



# GALGOTIAS UNIVERSITY

## Syllabus of BA Journalism & Mass Communication

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School of Media & Communication Studies

Name of School: \_\_\_\_\_  
Mass Communication

Department: \_\_\_\_\_

2015-16

Year: \_\_\_\_\_



**BA Journalism and Mass Communication  
Program Structure 2015-16**

**Semester 1**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
<b>Semester 1</b>									
1	2015-2016	BJC117	Indian Politics & Contemporary Issues	Elective 1	1	1	0	0	2
2	2015-2016	BJC115	Contemporary Economic Issues	Elective 1	1	1	0	0	2
3	2015-2016	BJC111	Introduction to Mass Communication	Core	3	0	0	0	3
4	2015-2016	BJC112	Print Media: News	Core	1	0	2	0	3
5	2015-2016	ENG131	Communicative English-I	Core	1	1	0	0	2
6	2015-2016	BJC113	Environmental Studies	Core	1	1	0	0	2
7	2015-2016	BJC114	Basics of Advertising	Core	1	1	2	0	3
8	2015-2016	BJC116	Basic Computer Skills	Core	1	0	2	0	2
9	2015-2016	BJC127	Health Communication	Elective 2	1	1	0	0	2
10	2015-2016	BJC128	Cartooning	Elective 2	1	0	1	0	2

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## Indian Politics & Contemporary Issues- BJC 117

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LTPC-1 1 0 2

**Course Objectives:** To enable the students to develop an overview of the Indian political system and the issues related to it.

**Course Outcome:** Understanding of the Indian politics will help students broaden their analytical skills as far as Indian politics is concerned. This will help them produce high quality media content related to any issue in the country.

**Instructional plan:**

Module	Content
<b>Module I</b>	Nation state and government: concept and definitions Indian federal system Theories of political science: Liberalism, Marxism, Gandhism
<b>Module II</b>	Introduction to the preamble Salient features of our constitution Fundamental rights and duties Directive principles of state policy Emergency provisions Administration at central, state and local level Public grievances and redressal mechanism
<b>Module III</b>	Communalism Reservation Regionalism Corruption Criminalization of politics Environmental degradation.

**Suggested Readings**

- NCERT political science
- The constitution of India: Bakshi P.M.

**Course Description:** Indian politics is the backbone of reportage for the Indian news media industry. Even otherwise, for understanding contemporary issues in the country, a perspective on the politics of India is crucial for the journalism students. This course therefore covers all the main elements of the Indian polity and the issues related with it.

**Contemporary Economic Issues**

<b>BJC 115</b>	<b>Contemporary Economic Issues</b>	L	T	P	J	C
		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

**Course Objective:**

This course is designed to bring the awareness among master students on various economic issues in India and global world. Despite, students also need to know the knowledge on various financial aspects and how to help in report and cover financial news. The course will be helpful to provide inputs on various sectors of Indian and international economy and development.

**Course Outcome:** On completion of the course the student should be able to:

- Identify knowledge on the contemporary problems of Indian and Global economy (K1)
- Understand and describe the issues relating to Indian and International economy (K2)
- Practice and cover the story or write news on financial or economic issues (K3)
- Debate and analyze the various economic issues (K4)

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	<ul style="list-style-type: none"> <li>• Understanding Indian and International economy</li> <li>• Capitalism</li> <li>• Mixed Economy and Rural Economy</li> <li>• Pricing Issues-Inflation and Deflation</li> <li>• Inter-state economic disparities in the pattern of development</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• Migration (internal and external)</li> <li>• MNCs and labour laws in India</li> <li>• Poverty, Unemployment and Corruption</li> </ul>
Module III	<ul style="list-style-type: none"> <li>• Foreign Direct Investment</li> <li>• Exchange rate related issues</li> <li>• Contemporary Issues in national and International Labour market</li> <li>• International Organisation/Agencies like G-8, SAARC,OECD, ILO, IMF, WB,UNESCAPand BRICS</li> <li>• Practice report writing on financial news</li> </ul>
Module IV	<ul style="list-style-type: none"> <li>• Contemporary Issues in Taxes: Double taxation avoidance; Goods&amp; services</li> <li>• WTO and taxes &amp;its policies.</li> <li>• Future Challenges for the Indian and International Economy</li> </ul>

