	0	0	4
		Practical & Field Work							
HCP	2.1	Practical & Field Work 1	70	30	100	0	0	4	4
SCP	2.1	Practical & Field Work 2	70	30	100	0	0	4	4
	1	Internship	00	25	25	0	1	0	1
		Total	490	235	725	20	1	8	29

BJMC= Bachelor of Journalism and Mass Communication

L=Lecture **T**=Tutorials **P**=Practical **IA**= Internal Assessment

HCT=Hard Core Theory **SCT**=Soft Core Theory

HCP=Hard Core Practical **SCP**=Soft Core Practical

4 Credits of Theory = 4 Hours of teaching per week

Credits of practical = 4 Hours practical per week

NATURE OF QUESTION PAPER AND SCHEME OF MARKING

Bachelor of Journalism and Mass Communication

SEMESTER-I & II

Total Marks: 70

Duration: 2 Hours 30 Minutes

Instructions: 1) All questions are compulsory. 2) All questions carry equal marks.

Q. No. 1: Choose Correct Alternatives (1 Marks Each) 10 Marks

Q. No. 2: Short Answer Type Questions 10 Marks

A) 5Marks

B) 5Marks

Q. No. 3: Answer the following Questions 15 Marks

A)

Q. No. 4: Answer the following Questions (Any one) 15 Marks

A)

B)

Q. No. 5: Answer the following Questions (Any one) 20 Marks

A)

B)

B.J.M.C. Semester I
HCT 1.1 Introduction to Journalism & Communication Theories (2010101)

Credit – 04
Total Theory Lecture - 60

UNIT -- 1: Defining Communication

Evolution of Communication. Elements and process of communication, barriers to effective communication, verbal, non-verbal communication and written communication. Forms of communication based on contexts: Intrapersonal, Interpersonal, Group, Public communication, Mass Communication, inter-cultural Communication, Functions of communication. 7C's of Communication.

UNIT –2: Model of Mass Communication

Aristotle's Rhetoric, SMCR-Berlo's model, Lasswell's model, Shannon Weaver mathematical model of communication, Westley and Maclean's model, New Comb's model, George Gerbner's model, Wilbur and Schramm model. Cultivation Theory, Cognitive dissonance, social leaning theory, individual differences theory: selective attention, selective perception, selective retention. Spiral of silence, Gestalt theory of motivation, Diffusion of innovations, Medium is the message (MacLuhan)

UNIT - 3: Theories of Mass Communication

Hypodermic needle (magic bullet theory), Uses and gratifications theory, Two-step flow theory, Multistep flow theory, Knowledge gap hypothesis, Agenda setting theory. Role of Mass Media in Society. Functions and dysfunctions of mass Communication.

UNIT-4: Normative theories

Authoritarian, Soviet communist media theory, Libertarian or Free press Theory, Social responsibility media theory, Democratic participant media theory, development media theory.

References:

1. Hasan Seema., (2010), Mass Communication: Principles and Concepts. Chennai, India: CBS Publisher.
2. McQuail Dennis, (2010), Mass Communication Theory (sixth edition). London, England: Sage Publications.
3. Naurla Uma., (2006), Dynamics of Mass Communication Theory and Practice. Chennai, India: Atlantic Publishers and distributors.
4. Stanley J. Baran., (2001), Introduction to Mass Communication:and culture. Houston, United States: Mayfield Publishers.
5. Wainwright David: Journalism made simple, Rupa&Heinmani,London

6. Kamat M.V.: Professional Journalism, Vikas, New Delhi
7. Wolenloy Ronald - Journalism Modern India, Asia Publication House, London
8. Agrawal Binod, Arbind Sihna: SITE TO INSAT.
10. Barnouw et al: International Encyclopedia of Communication - Vol 1-4 Oxford University Press,
New York 1989
11. McBride Sean; Many Voices, One World, Kogan Page/ UNISCO, 1980
12. McLuhan Marshal: Understanding Media, Rutledge & Paul Kegan, London 1964
13. Defleur M.L. & Ball-Rokeach S.: Theories of Communication, Longman, New York. 1977
14. Fairclough N.: Media Discourse, Enword Arnold, London. 1995
15. Mac Quail Denis: Mass Communication theories & introduction, SAGE, London 1987
16. Mac Quail Denis & Windahl : Communication models for the study of Mass Communication, Longman, London. 1981

HCT – 1.2 Development and Extension Communication (2010102)

