

**ORDINANCE**

**MASTER OF JOURNALISM & MASS COMMUNICATION (M.J.M.C.)**

**FACULTY OF HUMANITIES AND SCIENCE**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**TWO YEAR PROGRAMME**



**HIMALAYAN GARHWAL UNIVERSITY UTTARAKHAND**

**<http://www.hgu.ac.in>**

**HIMALAYAN GARHWAL UNIVERSITY**  
**UTTARAKHAND**

**COURSE STRUCTURE FOR**

**Master of Journalism & Mass**  
**Communication**  
**(M.J.M.C.)**

**SEMESTER SYSTEM**

## **Master of Journalism & Mass Communication (M.J.M.C.)**

### **Title:**

The title of the course shall be **Master of Journalism & Mass Communication (M.J.M.C.)**

### **Objective:**

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfil these goals systematic education of journalism and mass communication has become inevitable. MJMC is a carrier oriented course spread over four semesters (2 years). The objective of MJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

### **Duration:**

The total duration of the course shall be of three years, spread over in six semesters.

### **Eligibility:**

Any student passing Graduation degree in Journalism and Mass Communication shall be eligible for admission to the course.

### **Admission Policy:**

As per University norms.

### **Course Content:**

The curriculum will be divided in to two parts:

- (i) Theory Papers
- (ii) Practical Papers

### **Theory Papers & Practical Papers:**

There shall be theory papers and practical papers in all semesters as the details given below:

#### **Semester-1**

- Paper-1: Communication Theory
- Paper-2: Development Communication
- Paper-3: Print Media & Journalism Trends
- Paper-4: Computer Fundamentals, Internet & MS office
- Paper-5: English Communication & Soft Skills – I
- Paper-6: Print Media & Journalism Trends Practical
- Paper-7: Computer & Internet Application Practical

- Paper- 8: Field Work

### **Semester – 2**

- Paper-1: Media Regulations, content & Ethics
- Paper-2: Communication Research & Evaluation Studies
- Paper-3: Integrated Marketing Communication – I
- Paper-4: Visual Communication & Photo Journalism
- Paper-5: English Communication & Soft Skills – II
- Paper-6: Integrated Marketing Communication Practical
- Paper-7: Visual Communication & Photo Journalism Practical
- Paper-8: Minor Project

### **Semester-3**

- Paper-1: Advance Journalism & Trends
- Paper-2: Digital Media & Convergence
- Paper-3: Integrated Marketing Communication – II
- Paper-4: Radio News & Programme Production
- Paper-5: Corporate Communication
- Paper-6: Integrated Marketing Communication Practical
- Paper-7: Radio News & Programme Production Practical
- Paper-8: Industrial Training Report

### **Semester-4**

- Paper-1: Cinema & Popular Culture
- Paper-2: TV News, Production & Anchoring
- Paper-3: Scripting & Post Production Techniques
- Paper-4: Personality Development & Communication
- Paper-5: TV News, Production & Anchoring Practical
- Paper-6: Scripting & Post Production Techniques Practical
- Paper-7: Major Projects
- Paper-8: Comprehensive Viva-Voce

### **Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

**Fee:** As per university norms



# Master of Journalism & Mass Communication (M.J.M.C.)

## Marks Evaluation

### Semester- I

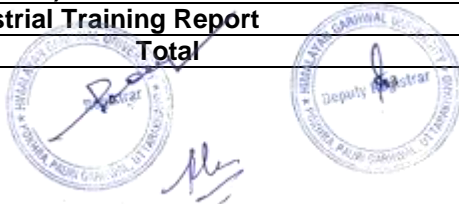
Paper Code	Title of the Paper	Internal Marks	External Marks	Maximum Marks
<b>Theory Course</b>				
MJM 101	Communication Theory	30	70	100
MJM 102	Development Communication	30	70	100
MJM 103	Print Media & Journalism Trends	30	70	100
MJM 104	Computer Fundamentals, Internet & MS-Office	30	70	100
MJM 105	English Communication & Soft Skills – I	30	70	100
<b>Practical Course</b>				
MJMP 16	Print Media & Journalism Trends(Practical)	50	50	100
MJMP 17	Computer & Internet Application(Practical)	50	50	100
MJMP 18	Field Work(Practical)	50	50	100
<b>Total</b>		<b>300</b>	<b>500</b>	<b>800</b>

### Semester – II

Paper Code	Title of the Paper	Internal Marks	External Marks	Maximum Marks
<b>Theory Course</b>				
MJM 201	Media Regulations, content & Ethics	30	70	100
MJM 202	Communication Research & Evaluation Studies	30	70	100
MJM 203	Integrated Marketing Communication – I	30	70	100
MJM 204	Visual Communication & Photo Journalism	30	70	100
MJM 205	English Communication & Soft Skills – II	30	70	100
<b>Practical Course</b>				
MJMP 26	Integrated Marketing Communication(Practical)	50	50	100
MJMP 27	Visual Communication & Photo Journalism(Practical)	50	50	100
MJMP 28	Minor Project	50	50	100
<b>Total</b>		<b>300</b>	<b>500</b>	<b>800</b>

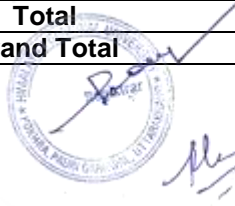
### Semester – III

Paper Code	Title of the Paper	Internal Marks	External Marks	Maximum Marks
<b>Theory Course</b>				
MJM 301	Advance Journalism & Trends	30	70	100
MJM 302	Digital Media & Convergence	30	70	100
MJM 303	Integrated Marketing Communication – II	30	70	100
MJM 304	Radio News & Programme Production	30	70	100
MJM 305	Corporate Communication	30	70	100
<b>Practical Course</b>				
MJMP 36	Integrated Marketing Communication – II (Practical)	50	50	100
MJMP 37	Radio News & Programme Production (Practical)	50	50	100
MJMP 38	Industrial Training Report	50	50	100
<b>Total</b>		<b>300</b>	<b>500</b>	<b>800</b>



**Semester – IV**

Paper Code	Title of the Paper	Internal Marks	External Marks	Maximum marks
<b>Theory Course</b>				
MJM 401	Cinema & Popular Culture	30	70	100
MJM 402	TV News, Production & Anchoring	30	70	100
MJM 403	Scripting & Post Production Techniques	30	70	100
MJM 404	Personality Development & Communication	30	70	100
<b>Practical Course</b>				
MJMP 45	TV News, Production & Anchoring(Practical)	50	50	100
MJMP 46	Scripting & Post Production Techniques(Practical)	50	50	100
MJMP 47	Major Projects	50	50	100
MJMP 48	Comprehensive Viva-Voce	50	50	100
<b>Total</b>		<b>320</b>	<b>480</b>	<b>800</b>
<b>Grand Total</b>		<b>1220</b>	<b>1980</b>	<b>3200</b>



# **Master Of Journalism & Mass Communication (MJMC)**

## **Detailed Syllabus**

### **Semester – I**

#### **Paper I: MJM 101 Communication Theory**

L T P  
Periods/week: 5 0 0

#### **Objective:**

- To understand the relationship between communication and society
- To study different modes, structures and forms of communication.
- To acquaint students with theoretical trends in mass communication.
- To apprise students of theories of mass communication in socio cultural perspective.

#### **Unit I**

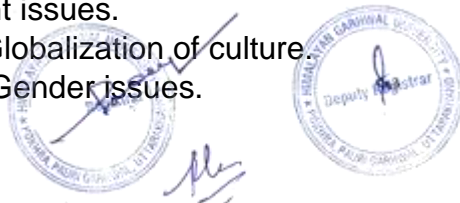
##### **Communication: Process and Types**

1. Communication and its process.
  - Meaning and functions of communication
  - Process of communication.
  - Feedback and change agents.
  - Barriers of communication.
2. Levels, types and channels of communication.
  - Dyadic, multi adic, group, organizational.
  - Verbal, visual, non verbal (Paralinguistic, kinesics, proxemics, chronemics).
  - Extension of audio and visual communication.
  - Mass Communication: meaning, nature, channel and function.

#### **Unit II**

##### **Mass Communication: Various Approaches**

1. Theoretical approach.
  - Semiotics school, process school.
  - Mass society theory.
  - Critical political economy theory.
  - Pluralism, functionalism, effect studies.
  - Structuralism and post structuralism.
  - Feminism.
  - Nature of media, content, style and representation.
2. Approach to culture.
  - Communication and culture.
  - Mass culture.
  - Frankfurt school, Birmingham school.
  - Popular culture.
  - Mc Luhan's cultural change.
3. Pertinent issues.
  - Globalization of culture.
  - Gender issues.



- Media, children and marginalized groups.

### Unit III

#### **Mass Communication Theories**

1. Normative theories of the press and beyond.
2. Mass Communication Theories.
  - Mc Luhan theory.
  - Media content theory.
  - Semantic theories of broadcasting.
  - Reflective-projective theory.
  - Mirror theory.
  - Empirical theory.
  - Conspiracy theory.
  - Kelly's attribution theory.
  - Cognitive Dissonance Theory.
  - Social influence or identification theory.