**Prescribed Text:**

- Jalan, B. (1992): The Indian Economy—Problems and Prospects, Viking, New Delhi.
- Kapila, Uma (Ed.) (2007): Indian Economy Since Independence, Academic Foundation, New Delhi.
- Krueger, A.O. (Ed.) (2003) : Economic Policy Reforms and the Indian Economy, Oxford University Press, New Delhi.
- Lucas, E.B. & Papanek, G.F. (Eds.) (1988) : The Indian Economy—Recent Development and Future Prospects, Oxford University Press, New Delhi

### Mode of Evaluation:

#### Step 1: Preparation of course outcomes (COs) assessment table:

COs	Knowledge level	Assessment tools				
		Internal Exam Practical		External Exam Practical	Target (%)	Attainment Level
		CAT 2		End Term Theory Exam		
CO1	K1	50		25	60	
CO2	K2	50		25	60	
CO3	K3			25	60	
CO4	K4			25	60	
<b>Total</b>		<b>100</b>		<b>100</b>		

#### Note:

The waitage of internal and external will be 50% each.

	Type of Evaluation	Max. marks for which the exam is conducted
<b>Internal Assessment</b>	<b>CAT-1</b> (Quiz & presentation)	<b>15</b>
	<b>CAT II</b> (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	<b>50</b>
	<b>Final Internal</b> (To be Scheduled during the last week of semester) based on overall output of student	<b>30</b>
	<b>Attendance</b>	<b>5</b>
	<b>Total</b>	<b>100</b> (This is converted to 50)
<b>External Assessment</b>	<b>SEE(Theory)</b> Exam to be conducted as per norms and schedule of University Academic Calendar.	<b>50</b> (Ratio of Theory and

	<b>SEE (Practical)</b> Conducted by External Examiner	<b>Practical marks will be as per LTPC)</b>
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		<b>Program Outcome(MA MJC)</b>											
		Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
MJ M C 50 11	Course Outcome : 1		2				1				2	3	
	Course Outcome : 2		2				1				2	3	
	Course Outcome : 3		1				1				3	3	
	Course Outcome : 4		3								3	3	

1=addressed to small extent

2= addressed significantly

3=major part of course

## Introduction to Mass Communication – BJC 111

**LTPC- 3 0 0 3**

**Course Objective:**

- Student would be introduced to the field of mass communication.
- Students would be exposed to the history, growth and different theories related to mass communication.

**Course outcome:**

The Student would learn to understand and assess information; also they would get a basic knowledge of, different theories, concept, and determinants of communication.

**INSTRUCTION PLAN**

<b>Module</b>	<b>Content</b>
Module I	Nature of human communication, Functions of communication, Nature and process of mass communication,
Module II	Verbal and non-verbal communication, Intra-personal, Interpersonal, Group and mass communication
Module III	SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Theories of Mass Communication: Authoritarian, Libertarian, Socialistic, Developmental, Participatory
Module IV	Role of Mass Media in public opinion Effect of Media on Children Portrayal of women in Media

**Prescribed Text:**

- Dennis McQuail (2010). Mass Communication theory. Sage.
- Keval J. Kumar (2010). Mass communication in India, 4<sup>th</sup> edition Jaico
- Dennis McQuail and Sven Windhall (1993): Communication models. Longman

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**Course Name: Print Media: News**
**Course Code- BJC 112**


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LTFC- 1 0 2 3

**Objectives:**

1. To identify with the basic concepts of reporting.
2. To sharpen the skills of news gathering for print media.
3. To gain basic knowledge about different beats of news paper.
4. To write the news stories in required format