Credit – 04

Total Theory Lecture - 60

UNIT –1: Concept and Indicators of Development

Definition, meaning and process of development, MNCs and foreign aid, Economic and social indicators of development: i. GDP/GNP ii. Human Development Index iii. Physical Quality of Life Index Other indicators: i. Communication as an indicator ii. Democracy as an indicator iii. Human Rights as an indicator iv. Social Relations [inequality] v. Happiness Index, The Millennium Development Goals (MDGs) and The Sustainable Development Goals (SDGs)

UNIT –2: Development Communication

Concept and Theories: Definition and Concept, Approaches: i. Diffusion of Innovation ii. Magic Multiplier iii. Localized Approach, Development Support Communication - Extension Approach i. Health and Family Welfare ii. Women Empowerment iii. Literacy & Education iv. Water Harvesting & Management

UNIT –3: Media and Development

Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development, Cyber media and development: e-governance, digital democracy & e-chaupal, ICT & Development, Case Studies: i. SITE Experiment ii. Community-based water harvesting by Rajendra Singh in Rajasthan, Role of NGOs in social development.

UNIT – 4: Communication in different Indian perspectives

Communication for rural development: i. Strengthening of Panchayati Raj ii. Advancement in farming and alternative employment iii. Conservation of rural culture – tradition. Communication for urban development: i. Urban sanitation ii. Consumer awareness iii. Slum development. Communication for Tribal development i. Wild life and forest conservation ii. Joint forest management iii. Forest based cottage industries.

References:

1. Narula Uma Development Communication – Theory and Practice, HarAnand
2. Gupta V.S. Communication and Development Concept, New Delhi
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi

6. Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East

West Communication Centre, Honolulu

7. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi

8. Todaro, Michael P Economic Development in the Third World, Longman

HCT – 1.3 - News Reporting, Editing and Feature Writings (2010103)

Credit – 04

Total Theory Lecture - 60

UNIT –1: Role, Duties and Qualities of a Reporter

Concepts and Definition of news – with reference to developing countries. News process-skills and Techniques of Reporting. Collecting news-problems of news gathering. Different forms of reporting – Sport news/Live reporting public affairs, meetings, conferences, Seminars, cultural, civic and Social events, mofussil reporting, reporting Govt. and Co-operative activities and programs understanding the law and Journalistic ethics, Watch dog.

UNIT –2: Reporting of special events

Disasters and accidents crime, sports, budget, courts, legislature reporting, speech reporting, science reporting, rural reporting in-depth and advocacy reporting, building and using background. Reporting fashion and life style, writing curtain raisers, reporting through interviews, interview techniques. Development reporting, special correspondents and foreign correspondents. Ethical aspects of reporting.

UNIT—3: Organizational structure of an editorial department

Media unit, role and duties of an editor, executive editor, assistant editor, news editor, and sub editors. The news process: selection of news from various news sources, different types of copy-agency copy, bureau copy, mofussil copy etc. General principles of editing, qualities of sub editor, chief sub editor and news editor; work of editor department.

UNIT –4: News schedule, planning of pages

Editing supplements, Reproduction of art and photographs. Knowledge of printing-D.T.P., off-set printing, gravure and screen printing, typography; typefaces and families, type sizes etc. Features and Feature writing, Types of features. Opinion Page Writing Editorial, Types of Editorial, Column writing, writing creative middles, language as a tool of writing, art of translation, Letters to editor.

References:

1. Baskett- Scissors & Brooks: The Art of Editing-McMillan publishing company, New York
2. Agrawal S.K. A handbook of Journalism& Editorial excellence, Mittal Publication, New Delhi
3. Gibson Martin: Editing in Electronic era, Prentice Hall, New Delhi

4. Mac Dongall, C.D.: Interpretative Reporting.
5. Dygart J.H.: The Investigative Journalist.
6. Shorewood H.C.: Journalistic Interview
7. Hohenberg J.: Professional Journalist
8. Lewis J.: Active Reporter
9. Fodler F.: Reporting for The Print Medium
10. Kamat M.V.: Professional Journalism.
11. Evans H.: Editing & Design, Vol 1-5.
12. McGiffort R.C.: The Art of Editing news
13. Garst& Bernstein: Headlines & Deadlines
14. The Washington Post: The Edition Page
15. Westley B.H. : News Editing
16. Campbell & Wolseley: Newsmen at work.
17. Collihan E.L.: Grammar for Journalist

SCT – 1.1 - History of Mass Media (2010104)

Credit – 04

Total Theory Lecture – 60

UNIT --1: Emergence of the press

Status and role of the press in society. Origin and evolution of press in India, Special Characters of Indian Journalism, Press and Society relationship, Govt. and Press with reference to democracy. Role of prominent newspapers and stalwart journalists in India James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Pandit Nehru, Ganesh Shankar Vidyarthi, Dadabhai Nauroji, Lala Lajpat Rai, Moulana Azad, Bose Bandhu etc.