### Unit IV

#### **Communication: Indian Perspective & Models**

1. Indian perspective.
  - Sadharanikaran.
  - Gandhian approach.
2. Communication models.
  - Schramm's models
  - Dance's Helical model
  - Gerbner's model
  - Gatekeeping model
  - Convergence model

### Unit V

#### **Mass Communication Channels and Contemporary Issues**

1. Print Media
  - Press and political system
  - Democracy and press
2. Electronic Media
  - Radio and development issues
  - Use of radio for propaganda
  - TV and social behaviour
  - TV and psychological behaviour
3. New Media
  - Impact of new media on society
4. Cinema
  - Cultural aspect of cinema
  - Cinema and society

**Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major topics and issues.



## **Suggested Readings**

1. MacBride, Sean., Many Voices One World, UNESCO, London, Kogan Press.
2. McQuail, Dennis., Mass Communication Theory, Sage Publication, New Delhi
3. Baran, Stanley J and Davis, Dennis K., Mass Communication Theory, Thomson Wadsworth, New Delhi
4. Ghosh, S., Mass Media Today in the Indian Context, Profile Publishers, Kolkata
5. De Fleur, Melvin and Sandra, Ball Rokiach Theories of Mass Communication, Longman, NewYork
6. Susmita Bala., Samkeleen Sanchar Sidhant, DPS Publishing House, New Delhi
7. Narula, Uma., Handbook of Communication Models, Perspective, Strategies, Atlantic Publishers, New Delhi,
8. Kumar, Kewal J., Mass Communication in India, Jaico Books, New Delhi
9. J.S. Yadava & Pradeep Mathur., Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
10. Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi

## **Paper II: MJM 102 Development Communication**

**L T P**  
**Periods/week: 5 0 0**

### **Objective**

- To sensitize students with the need and issues of development
- To understand paradigms of development, and their adoption
- To have an understanding of approaches to development communication
- To understand development issues, particularly in Indian perspective

### **Unit I**

#### **Introduction to Development**

1. Development: Definition, changing concepts
2. Measuring development
  - Social and economic indicators
  - Development index: HDI, PQLI
3. Characteristics of developing countries
  - High dependence on primary sector
  - Unemployment, population
  - Low productivity
  - Low level of living
4. Development organizations and plans
  - Union/ state governments ministries/ departments
  - Planning Commission: Five Year Plans
  - International organizations: UNICEF, UNDP, UNESCO, WTO, WHO

### **Unit II**

#### **Theories of Development**

1. Dominant Paradigms
  - Modernization Approach
  - Rostow's Theory of Stages of Growth
  - Big Push
  - Theory of Unbalanced Growth



2. Structuralism Paradigms
  - Dependency theory
  - Theory of Raul Prebisch
  - Theory of Andre Gunder Frank
  - Paulo Freire Approach
3. Non-Unilinear Approach
  - Approaches of Gandhi and Schumacher
  - Neo Marxist Paradigm
  - Basic Needs Model

### **Unit III**

#### **Development Communication**

1. Development Communication: Definition, concept, need
2. Role of mass communication in development
  - Empathy
  - Diffusion of innovation
  - Magic multiplier
3. Development Support Communication
  - Definition, Concept, Extension
  - Application of DSC in Agriculture, Health, Literacy
4. Localized Approach
  - Participatory Rural Appraisal
  - Application of DSC in Agriculture, Health, Literacy
  - Role of NGOs and Panchayati Raj institution in development

### **Unit IV**

#### **Indian perspective and Development Issues**

1. Rural Development
  - Poverty Alleviation
  - Land reforms
  - Women and child development
  - Health and Family Welfare
2. Urban Development
  - Slum, Housing
  - Public Transport, Traffic
  - Water and power supply
3. Forest and Tribal Development
  - Ecology v Economy
  - Tribal rights on forest
  - Wild life and forest conservation

### **Unit V**

#### **Sustainable Development and Role of Media**

1. Sustainable development: Concept and practice
2. Role of media in development
  - Use of traditional media for development
  - Role of print media in development
  - Contribution of broadcast media to development

- New media and development
- Cinema and development

**Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Suggested Readings:**

1. Tiwari, IP., Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001
2. Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
3. Singhal, Arvind., Rogers, M India’s Information Revolution, Sage, New Delhi
4. Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001
5. Ostman, Ronalds E., Communication and Indian Agriculture, Sage, New Delhi
6. Dreze Jean and Sen Amartya., Indian Development: Selected Regional Perspective, Oxford, Delhi
7. Gupta, V S., Third Revolution in Indian Perspective- Contemporary Issues and Themes in Communication, Concept Pub Co. New Delhi, 2000
8. Jonson Kirk., Television and Social Change in India, Sage, New Delhi, 1999
9. Mody, Bella., Designing Message for Development Communication, Sage, New Delhi,

\* Latest editions of all the suggested books are recommended.

**Paper III: MJM 103 Print Media & Journalism Trends**

L T P  
Periods/week: 5 0 0

**Objective:**

- To apprise students of the growth of print media in India in historical perspective
- To enable students analyze the trends in contemporary journalism
- To acquaint students with set up of print media organizations and editorial working
- To equip students with printing technology and process of print production

**Unit I**

**Print Media: Pre and Post Independence**

1. Beginning of newspapers in India, Hickey's Gazette
2. Contribution of Raja Ram Mohan Roy and James Silk Buckingham
3. Growth of English, Hindi and Urdu newspapers
4. British policy towards newspapers, press regulations
5. Journalism for Independence, Tilak and Gandhi
6. Post Independence journalism
7. Journalism: During and after Emergency
8. New Agency journalism

**Unit II**

**Post Liberalization Journalism and Contemporary Trends**

1. Changing trends in journalism: Citizens' journalism
2. Growing influence of market: Paid news



3. Dilution of editorial contents: Advertorials
4. Media activism: Trial by media, media trial
5. Changing ownership pattern, monopolistic trend
6. FDI in print media, foreign newspapers in India
7. Agenda setting role of newspapers
8. Emergence of non-news journalism

### **Unit III**

#### **Fundamentals of News Reporting**

1. News: Definition, news value, news sources
2. News report: Structure, basic elements
3. Lead writing, types of lead
4. Reporting setup of newspaper/magazine and news agency
5. Reporting local/metro beats
6. Reporting bureau beats

### **Unit IV**

#### **Newsroom and Copy Editing**

1. Editorial setup of newspaper, magazine and news agency
2. Editor and his/ her team, role and responsibilities
3. Newsroom functions, news desks
4. News Editor - role and responsibilities
5. Copy editing
6. Headlining

### **Unit V**

#### **Printing Technology and Print Production**

1. Advent and growth of printing in India
2. Printing technology: process, types
3. Types and typesetting: Hot and cool type
4. Printing machines, offset printing
5. Desktop publishing (DTP)

**Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

#### **Suggested Readings:**

1. Natrajan J History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi
3. Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi, 2006
7. Wynford Hicks., Writing for Journalist, Routledge, London, 2000

8. Wynford Hicks & Tim Homes., Subediting for Journalists, Routledge, London, 2001
9. Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
10. N.C. Pant, Modern Journalism : Principles & Practices, Kanishka Publishers, Delhi, 2004

\* Latest editions of all the suggested books are recommended.

**Paper IV: MJM 104 Computer Fundamentals, Internet & MS-Office**

**L T P**

**Periods/week: 5 0 0**

**Objective:**

- To give the basic knowledge of Computer hardware, Internet and application software with DOS keys to the students.

**Unit I**

**Introduction and Definition of Computer**

1. Computer Generation, Characteristics of Computer, Advantages and Limitations of a computer, Classification of computers, Functional components of a computer system (Input, CPU, Storage and Output Unit), Types of memory (Primary and Secondary) Memory Hierarchy. Hardware: a) Input Devices- Keyboard, Mouse, Scanner, Bar Code Reader b) Output Devices – Visual Display Unit (VDU), Printers, Plotters etc.
2. Software: Introduction, types of software with examples, Introduction to languages, Compiler, Interpreter and Assembler. Number System: Decimal, Octal, Binary and Hexadecimal Conversions, BCD, ASCII and EBCDIC Codes.

**Unit II**

**MS – DOS**

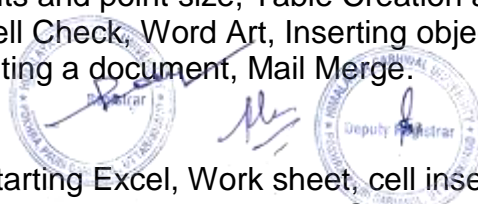
1. Getting Started on DOS with Booting the System, Internal Commands: CHDIR(CD),CLS, COPY, DATE, DEL(ERASE), DIR, CHARACTER, EXIT,MKDIR(MD), REM, RENAME(REN), RMDIR(RD), TIME, TYPE, VER, VOL, External Commands: ATTRIB, CHKDSK, COMMAND, DOSKEY, EDIT, FORMAT,HELP, LABEL, MORE, REPLACE, RESTORE, SORT, TREE, UNDELETE, UNFORMAT,XCOPY.
2. Introduction of Internet: History of internet, Web Browsers, Searching and Surfing, Creating an E-Mail account, sending and receiving E-Mails.

**Unit III**

1. **MS Word:** Starting MS WORD, Creating and formatting a document, Changing fonts and point size, Table Creation and operations, Autocorrect, Auto text, spell Check, Word Art, Inserting objects, Page setup, Page Preview, Printing a document, Mail Merge.

**Unit IV**

1. **MS Excel:** Starting Excel, Work sheet, cell inserting Data into Rows/ Columns, Alignment, Text wrapping , Sorting data, Auto Sum, Use of functions, Cell Referencing form, Generating graphs, Worksheet data and



charts with WORD, Creating Hyperlink to a WORD document, Page set up, Print Preview, Printing Worksheets.