**Outcome:** Students will be able to understand new age reporting with the fundamental values always affixed with it.

**Instructional plan**

Module	Content
Module I	News: definition, elements Writing news: lead, types of lead and body Sources of news, Attribution, Newsgathering methods
Module II	Principles of reporting, Types of reporting; interpretative and investigative Reporting techniques, Role and responsibilities of a reporter Pitfalls and problems in reporting
Module III	Reporting on Crime, Court, Culture, Political, Education, Development, Business, Disaster, Science, War, Investigative and lifestyle reporting

**Prescribed Text:**

- Harrower, Tim; Inside Reporting: A Practical Guide to the Craft of Journalism; McGraw-Hill
- Warren, Care H.; Modern News Reporting; Harper Collins
- Rao, N. Meera Raghavendra; Feature Writing; PHI Learning
- Communication & Bloom, Stephen G.; Inside the Writer's Mind–Writing Narrative Journalism; Wiley Publications
- Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication



<b>ENG131</b>	<b>Communicative English-1</b>	L	T	P	J	C
Version1.02		2	0	1	0	3
Pre-requisites//Exposure						
Co-requisites						

**BJMC First Year**

1	Course number	<b>ENG131</b>
2	Course Title	<b>Communicative English</b>
3	Credits	3
4	Contact Hours (L-T-P)	
5	Course Objective	<p>This course is designed for undergraduate students, with intermediate proficiency in English language.</p> <p>It is a skill based programme:</p> <p>To hone the basic communication skills: listening, speaking reading and writing.</p> <p>To equip students to minimize the linguistic and sociocultural barriers emerging in a different environment.</p> <p>To help students to understand different accents and standardise their existing English.</p>
6	Course Outcomes	<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Improve four basic skills of language: listening, speaking, reading and writing</li> <li>2. Develop over all comprehension ability</li> <li>3. Learn to use correct sentence structure and punctuation</li> <li>4. Learn spellings and the correct use of new words</li> <li>5. Write essays and critically evaluate arguments in terms of the strength of evidence and reasoning</li> <li>6. Use English expressions for thought and action</li> <li>7. Learn to communicate effectively through strong conversational skills and appreciate true human feelings and life events</li> <li>8. Cultivate and develop reading habits</li> </ol>
7	Outline syllabus: <b>Functional English Intermediate 1 (ENG131)</b>	
	Unit A	<b>Listening</b>
7.01	A1	Appreciative Listening and Pronunciation: "Jabborwocky" by Lewis Carrol (audio)
7.02	A2	<p>Informative Listening (Comprehension):</p> <p>TEDGlobal 2010 · Filmed July 2010 · 18:10 (Lecture by Johan Rockstrom: Let the environment guide our development)</p> <p><a href="http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development">http://www.ted.com/talks/johan_rockstrom_let_the_environment_guide_our_development</a></p>
7.03	A3	<p>Critical Listening: President Obama Delivers the Commencement Address at Harvard University</p> <p><a href="https://www.youtube.com/watch?v=K4MctEmkml">https://www.youtube.com/watch?v=K4MctEmkml</a> )</p>

		Unit B	<b>Reading and Discussion</b>
7.04		B1	Reading the script: Lecture by Johan Rockstrom: “Let the Environment Guide our Development”
7.05		B2	Reading Text: R. K. Narayan’s “An Astrologer’s Day” from Malgudi Days.
7.06		B3	Reading Essays: <i>Humanistic and Scientific Approaches to Human Activities</i> by Moody E. Prior <i>Mother of Sciences</i> by A.J.Bahm <i>Social Function of Literature</i> by Ian Watt
		Unit C	<b>Writing</b>
7.07		C1	Note-Making (based on A2 & B1)
7.08		C2	Paraphrasing (based on A1 & B3)
7.09		C3	Summarising (based on A1, B2 & B3); Précis Writing (based on B3)
		Unit D	<b>Essay Writing (through Reading Essays)</b>
7.10		D1	Descriptive
7.11		D2	Expository
7.12		D3	Argumentative
		UNIT E	<b>Vocabulary Building and Grammar (through Reading and Listening the texts)</b>
7.13		E1	Word Formation; Antonyms and Synonym; One word Substitution; Phrasal Verbs; Connectors and Linkers; Idioms, Phrasal verbs and Proverbs; Homophones, Homonyms and Homographs; Adverbs and Adjectives; Functional Vocabulary; Notional Concepts
7.14		E2	Infinitive; Tenses; Modal verbs; Reported speech; First, second conditional; Adjectives and Adverbs as modifiers; Relative clauses; Adjectives and their connotations; Usage of: Be able to/can/manage to, Have/have got, Be allowed to/be supposed to, A/few and a/little, Although/in spite of/despite; Passives; Question tags; Giving Opinions; Expressing Likes, Dislikes and Desire; Explaining Advantages and Disadvantages
7.15		E3	Exercises on Spellings and Punctuation