UNIT – 2: The prominent Marathi Newspapers

Evolution and development of Marathi journalism. Darpan; Prominent Marathi newspapers of Maharashtra. Special studies of the life and work of some prominent journalists and social reformers viz. Balshastri Jambhekar Bhau Mahajan Lokmanya Tilak, Lokhitwadi, Agarkar, S.M. Paranjape, Khadilkar, Krishnarao Bhalekar, Mukundrao Patil, Bhaskarrao Jadhav, Dinkarrao Javalkar, Bhagvantrao Palekar, P.K. Atre, Dr. B.R., Nanasheh Parulekar and others.

UNIT --3: History of cinema

Development of Cinema in India and Maharashtra. Genres of Cinema Cinema before and after independence. Introduction to broadcasting: Radio as a medium of Mass Communication, Emergence and of history of Radio and TV in India. Evolution and growth of All India Radio and Doordarshan, Prasar Bharati Structure objectives and role.

UNIT --4: Growth of private Television channels

Emerging trends in India broad casting – FM, Community Radio, Digital, Satellite and web. community Radio, Types of radio programmes, Development of Television as a medium of Mass Communication, Types of TV programs – SITE - broadcast code and Prasar Bharati.

References:

1. Priyolkar Anant - The Printing Press in India Marathi Sanshodhan Mandal, Bombay. 1958
2. Emery Edwin: The press & America, The Times of India Press, Bombay. 1969
3. Kurian George: World Press encyclopedia, vol.1, 2. Facts on File Inco, New York. 1981
4. Ramesh Jain: Bharat main Hindi Patrakarita, Bohara Prakashan, Jaipur.1989

5. Smith Anthony: The News Paper & International History,
6. Merrill C. John: The foreign Press
7. Dennis Everitte E. & Rivers William L.: Other voices: The New Journalism in America.
8. Mills Nicolas: The new Journalism: The Historical Anthology
9. K. Sommarlad E. Lioyd: Press in Developing Country
10. Dr. Sen. S.P.: The Indian Press
11. Nandi Krishna G. Murthy: Indian Journalism
12. J. Natarajan: report of the first Press Commission
13. Charles Moses & Crispin Maolog: Mass Communication in Asia: A Brief History
14. UNESCO: World Communication: 20th Century
15. Lele R.K.: History of Marathi Newspapers (Marathi Book)
16. George T.J.S.: Provincial Press in India

SCT – 1.2 Advertising (2010105)

Credit – 04

Total Theory Lecture - 60

UNIT – 1: Introduction of Advertising

Its relationship with mass communication as a part of the marketing mix. Difference between publicity and advertising, advertising and Public Relations. Advertising --definitions, evolution, and functions of advertising, Classification of advertising -- based demand, media, objectives, different consumers to be reached, Stages in the product life cycle, personnel involved -- Vertical / horizontals etc. Product, Institutional financial, Social Political, Government, Classified and display.

UNIT – 2: Advertising agencies

Structure and functions of the various departments of the advertising agency. Client Servicing, Creative, media, production etc .Media -- types of media -- Radio, newspapers, magazines, television, outdoor, Specialty, intermit, relative merits and demerits, Basics of media planning, and Scheduling ,performance of media tariff Sources of information for media planning and scheduling ORG, ABC, Readership Surveys.

UNIT – 3: Campaign planning and Execution

Collection of information, analysis of market, Target Audience Budget. Creative Strategy and Concepts: Creative themes and appeals. Copy -- Elements of an advertisement, functions of headline and copy. Types of copy for different media. Layout types of layout principles of Design and Layout, Graphics, production process for print ads, Radio -- jingles, spots, Commercials, TV Commercials and films (Script writing) printed Literature, Direct advertising and point of purchase.