## Unit V

1. **MS-POWERPOINT:** Starting MS–Power Point,, Creating a presentation using auto content Wizard, Blank Presentation, creating, saving and printing a presentation, Adding a slide to presentation, Navigating through a presentation, slide sorter, slide show, editing slides, Using Clipart, Word art gallery, Adding Transition and Animation effects, setting timings for slide show, preparing note pages, preparing audience handouts, printing presentation documents.

### Course outcomes:

After studying this course, you should be able to:

- Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components
- Understand the difference between an operating system and an application program, and what each is used for in a computer
- Describe some examples of computers and state the effect that the use of computer technology has had on some common products
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets, presentations with their properties.
- Experience working with email and recognize email netiquette.

### Text Books:

1. Sinha P.K., Computer Fundamentals, BPB Publishing.
2. Bill Bruck., The Essentials Office 2000 Book, BPB Publishing.
3. Leon A. & Leon M., Introductions to Computers, Vikas Publications.

### Reference Books:

1. Peter Norton\_s, Introductions to Computers, Tata McGraw Hill.
2. Price Michael, Office in Easy Steps, TMH Publication.

**\*Latest editions of all the suggested books are recommended**

## Paper V: MJM 105 English Communication & Soft Skills – I

L T P  
Periods/week: 5 0 0

### Objective:

- The objective of the course is to impart basic knowledge of English Language and Communication.

### Module – 1

#### Significance of English Language

- a) Role and importance of English language in corporate.
- b) Language as a tool of communication.

## **Module -2**

### **Vocabulary Building**

- a) Word Formation Methods
  - Prefix
  - Suffix
  - Conversion
  - Compounding
- b) Homophones
- c) One word Substitutes
- d) Words often confused

## **Module -3**

### **Fundamentals of English Language**

- a) Parts of Speech
- b) Basic Auxiliaries and Modals
- c) Tenses

## **Module – 4**

### **Self Enhancement Skills**

- a) Understanding self
- b) Self introduction
- c) Introducing others
- d) Managing Emotions
- e) Understanding Roles
- f) Basic etiquettes at college premises

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)

### **Learning Outcomes-**

Students will be able to

- Know the importance of English Language for their future and start feeling, thinking and living with English.
- Use different words in different situations and be aware of impurities concerning the usage of words.
- Communicate with confidence.
- Exercise the correct use of grammar in their written and spoken English.
- Introduce themselves and others.
- Build a proper attitude required for overall development of a professional.

**SEMESTER – II**  
**Paper I: MJM 201 Media Regulations, Content & Ethics**

**L T P**  
**Periods/week: 5 0 0**

**Objective:**

- To enable the students appreciate the concept of freedom of the press
- To look into the relevance of print media laws and analyse ethical issue
- To assess need for regulation and control on contents in broadcast media
- To apprise the students of cyber laws and the ethical issues involved
- To understand the intricacies of promotional media and their responsibility

**Unit I**

**Freedom of the Press**

1. Freedom of speech and expression, Freedom of the press- Art 19(1)(a)
2. Freedom of speech and expression as applied to cinema, film censorship
3. Freedom of the press in Britain, United States and other countries
4. Reasonable restrictions on the freedom of the press- Art 19(2)
5. Contempt of Court, Defamation
6. Parliamentary privileges V freedom of the press
7. Official Secrets Act 1923
8. Transparency laws in India and elsewhere, RTI Act 2005
9. Whistleblower laws in India and other countries, Public Interest
10. Disclosure and Protection to Persons Making the Disclosure Bill, 2010

**Unit II**

**Media Laws and Ethical Issues**

1. Press and Registration of Books (PRB) Act 1867, need of amendment
2. Working Journalist Act 1955 and 1958: wage boards and fixation of wages
3. Press Council Act 1978, PCI and its code of conduct
4. International norms, code of ethics in different countries
5. Intellectual property right, copyright in India
6. Right to privacy, invasion in privacy by media
7. Laws related to vulgarity, obscenity in media
8. Social responsibility of the press, self regulation
9. Social audit, ombudsman

**Unit III**

**Broadcast Media: Laws and Ethics**

1. Broadcast laws in India and abroad
2. AIR and DD broadcast code, commercial code, election code
3. Prasar Bharti Act: relevance of corporation, standard of contents
4. Broadcasting Services Regulation Bill 2007, issue of content code
5. Fight for TRP and its fallout on ethical standard of TV channels
6. Self regulation by the industry: News Broadcasters Association (NBA)
7. Regulation by the government: Indian Broadcasting Foundation (IBF), Broadcasting Content Complaints Council (BCCC)
8. Issue of protection of viewers and competition among channel operators, Cable Television Networks (Regulation) Act 1995, Act
9. Role of Telecom Regulatory Authority (TRAI) in broadcast media



## Unit IV

### Cyberspace: Laws and Ethics

1. Cyber crimes, cyber attacks, cyber bullying, cyber security
2. Hacking and anti-hacking concepts
3. Information Technology Act 2000, report of expert committee on amendments
4. Blogging and social networking sites, and ethical issues
5. Efforts for control of web contents in India, China and elsewhere
6. Debate on making cyber laws a part of international law
7. Issue of copyright and IPR on web: Stop Online Piracy Act (SOPA), Protect IP Act (PIPA), Online Protection and Enforcement of Digital Trade Act (OPEN)
8. Ethical rules by professional bodies at national – international level

## Unit V

### Promotional Media: Laws and Ethics

1. Integrated marketing communication, laws and ethics
2. Advertising, media and freedom of speech
3. Marketing and advertising regulations in India and abroad
4. Advertising and consumers: Drug and Magic Remedies (Objectionable Advertisement) Act 1954, Consumer Protection Act 1986
5. Internet advertising, piracy policies and related issues
6. Advertising- ethical rules framed by Advertising Standard Council of India (ASCI), Advertising Agencies Association of India, Indian Newspaper Society (INS)
7. Ethical rules framed by international bodies- American Association of Ad Agency (4 A), Federal Trade Commission (FTC)

**Case Studies:** Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Suggested Readings:**

1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi, 2004
2. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
3. Ravindran, R K : Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
4. John Vernon Pavlik : New Media Technology, Allyn & Bacon, 1997
5. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi, 2004
6. Guha Thakurta, Paranjy : Media Ethics, Oxford University Press, New Delhi, 2009
7. Jethwaney J. and Jain Shrut : Advertising Management, Oxford University Press, New Delhi, 2006
8. Angela Wadia : Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 2006
9. Jean Claude Bertrand : Media Ethics and Accountability System, Transaction Publishers, 2000
10. Valerie Alia, Brian Brennan & : Deadlines and Diversity: Journalism Ethics in a Barry Hoffmaster Changing World, Black Point (Nova Scotia), Fernwood Publishing, 1996

11. Clow E Kenneth : Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002
12. Philip Kotler: Marketing Management, Pearson Prentice Hall, 2002

**\*Latest editions of all the suggested books are recommended.**

**Paper II: MJM 202 Communication Research & Evaluation Studies**

L T P  
Periods/week: 5 0 0

**Objective of the course:**

- To enable the students understand the importance of research in communication
- To tell the students about various techniques of data collection, and data analysis
- To teach the students intricacies of communication research, and its applications
- To help the students use media research for evaluation of their programmes
- To make use of research methodology for studying the market

**Unit I**

**Research: Basic concepts and methods**

1. Concepts
  - Meaning of research
  - Process of research
  - Research problem
  - Research design
  - Sampling
  - Hypothesis
2. Methods
  - Process research
  - Anthropological research
  - Historical research
  - Experimental research
  - Other types



**Unit II**

**Data collection techniques and analysis**

1. Survey
  - Tool box: schedule, questionnaire
  - Audience surveys: NRS-IRS, TAM-TRP
  - Election related surveys: opinion poll, exit poll
  - National sample survey: collection of data by NSSO
2. Case study
  - In-depth analysis of subject of research
  - Intergenerational research
  - Cross-cultural research
  - Macro and micro research
3. Observation
4. Interview

5. Content analysis
  - Quantitative
  - Qualitative
6. Data analysis
  - Computer assisted handling and analysis-SPSS

### **Unit III**

#### **Communication research**

1. Message Analysis
2. Discourse and semiotic analysis
3. Channel/ medium analysis: characteristics, access, appropriateness and coverage
4. Audience analysis: quantitative and qualitative techniques
5. Impact analysis: tools and techniques

### **Unit IV**

#### **Media Research**

1. Formative Research
  - Need assessment
  - Development of audience profile
  - Availability of audience segment
  - Access of the media
  - Resource mapping
  - Production research
  - Print production
  - Radio programme production
  - TV programme production
  - Analysing moving images
2. Feedback and summative research Impact of stated objectives and unintended outcomes
3. Ethics in research

### **Unit V**

#### **Market Research**

1. Need, scope and function of product, consumer and Ad research
2. Product testing, test marketing
3. Market segmentation, buying motives, purchase intent
4. Target audience / market, message research, concept research, copy research, DAGMAR
5. Relevance of market research in media studies

**Case Studies:** Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

#### **Suggested Readings:**

1. Kothari, C R: Research Methodolgy: Methods & Techniques, Wishwa Prakashan, New Delhi, 1996
2. Judith Bell: Doing Your Research Project, Viva Books Private Limited, 1999