**Programme Outcomes:**

- a. Improve skills of the language



## Environmental Studies- BJC 113

LTPC-1 1 0 2

### Course Objectives:

This course is aimed to make the students aware about the role of media in environment communication.

### Course Outcome:

Students will get in-depth knowledge about environment studies.

### Instructional plan

Module	Content
Module I	Environmental Studies : Definition, scope and importance, The Natural Resources: Forest, Water, Mineral, Energy, Food and Land Resources, Problems related to the conservation of natural resources and the role of media.
Module II	Environmental Disasters & Media Reportage : Definition, meaning, Environmental Pollution: Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution Nuclear Hazards
Module III	Environment Management : Environmental Impact Assessment and Environment Audit, Social Issues and Environment, Acts and Laws for Environment Protection; Environment Protection Act, The Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Role of an individual and media in prevention of pollution
Module IV	Disaster Management : Policies to counter natural disaster, NDRF,DREF, Role of Media in Disaster Management, Floods, Earthquake, Cyclones, Landslides & Avalanche.

### Prescribed Text:

- A Textbook of Ecology and Environment by Dr. Namita Joshi and Dr. P. C. Joshi
- Environmental Studies by Anubha Kaushik & C.P. Kaushik

## Basics of Advertising- BJC 114

LTPC-1 1 2 3

### Course Objectives:

The course aims to ensure an in-depth understanding of the advertising world with special focus on research and planning.

**Course Outcome:** Upon successful completion of this course, the student will be able to:

- Describe the various forms of advertising
- Draft advertising objectives for various types of advertising campaigns.
- Evaluate the various types of advertising media that are available and be able to recommend particular types depending on the strategy of the individual advertising program.
- Evaluate the various methods of establishing advertising budgets including “follow the leader”, percentage of past sales, etc.
- Evaluate the costs and effectiveness associated with various advertising media placements.
- Describe the various functions and types of advertising agencies.
- Evaluate the results of an advertising campaign to determine whether the program was a success or failure

### Instructional plan:

Module	Content
Module I	Concept of market & marketing Advertising as a tool of marketing (Print, electronic, ATL, BTL & Cyber Media)
Module II	Definition and concept Types; Classified, Corporate, Financial, Education, NGO, Public Service, Institutional Advertorial Souvenirs/ and Promotional Ads.
Module III	Concepts of Advertising Advertising Campaign Celebrity Endorsement Embedded Advertisements
Module IV	Advertising Agencies; Their function and structure Ethics in Advertising: ASCII's code

### Suggested Reading

- Advertising and PR: Ahuja B.N.
- Media planning and buying: Menon Arpita
- Advertising principles and practice: Wells William D
- Foundations of advertising theory and practices by S.A. Chunawalla

## Basic Computer Skills- BJC 116

**LTPC-1 0 2 2**

**OBJECTIVES:** The prime objective of the syllabus is to help student acquire the basic skills of MS Office Specifically in MS Office and PowerPoint.

**OUTCOMES:** Upon the successful completion of the course the students will be able to work easily in MS Office and produce effective presentations in PowerPoint.