UNIT – 4: Evaluation and Regulation of Advertising

Copy research, -- pretesting and post testing Ethics, Codes and Laws related to advertising professional bodies AAAI, ASCI INS, Consumer associations, ACT. Advertising in India, Role in Economic development trends. (Case studies and Workshops in copywriting, media planning,

Campaign planning) A critical analysis of status of advertising in India, Advertising and Society, Research in advertising.

References:

1. Sandage C.H. & Fry burger - Advertising Theory & Practice, Richard Irwin, U.S.A.
2. Ogilvy David- Ogilvy on Advertising, Orbis, London.1983
3. Vinililam J.V. - Advertising Basics, Sage, 2004
4. Narayan B. - Advertising Management, APH Publishing, New Delhi
5. Sharma Sandip, Kumar Dilip: Advertising Planning, Implementation & control, Mangaldeep, Jaipur.
6. Jetkins Frank- Advertising Make Simple, Rupa & Heinemann, London
7. Littlefield J.F. & Kripatic C.A. - Advertising: Mass Communication Marketing.
8. Staorch D.: Measuring Advertising Research ship & Results.
9. Wright J.S., Warner D.S.-Winter W.L. & Zulgler S.K. - Advertising
10. Danns.W. , Barban A.N. - Advertising: It's role in Modern Marketing.
11. Klepner O.: Advertising Procedure
12. Heppner: Modern Advertising
13. Aakers David & Myers John: Advertising Management, Prentice Hall, New Delhi, 1983
14. Barton, Roger: Handbook of Advertising Management, McGraw Hill, NY 1976
15. Bellur Berkman, Shaw: Reading in Advertising Management, Himalaya, New Delhi, 1988.
16. Crane Edgar: Marketing Communications, John Willey & Sons, 1965
17. Sengupta Subroto: Brand Positioning, Tata McGraw Hill, 1991.
18. Burton, Phillip Ward: Advertising Copywriting, Grid Inc, NY.
19. Jeweler, Jerome: Creative Strategies in Advertising, Wadsworth, NY, 1985
20. Ogilvy David: Confession of an Advertising Man.

HCP – 1.1 - Practical & Field Work Paper – 1 (2010106) (100 Marks)

Unit 1 - News (Reporting – Writing) Assignments:

One has to complete minimum 10 reporting & writing assignments given by the concerned teacher time to time and publish maximum of them in the newspapers or in the laboratory journal of the dept during the period of First Seminar. And the concurred teacher will assess them and will give marks out of (20).

Unit 2 - Field Visits:

To complete Minimum two (2) field visits i) Newspaper Office ii) Advertising agency and write report of these visits. And the concurred teacher will assess report and will give marks out of Twenty (20).

c) Make a one advertisement (Concept, design, shooting, editing) (Min 10 sec to max 59 sec) marks out of Twenty (20).

d) One internal test of each theory paper. 5 marks for each paper total marks Twenty (20).

Unit 3 - Lab Journal:

The students shall bring out one or two issues of the departmental lab Journal -Madyam Vidya under the at the Head of the dept and will the help; of concerned teacher, during the first seminar. They will get marks out of Ten (10) at the end of the Semester.

Unit 4 - Viva-Voce:

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of Ten (10) for viva-voce. A committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise one External Examiner and the Head of the dept.

SCP 1.1 Practical & Field Work -2 (2010107)

Examination of Soft-Core Practical should be conducted by External Examiners before Theory Examination

Practical & Field Work 02: (100 Marks)

1. To Report & Write a news as assigned by Examiners 20 Marks
2. Make a one advertisement (Concept, design, shooting, editing) (Min 10 sec to max 59 sec) 20 Marks
3. To prepare a press release and one information Brochure 20 Marks

4. To write one Editorial & one Middle as assigned by Examiners 20 Marks
5. To Present a PPT on working of a newspaper / Advertising agency.20 Marks

Internship (2010108) Total Credit -01

Internship in Newspaper for minimum fifteen days (Three Hours per Day). This report should be assessed by External Examiner. 25 Marks

SEMESTER II

HCT – 2.1 Public Relations & Corporate Communication (2010201)

Credit – 04

Total Theory Lecture - 60

UNIT –1: Introduction

Define Public Relations. Importance of PR in image building process. Different types of images. Difference between image and identity. Role of house journal in PR. Public Relations tools, Media relations, Internal & External Public Relations. Public Relations & Propaganda.