3. Wimmer Roger D, Dominick :Mass Media Research, Thompson, Joseph R New York, 2004
  4. Philip Mayer: Precision Journalism: A reporters' Introduction to Social Science Methods, Rowman and Littlefield, Lanham, MD, 2005
  5. Sharon Lorio : Qualitative Research in Journalism: Taking it to the streets, Lawrence Erlbaum, Mahwah: NJ, 2004
  6. Uma Joshi : Media Research- Cross Sectional Analysis, Authors Press, 2002
  7. G K Parthasarthy: Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
  8. Allen T Harrell: New Methods in Social Science Researches, Praeger Publishers, New York
  9. Ghosh, B N: Scientific Methods and Social research, Sterling Publishers, New Delhi
  10. Broota, K D: Experimental Designs in Behavioural Research, New Age International
- \*Latest editions of all the suggested books are recommended.**

**Paper III: MJM 203 Integrated Marketing Communication – I**

L T P  
Periods/week: 5 0 0

**Objective:**

- To apprise the students about nature and scope of IMC in current socio economic milieu
- To understand the concepts and principles of IMC in the context of the corporate
- To study advertising theories and practices, so as to appreciate its role in IMC
- To make the students learn the creative aspect of advertising

**Unit I**

**Introduction to IMC**

1. Defining marketing communication in the context of corporate organisations
2. Evolution of IMC – factors contributing to its growing importance
3. Various stakeholders of IMC: Defining internal & external publics
4. Major tools of IMC: Advertising and Public relations
5. Other tools of IMC: Direct marketing , Interactive marketing , Personal selling, Sales promotion and Events

**Unit II**

**Basics of Advertising**

1. Concept and functions of advertising
2. Growth of advertising in India and abroad
3. Types of advertising
4. Advertising as a communication tool
5. Advertising as a marketing tool
6. Advertising as a PR tool

**Unit III**

**Advertising Theories and Effects**

1. Unique Selling Proposition (USP)
2. Brand Image



3. Appeal of advertising over physical and psychological needs
4. Role of advertising in national economy- its effects on production cost, distribution cost and consumer prices,
5. Advertising and development
6. Advertising as a social process- consumer welfare, cultural values
7. Social/ public advertising

#### **Unit IV**

##### **Advertising Campaign and Media Planning**

1. Advertising objectives
2. Advertising strategy
3. Advertising campaign- various stages of campaign planning
4. Media planning for a campaign
5. Media mix, media choices, media plan and media scheduling, media buying & selling - the imperatives
6. Advertising Budget
7. Methods of measuring effectiveness of campaign- pre testing and post testing
8. Interface of media and clients with ad agencies

#### **Unit V**

##### **Advertising: Creativity, Copy and Production**

1. Creativity in advertising
2. Importance of Design and layout in advertising
3. Advertising copy: Visualisation and copywriting for print advertisements
4. Print Ad formats and elements
5. Production process of print copy- thumbnail, roughs, comprehensive, mechanical
6. Radio and TV commercials: Conceptualisation and production
7. Script writing for audio and video, storyboard
8. Audio- video copy formats
9. Role of colours, photographs, computer graphics, art work

**Case Studies:** Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

##### **Suggested Readings:**

1. Jethwaney J. and Jain Shrut : Advertising Management, Oxford University Press, New Delhi, 2006
2. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002
3. Frank Jefkins : Advertising, Tata Mcgraw Hill, New Delhi, 2007
4. Clow E Kenneth : Integrated Advertising, Promotion and Marketing
5. Willaim F. Arens : Contemporary Advertising, Tata McGraw Hill Publishing Co. Ltd. 2008
6. Batra Myers and Aaker : Advertising Management, Prentice Hall, New Delhi, 1996
7. O'Guinn, Allen, Semenik : Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi, 2008
8. June Valladaras : The Craft of Copywriting, Routledge, 2008 Vikas Publication house, New Delhi, 2008



9. Asker David A & Mayers : Advertising Management, Prentice Hall of India, Mayers John G New Delhi, 2007
10. Sarkar N N : Art and Print Production, Oxford University Press, New Delhi

**\*Latest editions of all the suggested books are recommended.**

### **Paper IV: MJM 204 Visual Communication and Photo Journalism**

**L T P**

#### **Objective:**

- To enhance knowledge about photography, still camera and lighting
- To enhance visualization and creativity of the students
- To apprise the students with techniques involved in various beats of photography
- To make the students learn the use of photography in journalism and advertising

#### **Unit I**

##### **Introduction to Photography**

1. Brief History of photography
2. Photography as a medium of communication
3. How photography works?
4. Role of photography
5. Eminent photographers and their work

#### **Unit II**

##### **Camera and Accessories**

1. Principles of camera obscura
2. Elements of camera- viewfinder, lenses, iris diaphragm, shutter, film chamber, light metre
3. Camera design- simple camera, compact camera, view camera, range finder and reflex camera, camera for self developing material (Polaroid), underwater camera, digital camera, camera in mobile phone
4. Recording medium: Film, CCD & C-MOS, Printing papers, Different types of file formats for the digital images, memory card.
5. Lenses- controlling image
  - a. Photographic lenses- prime and zoom lens, angle of view
  - b. Aperture and f-no.
  - c. Depth of field, how depth of field works
  - d. Depth of focus
  - e. Lens care
6. Exposure
  - a. Measurement of light- exposure metering system
  - b. Exposure control- varying shutter speed and aperture
7. Camera accessories: Tripod, Lens hood, Flash unit, filters, close up attachment etc.

#### **Unit III**

##### **Approach to Visual Composition**

1. Using the camera- holding the camera properly, steadying the camera, snapping the shutter
2. Working the subject- changing proximity, varying angles, keeping subjects occupied, experiment
3. Principles of compositions
4. Subject Lighting
  - a. Source of light: Natural and Artificial
  - b. Direction and angle of light: Front, side, top and black light
  - c. Lighting contrast, and its control by fill in lights
  - d. Electronic flash, its synchronization and guide no., bounced flash
  - e. One, two and three point lighting: Key, fill and back light

#### **Unit IV**

##### **Various Beats of Photography**

1. Portrait
2. Wild life
3. Nature and landscapes
4. Disaster
5. Social photography
6. Night photography

#### **Unit V**

##### **Photography for Media**

1. Photography for news- action and file photos
2. Special areas of photo journalism- war, conflict, sports, fashion
3. Photography for entertainment industry- TV serials and films
4. Role and responsibilities of photo journalist
5. Photo features for newspapers and magazines
6. Photography for advertising- photo shoots for print ads
7. Photo editing- selection of photograph, cropping, caption writing
8. Digital Photo Editing: Introduction to Photoshop, Creating a document & saving a file. Importing camera images, The Tools palette, Selecting, cutting & pasting, Levels and Contrast, Introduction to the retouching tools: clone tool, airbrush, paintbrush, smudge & blur, Modes, curves, color picker, color palette, filters etc.

**Case Studies:** Teachers and students must refer to distinct photos and photo shoots, also work of eminent photographers at appropriate places while dealing with important topics.

##### **Suggested Readings:**

1. Sharma, O P : Practical Photography, Hind Pocket Books, 2001
2. Michael Langford : Basic Photography, Focal Press, 2003 Private Limited, 1999
3. James A. Folts, Ronald : Handbook of Photography, Thomsan Learning, 2002  
P. Lovell, Fred C. Zwanlen,
4. Lee Frost : Photography, Hodder Headline, 1993

**\*Latest editions of all the suggested books are recommended.**

## Paper V: MJM 205 English Communication & Soft Skills – II

L T P  
Periods/week: 3 0 2

### **Objective:**

- The objective of the course is to impart basic knowledge of English Language and Communication.

### **Course Content:**

#### **Module – 1**

##### **Fundamentals of Communication**

- a) Communication: definition and significance
- b) Understanding Verbal & Non verbal Communication
- c) Using Body Language in Communication
- d) Building Conversational Skills
- e) 7C's of Communication
- f) Barriers to communication.

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)

#### **Module – 2**

##### **Employability Communication**

- a) Writing Emails
- b) Job application writing-solicited and unsolicited
- c) Resume
- d) Joining reports
- e) Handling telephonic Interviews

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)

#### **Module – 3**

##### **English Grammar and Usage**

- a) Prepositions
- b) Active and Passive Voice
- c) Conditional sentences
- d) Question tags
- e) Syntax concord

#### **Module - 4**

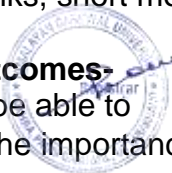
##### **Listening Comprehension**

- a) Effective Listening
- b) Hurdles to listening
- c) Listening exercises- Listening to a text reading in class, videos like The Moth, Ted Talks, short movies with English subtitles, and motivational speeches.

### **Learning Outcomes-**

Students will be able to

- Know the importance of English Language and its role in Communication.





- Write and present their resume along with other corresponding tools required for getting job.
- Exercise the correct use of grammar in their written and spoken English.
- Comprehend listening for the sake speaking with force and proper articulation.