### Instruction Plan:

<b>Module I</b>	Utility of MS Word documents Creation of a word Document Enter Text Select and copy text Save the document Correcting proofing error Apply styles Different view
<b>Module II</b>	Inserting and editing picture Page Layout Word count Bibliography Mail Merge Creation of table and editing Paste special Printing documents
<b>Module III</b>	Basics Starting a presentation Editing & Formatting Themes, Background and Color Schemes Slideshow Download and use a template Uses of Picture, Chart, Graph & Media Clips Printing

### Suggested Reading

1. Manual books
2. Internet

## Health Communication- BJC 127

LTPC-0 1 4 3

**Course Description:** In this course the students will be able to learn:

- fundamentals of public health communication;
- discover the vital role that public health communication plays in the success of new health care delivery structures, the implementation of health care reform and the adoption of advances in prevention, health promotion and emergency preparedness;
- Explore the latest public health communication innovations, tools, technologies, research and strategies.

### Course Outcome:

Upon the completion of the course the will learn and practice the skills of citizen engagement - with consumers, family members, providers, policy makers, researchers and the general public - skills that build the foundation for improving and maintaining health and well-being through public health communications.

### Instructional plan

Module	Content
Module I	Fundamentals of health communication Role of health communication in health care Tools, technologies, and strategies in health communication
Module II	National Health Policy of India National Health Mission National Rural Health Mission Major National Health Programs Culture and health: rural & urban migrant Basic Skills in Public Health Sciences
Module III	Design, implementation and evaluation of mass media campaigns Media influences on human health behaviours
Module IV	Public Health campaigns; major campaigns in India, strategies, actions & effects. NACO; objectives and achievements Role of IEC in Health Communication

### Prescribed Text:

- Essentials of Public Health Communication(2011),C.FParvanta, D.E.Nelson and S.A. Parvanta.
  - Health Communication in the 21st Century by Kevin B. Wright, Lisa Sparks, H. Dan O'Hair
  - Health Communication: From Theory to Practice by Renata Schiavo
  - Health Communication by Richard K. Thomas
  - Making Health Communication programs work by Elaine Bratic Arkin
- Health Communication Message Design: Theory and Practice by Hyunyi Cho

## Cartooning- BJC 128

LTPC-1 1 0 2

### Course Description:

The paper comprises of basics of drawing, sketching, for a foundation of cartooning with a special emphasis on print media

### Course Outcome:

Upon successful completion of this course, the student will be able to:

Sketch cartoons of humans, animals to inanimate forms and give them the final shape and position in any genre of cartooning.

### Instructional plan:

Module	Content
Module I	What is a cartoon? Terminologies Cartoon legends Understanding the different genres of cartoons
Module II	Satire: Concept and requirement, feature of satire, language of satire, use of characters, Writing styles of satire, difference with humour, issues related with defamation.
Module III	From lines to shape Rough sketches Creating tones and textures Creating basic head (from all the angles) Placing the features on the face( eyes, nose, ear, mouth, facial hairs, teeth, jaw) Emotional touch (happy, angry, scared, sad) Caricaturing the character Building body Drafting arms and hands legs and feet Spacing the legs and hips Accessories and clothes Designing your own human cartoon
Module IV	Emotion and story Story boarding Motion through Photoshop.

### Prescribed Text:

- Humongous book of cartooning
- Cartooning the head and figure: Jack Hamm
- Cartooning :ShermCohenn
- Framed Ink: Marcos Mateu



**Semester 2**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
11	2015-2016	BJC121	Photography	Core	2	0	1	0	3
12	2015-2016	BJC122	Print Media:Specilaised Reporting	Core	2	0	1	0	3
13	2015-2016	BJC123	Electronic Media: Radio	Core	2	0	1	0	3
14	2015-2016	ENG231	Communicative English-II	Core	2	0	0	0	2
15	2015-2016	BJC126	Design Graphics	Core	1	0	1	0	2
16	2015-2016	BJC124	PR and Corporate Communication	Core	2	0	1	0	3
17	2015-2016	BJC125	Script writing and Storyboarding	Core	1	0	1	0	2

**Course Title: Photography**

**Subject Code: BJC 121**

LTPC: 

2	0	2	4
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**Semester: 2<sup>nd</sup>**

**Course Description:**

This course will focus on the visual grammar and develop skills of photography. The students also make a basic Photography portfolio by the end of the semester.