UNIT – 2: Writing for Public Relations

Writing for Public Relations, Writing the message, writing for audio-visual media. Writing strategies, media strategies, writing for the web, web audience, website topics, using the web for specific PR aims. Various types of influences of Public Relations writing on internet.

UNIT – 3: Concept of Communication

Corporate Communication – Process and Dimensions, Corporate image, Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Image communication, Advocacy PR Campaigns, Advocacy advertising & advertising writing strategies. Managing Global Communication.

UNIT – 4: Public Relations & Social Responsibility

Public Relations & Crisis management, Crisis and the media, Post crisis: follow up and evaluation. Research methods for PR. Research influences on PR, Evaluating PR research. PR in various sectors- Government, Tourism, Defense, Education & Public sector etc.

References:

- 1) Public Relations- Principles, Cases & Problems- H. Frazier Moore & Bertrand R.Canfield.
- 2) The practice of Public Relations – Wilfred Howard.
- 3) Practical Public Relations – Sam Black.
- 4) Corporate Public Relations – Burton P.
- 5) Effective Public Relations – Cutlip, Center & Allen.

HCT – 2.2 - Web Journalism and Social Media (2010202)

Credit – 04

Total Theory Lecture - 60

UNIT –1: Concept of Web Journalism

Online Communication and Internet. Online Communication i. Meaning and definition ii. Features of Online Communication. Internet i. Characteristics ii. Networking, ISP and browsers iii. Types of websites iv. Video conferencing, Webcasting

UNIT –2: New Media

New Media: i. Digital media and communication, ICT and digital divide ii. Information Society, New World Information Order and E-governance iii. Convergence: Need, nature and future of convergence iv. Emerging Trends: Mobile Technology, Social Media & Web 2.0

UNIT –3: Use of Internet

Use of Internet in newspaper, Development of Internet journalism, Internet Journalism in India. Online Journalism – Reporting, Editing, Online editions of newspapers. Management of Online newspapers. New trends in Online journalism, Web photo Journalism & other techniques. Online Writing & Editing: do's and don'ts iv. Cyber Crimes & Security: Types and Dimension v. Cyber Laws & Ethics and the difficulty in enforcing them.

UNIT –4: Social Media

Social Media: Origin and Development, Types of Social Media Facebook, Twitter, Instagram, Word press, Blogger, YouTube, Linked In, Skype etc. Building communities pages & channel. Impact of Social Media: Internet/Online activism, Citizen Journalism, Cybercrime, Democratization /Digital Divide, Audience analysis & content planning.

References:

- 1) Dutton Willian H – Information & Communication Technology Vision & Realities, Oxford: Oxford University press, 1996.
- 2) Mayer Paul A – Computer Media and Communication – A Reader, Oxford University press. 1999.
- 3) Smith Richard E, “Internet Cryptography.” New York, Addison Wesley, 1999.
- 4) Subramanian C.R. “India and Computer: A study of planned development” New Delhi, Oxford University press, 1992.

- 5) Schueber William L, - Data Communication” New York, McGraw Hill Book company, 1998.
- 6) Dearnly James & Feather Johnes – “The Wired world.”
- 7) Martin William “The Global Information Society” London: Asib Gower 1995.
- 8) Zorkoczy Peter – Information Technology – An introduction, Affiliated East West Press, New Delhi.
- 9) Whittaker Jason “The Internet, the Basics” New York, Routledge 2002.
- 10) Microsoft front page 98, Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB Publications, Delhi
- 11) Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi
- 12) Multimedia: an introduction, Casanova John Villamil
- 13) Multimedia: illustrated, Singh Vishnu Priya Singh Meenakshi, Asian publishers, Delhi
- 14) Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi
- 15) Flash mx action script programming bible, Reinhardt Robert Lott Joey, Wiley dreametech India P Ltd., Delhi.
- 16) New Media Technology: PavlikJohnv.

HCT 2.3 - Electronic Media (Radio & T.V.) (2010203)

Credit – 04

Total Theory Lecture - 60

UNIT –1: Radio production

Radio production: Programs for Various audiences, Different programme firmest, create audio Space, Sound perspective Voice Casting types of music, Use of sound effects, production Crew and their functions: Role of producer production planning and execution. Radio Studio, acoustics, recording equipment's, types and use of microphone, use of digital technology in production.

UNIT – 2: Sound Analysis

A brief introduction to sound, Sound transmission and reception introduction to sound recording, Facts about sound, Characteristics of sound, pitch, tone and voice frequencies; Types of equipment's, micro phones, their function and selection.