### **SEMESTER – III**

#### **Paper I: MJM 301 Advance Journalism & Trends**

**L T P**

**Periods/week: 3 3 0**

#### **Objective:**

- To give the students an understanding of political and diplomatic reporting
- To familiarize the students with economic, business and corporate affairs
- To make the students learn the intricacies of cricket and other sports coverage
- To apprise the students of fashion, lifestyle, film and entertainment coverage
- To make the students proficient in edit page and other specialized writing

#### **Unit I**

##### **Political and Diplomatic Reporting**

1. Reporting National Issues
  - a. Coverage of national issues and regional disputes
  - b. Issues of internal security and conflict zones
  - c. Reporting from Parliament/ Assembly
  - d. Coverage of ministries of central/state governments
2. Reporting International Issues
  - a. Covering diplomatic missions - embassies/high commissions
  - b. International issues having direct/indirect bearing on India
  - c. Covering international organisations and their conferences
  - d. Defence reporting, military alliances, coverage of wars

#### **Unit II**

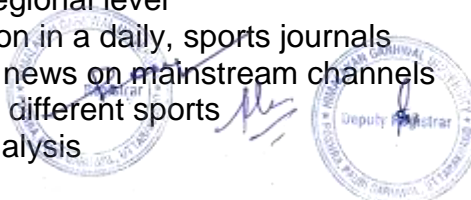
##### **Reporting Business and Economics**

1. Reporting economic planning and reforms
2. Coverage of issues like privatization, disinvestments, taxation etc
3. Coverage of export and import issues, FDI and FII, banking
4. Reporting from corporate sector
5. Reporting from local foodgrain market, bullion
6. Reporting inflation, WPI, CPI, rupee appreciation and depreciation
7. Coverage of capital market – Sensex and Nifty, role of SEBI
8. Business newspapers and news channels, popular business programmes

#### **Unit III**

##### **Sports Journalism and Cricket**

1. Sports reporting, basic requirement
2. Sports at national and regional level
3. Contents of sports section in a daily, sports journals
4. Sports channels, sports news on mainstream channels
5. Scoring, ground rules of different sports
6. Cricket reporting and analysis



7. Cricket organisations, major tournaments
8. Coverage of local sports events

#### **Unit IV**

##### **Lifestyle and Entertainment Reporting**

1. Fashion and Lifestyle Journalism
  - a. Contemporary fashion and lifestyle trends
  - b. Qualities of a lifestyle reporter
  - c. Newspapers/magazines and TV channels on life style
  - d. Coverage of local fashion events
2. Film and Entertainment Journalism
  - a. An overview of entertainment industry
  - b. Entertainment coverage on TV news channels, entertainment channels
  - c. Entertainment programmes – serials, reality shows, laughter shows etc
  - d. Coverage of films/entertainment in newspapers, film journals
  - e. Reporting of local entertainment programmes

#### **Unit V**

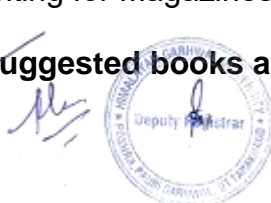
##### **Specialised Reporting and Writing**

1. Reporting and writing various types of interviews
2. Reporting for news magazine, writing articles and cover story
3. Reporting and writing for non-news magazines
4. Writing news and non-news features
5. Writing for editorial page and oped – edits, middles
6. Writing columns, special articles
7. Writing for weekend pull-outs and supplements

##### **Suggested Readings:**

1. David Randall, The Universal Journalist, London, 2002
2. Bruce Garrison Advance Reporting, LEA, 1992
3. Raymond Kuhn and Political Journalism : New Challenges, New Practice, Eric Neven London, 2002
4. VC Natarajan & A.K. Defence Reporting in India : The Communication Gap, Chakraborty Tishul Publications, 1995
5. David Randall The War Correspondent, London, 2002
6. Barbic Zelizer and Journalism after September 11, New York, 2002 Stuart Allan
7. Ajai K Rai Kargil Conflict and the Role of Indian Media, Institute for Defence Studies and Analysis, 2004
8. Aditya Sengupta Electronic Journalism – Principles and Practices, Authors Press, Delhi, 2006
9. Cheryl Sloan Wray Writing for Magazines : A Beginners' Guide, NTC Publishing Group

**\*Latest editions of all the suggested books are recommended.**



## Paper II: MJM 302 Digital Media & Convergence

L T P  
Periods/week: 3 3 0

### **Objective:**

- To apprise the students with the vast spectrum opened to them by internet
- To help the students explore mobile as an effective tool of communication
- To enable the students appreciate the applications of mobile in media
- To educate the students in converging technologies and media convergence
- To train the students in different writing styles for new media

### **Unit I**

#### **Digital Media and Internet**

1. Introduction of internet applications in digital media
2. Description and uses of various electronic gadgets used in digital media
3. Various internet tools for fast dissemination of news, video and pictures
4. Multi-media content management
5. Websites, portals, blogs, vlogs
6. Social networking tools
7. Designing and developing web journal with self-written content

### **Unit II**

#### **Mobile Communication**

1. Concept of mobile communication
2. CDMA and satellite communication
3. Mobile as a new tool of communication
4. Mobile for news and advertising
5. Exploring mobile for various applications

### **Unit III**

#### **Media Convergence and Technology**

1. The 24\*7 media concepts
2. Introduction to media convergence
3. Evolution of converging technologies
4. Web Publishing-tools and Applications
5. File transfer protocols and uploading images and text
6. Changing media scenario – consumer need and demand
7. Exercises on web applications

### **Unit IV**

#### **Mobile Commerce and Media**

1. Concepts of M-commerce
2. Mobile as new tool for business applications
3. Mobile an effective tool for promotional media
4. Mobile as a business tool for media organisations
5. Mobile for social communication
6. Mobile safety and precautions
7. Exercises on using mobile for business applications



## Unit V

### Writing for New Media

1. Cyber Media
  - a. Internet language, elements of writing for web
  - b. Writing for web newspapers, websites and portals
  - c. Writing non-news content for the web
  - d. Effective blog writing
  - e. Writing for social networking
  - f. Writing and posting blogs
2. Mobile
  - a. SMS language
  - b. Writing news content
  - c. Writing non-news content
  - d. Developing contents for mobile

### **Suggested Readings:**

1. James Foust : Online Journalism – Principals and practices of News for the web, Holcomb Hathway Publisher, Scottsdale, AZ, 2005
2. James Glen Storall : Web Journalism – Practice and Promise of a New Medium, Pearson Education, Boston, 2004
3. Stephen Quinn : Convergent Journalism: The Fundamentals of Multimedia Reporting, Peter Lang Publishing, New York, 2005
4. Shyam Nath : Assessing the State on Web Journalism, Authors Press, New Delhi,
5. G K Parthasarathy : Computer Aided Communication, Authors Press, 2006
6. R C Mishra : Cyber Crime, Authors Press, 2002
7. J Chakravorthy : Cyber Media, Authors Press, 2003

**\*Latest editions of all the suggested books are recommended.**

### **Paper III: MJM 303 Integrated Marketing Communication – II**

L T P  
Periods/week: 4 0 0

#### **Objective:**

- To help the students understand the concept of corporate communication
- To explain the students various aspects of IMC, particularly interactive marketing
- To make the students learn event conceptualization and planning
- To motivate the students to carry forward an event as per the planning
- To make an assessment of the success of the event while maintaining ethical standards

## Unit I

### **Corporate Communication and PR**

1. Defining Corporate Communication & Public Relation
2. Difference between advertising, PR, propaganda and publicity
3. Objectives of PR, tools of PR
4. PR planning process and basic public relation strategies
5. PR and corporate communication campaigns: concept and components



## **Unit II**

### **Personal Selling, Interactive Marketing, Sales Promotion in IMC**

1. Personal selling: Merits and demerits, combining personal selling with other promotional tools
2. Interactive marketing: Internet Advertising , digital presentation of content, brand building on the net
3. Sales promotion: Consumer oriented sales promotion , objectives and techniques, franchise building versus non franchisee building promotions
4. Product packaging and design

## **Unit III**

### **Events: Conceptualisation and Planning**

1. Defining an event, Types of events
2. Role of events in promotion
3. Event management: Conceptualisation and design
4. Event planning: Planning process and tools of planning
5. Financial management: Budgeting, sources of revenue and types of costs
6. Staffing for the event
7. Event promotion
8. Evaluation of an event: Visitor survey, feedback, attendance analysis, preparation of report

## **Unit IV**

### **Developing an IMC Programme**

1. Participants in the IMC process
2. Understanding the marketing environment: Segmentation , target selection and market positioning
3. Consumer behaviour: Types of consumers, consumer decision making process and the communication process
4. Developing an IMC plan: Elements and tools

## **Unit V**

### **Evaluation of IMC and ethical issues**

1. Measuring effectiveness of IMC for advertising
2. Effectiveness of IMC for PR and other media
3. Promotional ethics, economic , social, political and cultural issues
4. Promotional regulation - relevant laws
5. The issue of self regulation

### **Suggested Readings:**

1. Jaishri N Jethwaney Public relations (ND: Sterling), 1994
2. D S Mehta Handbook of Public Relations in India, Allied Publication Ltd., Mumbai, 1998
3. Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
4. Richard J Semnik Integrated Marketing Communication
5. Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi
6. George E Belch Advertising and promotion
7. Phillip Kotler Principles of Marketing, Prentice Hall, New Delhi

8. Manendra Mohan Advertising Management, Tata Mcgraw Hill, New Delhi
  9. Subrato Sen Gupta Brand Positioning, Tata Mcgraw Hill, New Delhi
  10. Joe Marconi The Brand Marketing Book, NTC Business Books, Delhi
  11. Clow & Baack Integrated Advertising Promotion and Marketing Communication, Prentice Hall, New Delhi
  12. Bruce E Skinner, Event Sponsorship, Publisher Wiley 2002 Vladimir Rukavina
  13. Anton Shene, Bryn Parry Successful Event Management, Thomson Learning, 2004
  14. Judy Alley Event Planning, John Wiley and Sons, 2000
- \* Latest editions of all the suggested books are recommended.**