**Course Objectives:**

1. Understand the visual grammar
2. Develop skills related to photography
3. Produce a basic photography portfolio

**Course Outcome:**

The student would be able to critique and produce desired photographs.

**Prescribed Text**

Visual Communication: Images with messages by Paul Martin Lester

Focal Press: Basic Photography by Michael Langford

The History of Photography: As Seen Through the Spira Collection, S.F. Spira

**Additional Reference**

- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John

**Pedagogy:**

**The course will use the following pedagogical tools –**

- Lectures and discussions on concepts and issues
- Practical Exercises
- Practical assignments

**Session wise instructional plan**

<b>Session No.</b>	<b>Module</b>	<b>Content</b>	<b>Practical/ Theory</b>
Session 1-3	Module I	Human eye and Photography Lenses Utility of Photograph History of Photography	
Session 4-5		Practical Assignment: Students will submit an assignment based on analysis of 5 photographs from the internet.	
Session 6-9	Module II	How Camera Works Cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera,) Lenses, its type Great Photographers	
Session 10-13		Practical exercises- parts of a camera, proper way of holding a camera, understanding exposure and focusing, handling accessories- tripod, flash, lenses etc.	
Session 14-20	Module III	Manual Control in SLRs <ul style="list-style-type: none"> <li>• Aperture</li> <li>• Shutter</li> <li>• ISO</li> <li>• White Balance</li> </ul> Films Principles of light Various Equipments of lighting	
Session 21-25		Practical exercises- exploring creative possibilities of shutter speed, aperture, lenses	
Session 26-30	Module IV	Depth-of-field Angle of view Composition & its Rules	
		Project: Student will submit album (hard copy) of 10 photographs on approved topic. AV presentation is required as well.	

**Course Title: PRINT MEDIA – II - SPECIALIZED REPORTING**

**Subject Code: BJC 122**

LTFC: 

2	0	2	3
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**Semester: 2<sup>nd</sup>**

**Course Description:**

This unit is an extension of what was taught during the first semester in print journalism. It will give you the advanced elements of reporting and the concepts of magazine reporting. It will give you an understanding of the scope and range of beat and basic check list for covering a specialization. You will also learn how to cover stories that are not normally told approach to feature writing review.

**Course Objectives:**

- A. To explore different beats of print journalism**
- B. To develop the skills to write features**
- C. To develop analytical skills required to write reviews**

**Course Outcome:**

Writing and analytical skills

**Prescribed Text**

- Modern Media Writing; Rick Wilber & Randy Miller
- Writing the New's; Fox, Walter
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.
- Journalism Reporting; M.V. Kamath

**Additional Reference**

- News Writing; Hough, George A.
- Storycrafting: A process Approach to writing News; Rosenauer, Kenneth L.
- Sports Writing: The Lively Game; Fink Conrad C.
- Writing for magazine; Cheryl, Sloan, Wray
- Creative Writing for Mass Media; M.H.Syed

**Pedagogy:**

**The course will use the following pedagogical tools –**

- Lectures and discussions on concepts and issues
- Field work : Event coverage, etc
- Practical assignments

**Session wise instructional plan**

Session No.	Module	Content	Practical/ Theory

Session 1-3	Module I	City Reporting : Covering a news beat Coverage of various beats	
Session 4-5		Report related with city reporting	
Session 6-9	Module II	Development/ social affairs reporting Understanding the issues Cultivating sources Media advocacy Covering social conflicts	
Session 10-13		Practical : case study	
Session 14-20	Module III	Business and Sport reporting Corporate Reporting Covering Economic policy Reporting for sports Covering local, national and international sports events	
Session 21-25		Practical : Specialized reporting	
Session 26-30	Module IV	How to write a feature Different types of features Book reviews	
		Practical : feature & book review writing	

**Course Title: Electronic Media: Radio**

**Subject Code:BJC 123**

<b>LTPC:</b>	2	0	2	3
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**Semester:Semester II**

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**Course Description:** The purpose of this course is to enhance your knowledge & skill for the day-to-day operation of a radio.