UNIT – 3: Television Technology

Television technology: broadcasting Standards, PAL, NTSC, and SECAM. Broadcast Chain, Production equipment - Camera, micro phones, and lights. Special affects generators, digital Video effects, computer graphic work stations. P.V Studio Layout, TV. Production - Studio and field production, TV. Staff and crew, their functions, programme formats, proposal writing Script writing -- out line treatment, visualization, Shorting script.

UNIT – 4: Production process

Production process - Reproduction, Setup and rehearsal, production and post-production. Classification of shots techniques of Audio production, Television news production Seriating for TV documentaries: Linear and non - Linear editing, Voice over, dubbing, mixing and final mastering. TV. Direction: Shot division, Bricking the Script, story board, timeline and budgeting.

References:

1. Fiske J. & Hartley J.: Reading Televisions, Matheun, London. 1978
2. Gibson, Martin: Editing in the Electronic Era, Prentice Hall, New Delhi.1987
3. Hunter J.K. & Gross L.S.: Broadcast News -The Inside Out, C.V. Moshy& Co., St. Louis, Illinois, 1980
4. Luthra H.R.: Indian Broadcasting, Publication Division, New Delhi, 1986.

5. Erans, E.O. Radio - A Guide to Broadcasting Techniques
6. Green M. - Television News: Anatomy & Process
7. Masani Mehra - Broadcasting & the People, National Book Trust, New Delhi. 1971
8. Chatterjee P.C. - Broadcasting in India, SAGE, New Delhi
9. Report on A. K. Chanda Committee on Broadcasting
10. Awasthy G.C. - Broadcasting in India.
11. Duggal K.S. - What all's Indian Broadcasting, Maarwah Publications, New Delhi.
12. Butcher Melissa - Trans National Television, Cultural Identity & Change (When Star came to India), Sage, 2003
13. Unnikrishnan Namita the Impact of Television Advertising on Children, Sage, 1996
14. Hukull Mark- Electronic Communication Convergence, Sage, 2000
15. Shrivastava K.M. - Radio & T.V. Journalism, Sterling, New Delhi.
16. Boyd Andrew - Broadcast Journalism, Heinemann Publication, London.
17. Gupta Nilanjana - Switching Channel, Oxford University Press, Calcutta
18. Dhavan B.D. - Economics of Television in India, S.Chand, New Delhi,
19. Hyde Smart- Television & Radio Announcing, Kanishaka, New Delhi.

SCT – 2.1 Media Management & Press Laws (2010204)

Credit – 04

Total Theory Lecture – 60

UNIT –1: Growth of Indian newspapers and Media

Growth of Indian newspapers and Media as an industry, Different departments of media management, Editing, Printing, Advertising, Circulation, ICT, & Human Relations. Objectives and Policies of newspapers & media managements, Role of marketing in Mass media. Electronic media management. SAP (software), six sigmas' (errorless systems), Newline 45 and 60 (printing machines) and other important technological components.

UNIT –2: Principles of good management

Principles of good management, newspaper and media ownerships. Professional Organizations: ABC, DAVP, RNI, PCI, STC, IFWJ, NUJ, ILNA, IIMC, PIB, PII, BUJ, Editors Guild, INS etc. Ownership Organizations and Control; of Audio, Visual media (Radio & T.V.) and Film, Economics of film Industry. The news agencies PTI, UNI, Trade Unions in mass media.

UNIT –3: Freedom of Press in India

Freedom of Press in India, Constitutional provisions regarding freedom of speech and expression. The role of the Press Council of India, The Press and Registration of Books Act 1867. The working journalists Act 1955. The defamation under Indian penal code in Print and electronic media. Newspapers and the law of copyrights.

UNIT –4: Press commissions

Press commissions (First& Second) and Prasar Bharati Act 1997, Broadcasting Bill 2007, Right to Information, Air and Door darshan code for broadcasting and Cyber Laws. Rights, Privileges and Liabilities of an Editor, Journalist, Proprietor, Printer, and Publisher.

References:

- 1) Durga Das Babu – Law of the Press – Published by- Prentise – hall of India Pvt. Ltd.
- 2) Govt., of India: Indian Constitution Penal code.
- 3) Govt. of India: Indian Penal Code.
- 4) Press Institute of India: The Press and the Law.
- 5) Govt., of India: Press Commission Reports.