**Paper IV: MJM 304 Radio News & Programme Production**

**L T P**  
**Periods/week: 4 0 0**

**Objective:**

- To apprise students of the growth of radio and contemporary trends in broadcasting
- To enable students understand existing and innovative radio programme formats
- To expose students to news bulletins and current affair programmes on radio
- To acquaint students with broadcast technology and radio programme production
- To make the students learn radio programme presentation and anchoring

**Unit I**

**Growth of Radio and Contemporary Trends**

1. Radio in India: Inception and growth
2. Three-tier broadcasting, public service broadcasting
3. Education V entertainment, commercial broadcasting
4. Privatisation, expansion of FM broadcasting and the changing idiom
5. Community broadcasting, developments on community radio
6. Web broadcasting, internet radio
7. Prospects of radio in India

**Unit II**

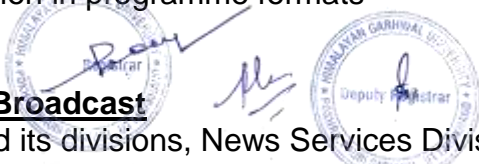
**Radio Programme Formats**

1. Writing for the ear, spoken words and music
2. Radio talks, interview and discussion
3. Feature and documentary
4. Drama and serial
5. OB, commentary
6. Vox pop
7. Phone-in programmes
8. Radio Commercials
9. Innovation in programme formats

**Unit III**

**Radio News Broadcast**

1. AIR and its divisions, News Services Division
2. News Reporting setup at various levels



3. Newsroom functions, news pools
4. News bulletins - compilation and production
5. News writing, New Format (NF)
6. News based and current affairs programmes

#### **Unit IV**

##### **Broadcast Technology and Programme Production**

1. MW and SW transmission, AM & FM
2. Analogue and digital, digital recording
3. Satellite V terrestrial broadcasting, DTH
4. Studios for recording, broadcasting and dubbing
5. Microphones, other studio equipments
6. Audio editing software

#### **Unit V**

##### **Programme Presentation and Anchoring**

1. Concept behind "good on-air delivery"
2. How to "sell" yourself in a recording/broadcast studio
3. Presenting news bulletins and news based programmes
4. Conducting interviews, moderating panel discussions
5. Anchoring of entertainment programmes, radio jockey
6. Anchoring of live and recorded programmes
7. Script for anchoring, changing language and expression

#### **Suggested Readings:**

1. Ambrish Saxena Radio in New Avatar: AM to FM, Kanishka Publishers, Distributors, New Delhi-02, 2011
2. R.K. Ravindaran Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
3. Keval J. Kumar Mass Communication in India, Jaico Publishing House, 121, Mahatma Gandhi Road, Mumbai-01, 2002
4. Paul Chantler, Peter Basic Radio Journalism, Focal Press 2003 Stewart
5. Stuart We. Hyde Television & Radio Announcing, Kanishka Publishers, New Delhi, 1998
6. Janet Trewin Presenting on TV and Radio, Focal Press, 2003
7. Jan K. Hakemulder Radio and TV Journalism, Anmol Publications, New Delhi, 1998
8. R.K. Ravindran Handbook of Radio, TV and Broadcast Journalism, Anmol Publications, New Delhi, 1999
9. Prince Shadwal Satellite Radio- Wroldspace in india, Adhyayan Publisher & Distributors, New Delhi, 2006
10. Dr. Sanjeev Bhanawat Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur

**\* Latest editions of all the suggested books are recommended.**



## Paper V: MJM 305 Corporate Communication

L T P  
Periods/week: 3 0 2

### **Objective**

- The objective of the course is to impart knowledge of corporate behaviour and making the students prepared for job interviews.

### **Module – 1**

#### **Writing Skills**

- a) Writing Memos, Notice & Circular
- b) Drafting Agenda
- c) Minutes of meeting
- d) Writing Business Letters

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)

### **Module – 2**

#### **Corporate skills**

- a) Time Management
- b) Art of Planning
- c) Leadership
- d) Positive Attitude
- e) Art of Negotiation

### **Module – 3**

#### **Presentation Skills**

- a) Elements of effective communication
- b) Setting objectives
- c) Audience analysis
- d) Content preparation
- e) Using audio visual aids
- f) Non verbal codes

### **Module – 4**

#### **Preparation for Job Interviews**

- a) Interview Preparation
- b) Interview gestures and postures
- c) Dressing sense
- d) Understanding employer expectations
- e) Do's and Don'ts of Interview
- f) Group Discussion on relevant topics
- g) Mock Interview sessions

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)

### **Learning Outcomes-**

Students will be able to

- Do business correspondence for conducting meeting and write business letters.





- Acquire corporate skill and behaviour required to be a successful professional.
- Present themselves confidently with verbal and non verbal cues.
- Perform well in job interview situations.



**SEMESTER – IV**  
**Paper I: MJM 401 Cinema & Popular Culture**

L T P  
Periods/week: 3 2 0

**Objective:**

- To enable the students understand the linkage between cinema and culture
- To develop an understanding in the students about various movements of cinema
- To apprise the students of the birth and growth of cinema in different parts of the world
- To tell the students the history of Indian cinema- the major phases of its growth
- To acquaint the students with various approaches to study cinemas

**Unit I**

**Cinema and Culture**

1. Development of culture studies
2. Concept of popular culture
3. Various elements of popular culture
4. Cinema as an element of popular culture
5. Cinema and other elements in popular culture

**Unit II**

**Various Movements of Cinema**

1. German Expressionism
2. Italian Neo-realism
3. French New Wave
4. Iranian New Wave Cinema

**Unit III**

**History of World Cinema**

1. Technological innovations and early cinema
2. Griffith and evolution of film grammar
3. Influence of Eisenstien and Pudovkin
4. Hollywood Studio System
5. Sound in cinema
6. Impact of world war
7. Development of film industries in Asia and Latin America

**Unit IV**

**History of Indian Cinema**

1. Early developments
2. Prabhat Studios and Bombay Talkies
3. Influence of world cinema
4. Cinema of Ray, Ghatak and Mrinal Sen
5. Rise of regional cinema
6. Impact of FFC, IFFI and FTII
7. Indian cinema after liberalisation



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## Unit V

### Various Approaches to study cinema

1. Auteur theory
2. Formalist film theory
3. Psychoanalytical film theory
4. Socialist realism
5. Screen theory
6. Structuralist film theory
7. Marxist film theory
8. Feminist film theory

### **Suggested Readings:**

1. James Monaco : How to Read a Film, Oxford
2. Eric Rhodes : A History of Cinema, Penguin
3. John Storey : Culture Studies & Study of Popular Culture, Edinburgh University Press
4. Govind Nihlani, Saibal Chatterjee & Gulzar : Encyclopedia of Indian Cinema
5. Wimal Dissanayke : Indian Popular Cinema: A Narrative of Cultural Change, Trentham Books
6. Denise D. Bielby : Popular Culture: Production & C. Lee Harrington Consumption, Blackwell Publishing
7. Susan Hayward: Cinema Studies: The Key Concepts, Routledge

**\* Latest editions of all the suggested books are recommended.**

### Paper II: MJM 402 TV News, Production & Anchoring

L T P

Periods/week: 4 0 0

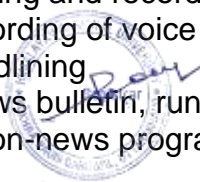
### **Objective:**

- To develop an understanding about various steps involved in the production of TV news
- To familiarize the students with basics of TV news reporting and writing
- To apprise them with technical and operational aspects of video camera and composition
- To enhance the creativity of students by explaining them importance of light in video shoot
- To help the students learn the basics of presentation and anchoring on television

## Unit I

### TV News: Reporting and Writing

1. Reporting for TV
2. Structure of TV news report
3. Newsroom functions in TV news channel
4. Writing, presenting and recording of piece-to-camera
5. Writing and recording of voice over
6. Packaging, headlining
7. Producing a news bulletin, run down
8. Production of non-news programmes



## **Unit II**

### **Camera for Video Journalist**

1. Video camera and its parts
2. Camera chain - camera control unit, sync generator and power supply
3. Types of camera - analog and digital camera, studio cameras, ENG/ EFP cameras
4. Optical system –Types of Lenses: prime lens, zoom lens, special purpose lens Characteristics of lenses: focal length, lens angle and size of image sensor, focus, light transmission: iris and f-stop, depth of field
5. Electronic characteristics - Aspect ratio, resolution, gain, light sensitivity and operating light level, video noise and signal to noise ratio, shutter, contrast, white balance
6. Operational characteristics in ENG/ EFP cameras and camcorders
7. Filters for camera: built-in filters and external filters
8. Video tape recording formats

## **Unit III**

### **Language of Camera and Composition**

1. Types of shots: long shots, mid shot, close up etc
2. Angle of shots: low angle shot, high angle shot, eye level shot, bird's eye view, point of view
3. Movement: pan and tilt, wheeled camera support, dolly, crane, arm, handheld camera
4. Focus effects: deep focus, shallow focus, shifting focus
5. Lens perspective
6. Meaning of composition, importance and functions of composition
7. Rules of composition: emphasis/point of interest, headroom, rule of thirds, diagonal rule
8. Role of light in composition

## **Unit IV**

### **Lighting for Video**

1. Behaviour of light falling on object - Absorption, reflection, transmission, refraction, dispersion, scattering, diffraction -Illumination: subject illumination with point and broad source, harsh and soft shadows-Brightness of an object: amount of light it reflects, the intensity and distance of Source
2. Lighting instruments and lighting controls- Field lighting instruments, studio lighting instruments, lighting control equipment
3. Light intensity, types of lamps, colour temperature and colour media
4. Lighting in a studio-Lighting approach: one point, two point and three point lighting Specific lighting techniques: flat lighting, continuous action lighting, large area lighting
5. Lighting in the field-Shooting in day light-Shooting in indoor light-Shooting at night

## **Unit V**

### **Presentation and Anchoring on TV**

1. Concept behind “good on-air delivery”
2. How to “sell” yourself in a recording/broadcast studio
3. Presenting news bulletins and news based programmes

4. Conducting interviews inside and outside studios
5. Conducting panel discussion, audience based programmes
6. Anchoring of entertainment programmes – comedy shows, reality shows etc
7. Anchoring of live and recorded programmes, importance of anchoring
8. Coordination with floor manager and other production staff in the studio and PCR
9. Use of computer/laptop, teleprompter, mike and other equipments in anchoring

### **Suggested Readings:**

1. Aditya Sengupta Electronic Journalism - Principles and Practices, Authors Press, Delhi 2006
2. Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
3. Ted White Broadcast News, Focal Press, New Delhi, 2007
4. Rick Thompson Writing for Broadcast Journalists, Routledge, London, 2005
5. Jenne Mills The Broadcast Voice, Focal press, New Delhi, 2004
6. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
7. Stuart W Hyde TV and Radio Announcing, Kanishka Publishers, New Delhi
8. Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
9. Fil Hunter, Paul Fuqua Light: Science and Magic: An Introduction to Photographic Lighting, Focal Press, 2007
10. Robert B. Musburger Single-Camera Video Production, Focal Press,

### **Paper III: MJM 403 Scripting & Post Production Techniques**

L T P  
Periods/week: 4 0 0

#### **Objective of the course:**

- To familiarize the students with the basics of video production
- To explain them various genre, style and types of scripting
- To help the students learn the structure and writing styles of scripts
- To make them understand the aesthetic and technical aspects of sound in video
- To train the students in non linear editing and post production activities

#### **Unit I**

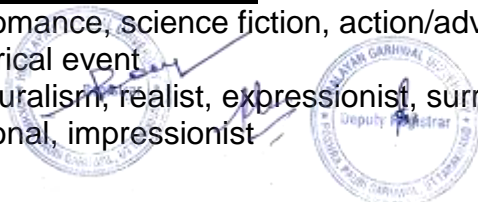
##### **Basics of Production**

1. Key equipments, personnel involved in production
2. Pre production – idea, outline, research, scripting, proposal writing, budget, floor plan and location sketch
3. Script writing – screenplay, script, storyboard, breakdown of script,
4. Production – single camera techniques, multi camera techniques
5. Post production – editing, dubbing, voiceover, music and sound mixing
6. Publicity and distribution: various methods of advertising, publicity material

#### **Unit II**

##### **Scripting: Genre, Style and Type**

1. Genre: Romance, science fiction, action/adventure, detective/thriller, epic/historical event
2. Style: Naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist



3. Types of screenplay- plot based, character based, event based,idea based, place story
4. Characters: Protagonist, antagonist and supporting characters

### Unit III

#### Script: Structure and Writing

1. General script, storyboard, shooting script
2. Script in audio visual format
3. Script breakdown
4. Scripting a documentary film
5. Screenplay layout: Synopsis, treatment, step-outline
6. The master screen script
7. The post shooting script

### Unit IV

#### Sound for Video

1. Types of sound – voice, natural sound, music, sound effects
2. Constructing the audio portion of a programme –narrator V no narrator, on camera and off camera questions, natural sound, music and sound effects, making a track chart
3. Sound in video field production
4. Microphone: Camera mounted, external, wired and wireless
5. Standardised recording procedures, monitoring sound, hints for recording good sound
6. Equalizing and filtering to improve sound quality
7. Dubbing: adding sound to pre-recorded video tape

### Unit V

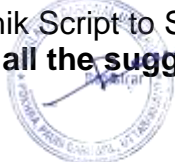
#### Editing and Post Production

1. Language and grammar of editing
2. Role of the editor – creative editor, technical editor, editor as graphic artist
3. Theory of editing – continuity editing, montage
4. Functions of editing – combine, shorten, correct, build
5. Transition and effects, graphics and design
6. Editing modes – off and online editing
7. Non linear editing systems, features and technique

#### **Suggested Readings:**

1. Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
2. Thornman & Purvis Television Drama, Palgrave Mcmillan,2004
3. Marisa Divari Script Magic, MW Productions, 2000
4. Scott Essman Freelance Writing for Hollywood, MW Productions, 2001
5. C. Jhonson & M. Stevens Script Partners, MW Productions, 2002
6. M.C. Johnson The New Script Writers' Journal, Focal Press, 2001
7. Swaine & Swaine Film Scriptwriting : A Practical Manual
8. Bob Berman Fade-in : A Screenwriting Process
9. Bordwell & Thompson Film Art : An Introduction
10. James Monaco How to read a Film
11. Sharda Kaushik Script to Screen

**\* Latest editions of all the suggested books are recommended.**



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**Paper IV: MJM 404 Personality Development & Communication**

L T P  
Periods/week: 3 0 2

**Objective:**

- The objective of the course is to impart soft skills and to groom the personality of students.

**Module – 1**

**Soft Skills**

- a) Soft Skills –Definition and Importance
- b) Decision Making
- c) Stress Management
- d) Team Building
- e) Self Grooming

**Module – 2**

**Personality Development**

- a) Personality Traits
- b) Five pillars of Personality Development
  - i. Introspection
  - ii. Self Assessment
  - iii. Self Appraisal
  - iv. Self Interrogation
  - v. Self Development

**Module – 3**

**Reading Comprehension**

- a) Reading with a purpose.
- b) Reading styles
  - i. Intensive reading
  - ii. Extensive reading
  - iii. Scanning
  - iv. Skimming
- c) Barriers in reading
- d) Understanding the text- Finding vocabulary, sentence patterns, tense, and writing short passages based on text.

**Module – 4**

**Learning Through Practice**

1. Making a speech: Welcome Speech, Introductory Speech, Vote of Thanks & Farewell Speech, etc.
2. Role Play in diverse situations to build confidence.
3. Mock Interview sessions
4. Power Point Presentations.
5. Group Discussion on relevant topics
6. JAM sessions (Introduction –Body –Close technique).

(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)



## Learning Outcomes-

Students will be able to

- Exercise soft skill in professional set up.
- Analyse about them and strategize for future.
- Comprehend English to get clues for spoken English.
- Prepare speeches, presentations and perform well in interview situations.

## PRACTICAL

### SEMESTER – I

#### Paper VI: MJM 106 Print Media & Journalism Trends (Lab)

L T P

Periods/week: 0 0 6

#### Objective:

- To help students develop their reporting, writing and editing skills through various assignments and exercises
- To train students in handling print production and taking out their own publications, preferably lab journals

#### Exercises/Assignments:

1. News Reporting
  - a. Reporting and writing a crime story based on field assignment
  - b. Reporting and writing a news story by covering a local beat
2. News Writing
  - a. Writing a report based on the points given by the teacher
  - b. Writing a report based on some text or speech
3. Copy Editing
  - a. Editing of copies given by the teacher
  - b. Rewriting, rearranging and clubbing of given copies

#### Production of lab journals as group activity

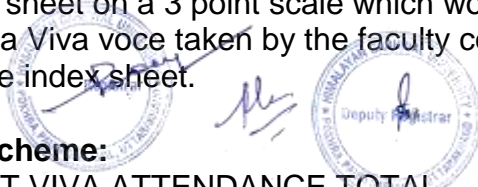
1. Content generation by students in the form of news reports and other small write ups
2. Preferably to take computer print outs, to be photocopied for getting multiple copies
3. In-house distribution of limited number of copies produced

#### Internal Evaluation (50 marks)

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

#### Evaluation scheme:

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)





**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

**Paper VII: MJM 107 Computer & Internet Application (Lab)**

L T P  
Periods/week: 0 0 6

**Objective:**

1. To help students develop understanding of computer operation, software and computer aided designing through various assignments
2. To train students in the use of internet for social networking and blogging

**Exercises/Assignments:**

**Students shall undertake the following exercises/assignments either individually or in groups.**

1. Preparing a presentation in PowerPoint on specified topic
2. Designing and lay outing magazine cover by using Corel Draw software
3. Designing and lay outing front page of tabloid using Quark Express
4. Writing, designing and producing blogs
5. Making groups on social networking sites for social purposes

**Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 4 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

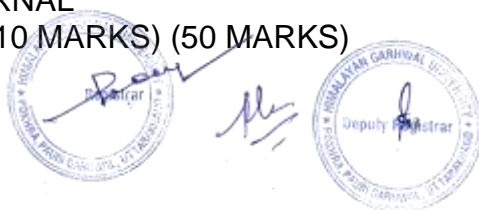
**Evaluation scheme:**

ASSIGNMENT PRESENTATION VIVA ATTENDANCE TOTAL  
(15 MARKS) (15 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT EXPERIMENT  
VIVA  
TOTAL EXTERNAL  
(20 MARKS) (10 MARKS) (50 MARKS)  
(20 MARKS)