- 6) Mc, Mac, LCJ and Taylor R.M.: Essential Laws for Journalists.
7) Joshi Vajjayanti – Newspapers and Laws.

SCT – 2.2 – Introduction to Video Production (2010205)

Credit – 04

Total Theory Lecture - 60

Unit 1: Preproduction

Concept, Outline of the story, Scripting, Storyboarding and shot list, Find the Right Crew, Location Scouting, create a Proper Budget, Find the Right Cast, Screenplay, Script Breakdown, Shot List, Finance, Scheduling, Production Design, Equipment and software,

Unit 2: Camera Features

Main features, the lens system, Focal length and lens angle, the prime lens, the zoom lens, the aperture of the camera, Lens accessories, the image sensor, Handling the camera, Handheld cameras, Using a tripod, crane, dolly, trolley, Jimmy Jib, track, Three-point lighting, Shot taking: Extreme Long Shot, Long Shot, Full Shot, Medium Long Shot, Cowboy Shot, Medium Shot, Medium Close-Up, Extreme Close Up, Eye Level, High Angle, Low Angle, Dutch Angle/Tilt, Over-the-Shoulder Shot, Bird's-Eye View, Other common shot types: Cutaway, Establishing Shot, Master Shot, Point of View Shot, Reaction Shot, Reverse Angle Shot, Two Shot etc.

Unit 3: Production Crew

Writer, Producer, Production crew size, Assistant producer or associate producer, Director, Assistant director or associate director, Floor manager, Production assistant, Technical director, Makeup artist, Graphic designer, Lighting director, Camera operator, Camera assistant, Audio mixer/sound mixer/sound supervisor, Boom operator or audio assistant, Set designer.

Unit 4: Post Production

Footage checking, grabbing, importing, editing: softwares, CC, DI, CG, Animation etc., process of releasing in theatres.

References:

- Brooklyn College, Department of Film (2012) Production Handbook, Fifth Edition ,
Spring
Prof Ioannis Pitas (2013), Digital Video and Television",
Ken Dancyger (2010) The Technique of Film and Video Editing: History, Theory, and Practice
Paperback – ISBN - 978-0240813974
Maxim Jago, (2015) Adobe Premiere Pro CC Classroom in a Book
2007 (2007) Making Documentary Films and Videos: A Practical Guide to Planning, Filming,
and Editing Documentaries

Robert Goodman & Patrick McGrath, (2002) Editing Digital Video (Digital Video and Audio Series)

Roger Shufflebottom (2001) Video Editing with Avid: Media Composer, Symphony, Xpress

Leonard Shyles (2007) The Art of Video Production, SAGE publication

HCP – 2.1 - Practical & Field Work Paper – 1 (2010206) (100 Marks)

1 - Study tour: (20) Marks

The study tour of BJC (Semester-II) student shall be taken to New Delhi to visit Parliament, various media units in the city as well as in its neighboring states. But the study tour programme shall not exceed more than two weeks sharply. The student will have to complete their practical during the study tour promptly and submit them to their accompanying teacher.

2 - Short film Presentation or Electronic Media Report (50) Marks

Student will make a short film which is learnt in class, content including in this, script presentation (PPT), screen play, technical team, shooting, editing etc., submitting DVD to department.

OR

Electronic Media Report and shoot one news bulletin

3 - Various Visits (30) Marks

The students shall visit one radio channel and one TV channel and submit separate detailed report on management departments and its working in file. To prepare and record one radio (duration 5 min.) and one TV bulletin (Duration 5 min.) And submit it to department in DVD. Students shall visit a NGO/ Government Project and write a developmental news with details.

4 - Viva-Voce:

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of Ten (10) for viva-voce. A committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise one External Examiner and the Head of the dept.

SCP 2.1 Practical & Field Work -2 (2010207)

Examination of Soft-Core Practical should be conducted by External Examiners before Theory Examination

Practical & Field Work 02: (100 Marks)

1. Writing a article on computer for online newspaper - 20 Marks
2. Short film presentation OR Electronic Media Report and shoot one news bulletin 50 Marks
3. Writing and anchoring a TV bulletin - 20 Marks

Internship (2010208)

Total Credit -01

Internship in TV / Radio for minimum fifteen days (Three Hours per Day). This report should be assessed by External Examiner. 25 Marks

Unit Test

In first and second semester two-unit tests (10 marks each) will be conducted by Department for each subject, this mark should be submitted as internal marks for each theory paper.

**Chairman
BOS BJMC**