## Paper VII: MJM 108 Field Work Lab

L T P  
Periods/week: 0 0 6

### **Objective:**

1. To encourage students taking up field assignments for their professional growth
2. To enable students collect relevant data from the field and take it to logical conclusion

### **Exercises/Assignments:**

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

### **Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

### **Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

### **External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

## SEMESTER – II

### Paper VI: MJM 206 Integrated Marketing Communication – I (Lab)

L T P  
Periods/week: 0 0 4

### **Objective:**

1. To impart hands-on training to the students in advertising design and production
2. To enhance creative communication and execution ability of the students

### **Exercises/Assignments:**

1. Analysis of print advertisements in newspapers and magazines
2. Visualizing, creating and producing a print advertisement
3. Making a print ad: classified, classified display and display advertisement
4. Scripting a radio spot, jingles

5. Writing script and storyboard for TV
6. Planning an advertising campaign
  - a. Conducting market, media, consumer research for campaign
  - b. Preparing Account Planning Document, creative strategy and media strategy
  - c. Creative execution

**Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

**Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
 (30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
 (50 MARKS)

**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
 (20 MARKS) (30 MARKS) (50 MARKS)

**Paper VII: MJM 207 Visual Communication & Photo Journalism (Lab)**

L T P  
 Periods/week: 5 0 4

**Objective:**

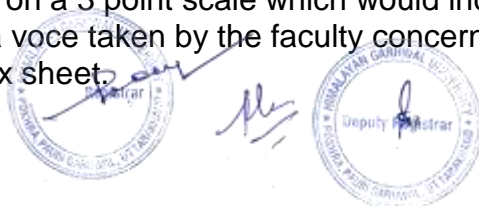
1. To impart hands-on training to the students in taking photographs and their production
2. To enhance visualization and give a thrust to creative instinct of the students

**Exercises/Assignments:**

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

**Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.



**Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

**Paper VII: MJM 208 Minor Project**

L T P  
Periods/week: 0 0 0

**Objective:**

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

**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

**Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 2 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

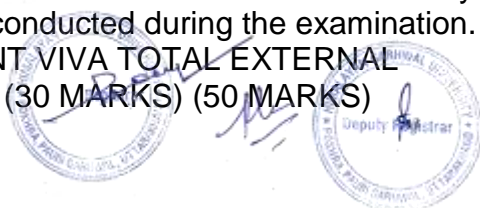
**Evaluation scheme:**

ASSIGNMENT VIVA TOTAL INTERNAL  
(30 MARKS) (20 MARKS) (50 MARKS)

**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)



### **SEMESTER – III**

#### **Paper VI: MJM 306 Integrated Marketing Communication – II (Lab)**

L T P  
Periods/week: 4 0 0

##### **Objective:**

1. To conduct practical sessions intended to train the students in campaigning, planning and execution
2. To enable the students organise events right from conceptualisation to the staging of the event.

##### **Exercises/Assignments:**

1. Writing for PR: Writing press releases, letters , web mailers , memos, circulars, notices
2. Making a media kit
3. Developing an IMC campaign with the following
  - a. To Conceptualise an event
  - b. To prepare event proposal and event plan
  - c. To draft sponsorship plan and budget
  - d. To Design publicity material like leaflet, brochure /catalogue, poster and banner
4. Planning a mock event using all integrated marketing communication tools

##### **Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

##### **Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

##### **External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

#### **Paper VII: MJM 307 Radio News & Programme Production (Lab)**

L T P  
Periods/week: 0 0 4

##### **Objective:**

1. To acquaint the students with the studio setup and the equipments used in radio programme production
2. To train the students in radio production involving recording, editing and anchoring of programmes

### **Exercises/Assignments:**

1. Scripting
  - Writing scripts of radio programmes like talks, feature, drama etc
2. Recording
  - Computer based recording of programmes
3. Vox pop
  - Recording vox pop on contemporary issues
4. Editing
  - Computer based editing of programmes
  - Learning of audio editing software
5. Anchoring
  - Presentation of radio programmes
  - Newsreading and voicecasting
  - Radio Jockeying
6. Production
  - Production of news based programmes
  - Production of programmes like drama, feature, discussion
7. Project
  - Institute an internet radio, and put it into operatio

### **Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

### **Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

### **External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the Assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

### **Paper VIII: MJM 308 Industrial Training Report**

L T P  
Periods/week: 0 0 4

### **Objective of the course:**

1. To provide the students an opportunity of getting hands-on training in a media organization
2. To ask them to do the documentation of their functional exposure in media by producing a full-fledged report

### **Industrial Training and Report Writing:**

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organization. After the training,

he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

### **Evaluation of Industrial Training Report:**

The Industrial Training Report carries 100 marks. It will be evaluated in the Third Semester by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

## **SEMESTER – IV**

### **Paper V: MJM 405 TV News, Production & Anchoring (Lab)**

**L T P**

**Periods/week: 0 0 4**

#### **Objective:**

- To enable the students understand TV news in the right earnest
- To ensure the students passing through the process of news production
- To provide them opportunity developing the skills of anchoring on television
- To help the students learn functions of camera and lights through various exercises

#### **Exercises/Assignments/Presentations:**

##### 1. TV News

- Reporting of event and writing the script
- Editing copy of the news report
- Writing, presenting and recording of PTC
- Writing and recording of voice over
- Preparing the news package
- Production of news bulletin, run down

##### 2. Camera and Lights

- Demonstration of video camera, its anatomy and functions
- Video camera handling practice on stand and on shoulder, working on composition
- Practice of different types of shots, camera movements and camera angles
- Shooting small continuity, using single camera
- Demonstration of lights, its anatomy and functions
- Practice of different lighting techniques

##### 3. Anchoring

- Exercises on delivery, pronunciation, voice modulation and diction
- Training in handling of equipments, coordination with production staff
- Anchoring of TV news bulletin
- Anchoring of non-news/entertainment programmes for TV



### **Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 4 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.

### **Evaluation scheme:**

ASSIGNMENT PRESENTATION VIVA ATTENDANCE TOTAL  
(15 MARKS) (15 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

### **External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the Assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

### **Paper VI: MJM 406 Scripting & Post Production Techniques (Lab)**

L T P  
Periods/week: 0 0 4

### **Objective:**

- To help the students write scripts and screenplays through various assignments
- To familiarize the students in the use of audio and recording equipments
- To impart training in non-linear editing for the production of a video programme

### **Exercises/Assignments:**

1. Writing and Analyzing Scripts
  - Analysis of various films and their screenplays
  - Analysis of scripts of TV serials
  - Writing of scripts and screenplays as per assignments given
2. Using Audio Recording Equipments
  - Use of microphones, audio cables and connectors
  - Use of recorders and mixers
  - Recording of various indoor and outdoor sounds
  - Sound track design with images
3. Video Editing
  - Demonstration of video editing equipments
  - Understanding the process of non-linear editing
  - Practicing editing through various sequences

### **Internal Evaluation (50 marks)**

Each sheet prepared would be evaluated by the faculty concerned on the date of preparing the sheet on a 3 point scale which would include the sheet drawn by the students and a Viva voce taken by the faculty concerned. The marks shall be entered on the index sheet.



**Evaluation scheme:**

ASSIGNMENT VIVA ATTENDANCE TOTAL  
(30 MARKS) (15 MARKS) (5 MARKS) INTERNAL  
(50 MARKS)

**External Evaluation (50 marks)**

The external evaluation would also be done by the external Examiner based on the Assignment conducted during the examination.

ASSIGNMENT VIVA TOTAL EXTERNAL  
(20 MARKS) (30 MARKS) (50 MARKS)

**Paper VII: MJM 407 Major Project**

L T P  
Periods/week: 0 0 4

**Objective:**

- To motivate the students to do a quality research based study on the selected topic
- To encourage the students to take up the production of documentary or short fiction

**Dissertation/Production:**

- The students can take up any of the following assignments as part of this paper.

**Dissertation:**

- Students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

**Production:**

- Students can produce documentaries/ short fiction films as group work, with the approval and under supervision of a faculty member.

**Dissertation:****Selecting the Topic:**

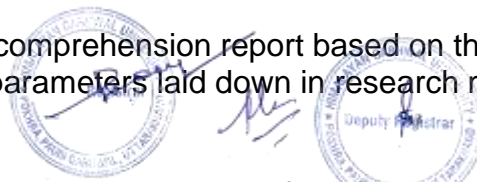
- Students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of "Minor Project" if there is enough space for expanding/further studying that topic.

**Writing the report:**

- Students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

**Production:**

- The students can produce in group any of the following work.



**Documentary:**

- A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary should be 10 minutes.

**Short Film:**

- A group can decide to produce a short fiction film with the prior approval of the concerned faculty member. The duration of the short film should be 5 minutes.

**Evaluation of Major Project:**

- The Major Project carries 100 marks. The dissertation report or the production work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

**Paper VIII: MJM 408 Comprehensive Viva Voce**

L T P

Periods/week: 0 0 4

**Objective:**

- The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of two-year studies at this master's programme.

**Comprehensive Viva:**

- There shall be Comprehensive Viva Voce at the completion of MJMC programme. It will carry **100 marks**.

**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.