**Course Objectives:**

1. To know the journey of radio and understand the present state and challenges.
2. To understand the basics of radio
3. To understand the operation of radio production equipment and studio
4. To learn appropriate writing styles for radio
5. To develop a unique style of radio presentation

**Course Outcome:** The students will be able to produce and present the programs for radio.

**Prescribed Text:**

The Radio Handbook, by Carrel Fleming, Rout ledge (London & New York 2002)

O'Donnell Lewis B., Philip Benoit, and Carl. Hausman **Modern. Radio Production** 2<sup>nd</sup> ed. Belmont CA: Wadsworth, 1990.

Wat kinson, John. **The Art of Digital Audio**. Newton, MA: Focal Press 1994.

Nisbett, Alex. **The Use of Microphones**, 3<sup>rd</sup> ed. Newton, MA: Focal Press 1989.

**Additional Reference:**Leider, N., Colby, Digital audio workstation, McGraw-Hill

**Pedagogy:** Lectures and discussions

- Program production
- Audio exposure/ listening different programs
- Student presentations

**Session wise instructional plan**

<b>Session No.</b>	<b>Module</b>	<b>Content</b>	<b>Practical/ Theory</b>
	Module I	Intro to subject Radio as a medium of communication Development of Radio in India: All India Radio/Akashwani: Establishment, mission, expansion, National network, external services, state networks, local radio stations Community Radio, Educational radio; advent of FM community/campus radio	Understanding Radio broadcasting, listening different radio programs
	Module II	Radio Programme Production basic equipments, recorders and other equipments Stages of radio programme production Sound and its importance Different types of Microphones The Process of Recording and Editing Sound	Handling microphones Recording and sound editing
	Module III	<b>Radio programme formats:</b> An overview of programme formats in fiction, non-fiction phone-in programmes Interview and skills for interviewing Group and panel discussion; and preparing for the same	Scriptwriting and producing at least two radio programs f
	Module IV	Musical programs dramas and the process of producing them Talks and features Radio news and structure of radio news Radio Ads and Jingle Vox- pop	Radio station visit

<b>ENG231</b>	<b>Communicative English-II</b>	L	T	P	J	C
Version1.02		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

### Course Objective:

- i. Improve skills of the language
- j. Enhance comprehension skills
- k. Construct correct sentences
- l. Learn new words for better and polished communication
- m. Coherent development of ideas
- n. Use English to communicate in day today life and academics
- o. Prepare an amalgamation of objectivity and subjectivity
- p. Improve reading skills

### Course Outcomes:

The student will be able to

1. Speak English effectively.
2. Write in English

### Suggested Readings:

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria & Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

### Content:

#### Unit-I

International English Style

Different types of spoken English - British, American and Indian

Basics of Pronunciation

E-mail Writing

#### Unit II

Phonemic Transcription

Reported Speech



Reading Comprehension

Syntax - different types of sentence formation

Writing CV

### Unit III

Basic sentence formation

Transformation of sentences

Story writing

Dialogue writing

Use and importance of English language in media

Commonly used words in Media

### Unit-IV

Greeting and introducing.

Group Discussions,

Listening News/Conversations/Telephonic Conversation.

### Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
<b>Internal Assessment</b>	<b>CAT-1</b>	<b>15</b>
	<b>CAT II</b> (Exam to be conducted as per schedule of CAT)	<b>50</b>
	<b>Final Internal</b> (To be Scheduled during the last week of	<b>30</b>
	<b>Attendance</b>	<b>5</b>
	<b>Total</b>	<b>100</b> <i>(This is converted to 50)</i>
<b>External Assessment</b>	<b>SEE(Theory)</b> Exam to be conducted as per norms and	<b>50</b>
	<b>SEE (Practical)</b> Conducted by External	<b>(Ratio of Theory and Practical marks will be as per LTPC)</b>

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	<b>Program Outcome(MA JMC)</b>	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
<b>ENG53 1</b>	CO1			2			3				3		1
	CO2			3			2				3		2

1=addressed to small extent

2= addressed significantly

3=major part of course

**Course Name: Design Graphic**

**Course Code: BJC126**

1. **Getting started with corel Draw**

- Introduction
- Corel Draw Interface
- Tool Box

2. **Basic Drawing Skill**

- Selecting and manipulating object
- Drawing and shaping object
- Arranging object
- Working with object

3. **Mastering with text**

- Introduction
- Text tool
- Artistic & Paragraph text
- Formatting text
- Embedding objects into text
- Wrapping text around object
- Linking text to object

4. **Applying Effects**

- Introduction
- Power of Blends
- Distortion
- Contour effect
- Envelopes
- Lens effect
- Transparency
- Creating Depth effect.
- Power clip.

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**Course Title: PR and Corporate Communication**

**Subject Code: BJC 124**

*LTPC: 2023*

*Semester :II*

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**Course Description:** The course introduces the student to basic concepts and aspects Public Relation which has emerged as an effective means of communication .

**Course Objectives:** The objective of the course is to:

- The course gives an introduction to the history of PR
- To understand functions of Corporate communication and PR
- To acclimatize the students to writing for PR.

**Course Outcome:** This subject marks the beginning and serves as an introduction to the know public relations and corporate communication related with it. On completion of the course the student will be able to prepare press releases, media kit etc.

**Prescribed Text:**

- Public relations writing: the essentials of style and format: Thomas h. Bivins, paperback – January, 1999
- [the sage handbook of public relations](#) by [Robert Lawrence Heath](#) : published July 29th 2010 by sage publications, Inc.
- Corporate communication by [Paul a. Argenti](#) published December 7th 2005 by Irwin/McGraw-Hill

**Additional Reference:**

- The Father of Spin: Edward L. Bernays and The Birth of Public Relations by [Larry Tye](#), [Deborah Brody](#) Published September 1st 2002 by Picador
- <http://www.madisonindia.com/units/pr-case-studies.html>
- [PR in your Pajamas](#): blog

### Pedagogy:

- Lectures and discussions on concepts and issues
- Field assignment
- Case discussion covering a cross section of decision situations
- Interactive exercises
- Assignments/quizzes/reviewing research papers

### Session wise instructional plan

Session No.	Module	Content	Practical/ Theory
1-5	Module I	Public Relations – concept and definition ,Evolution and growth of public relation, need for PR  PR in relation to marketing, advertising, publicity, propaganda and rumors  Functions and responsibilities of PRO	Case of publicity, propaganda and rumors
6-13	Module II	Models of PR  Theories of relationship, persuasion and social influence  Laws and ethics in PR, PRSI code  PR organizations- PRSI, IPRA etc.	Interactive session on relevance of the models
14-30	Module III	PR tools  PR writings: , Press Releases, Photographs, Case studies, Advertorial and Editorial, Interviews/Features, Brochures, Poster and Calendar	PR writings practice
31-36	Module IV	Corporate Communication: concepts ,evolution  Corporate Identity, Corporate Image and Reputation Management, Managing relationship with suppliers and	Case study on reputation

		distributors	management
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**Course Title: SCRIPTWRITING AND STORYBOARDING**

**Subject Code: BJC 125**

**LTPC**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>

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**Semester: BJMC II**

**Course Description:**

This course focuses on applying industry-standard storyboarding and scripting techniques to communicate effectively for television. Storyboarding is, in many respects, the most important stage of film/television production. It is where the script is transformed from words on a computer screen into a sequential, visual story.

**Course Objectives:** Upon completion of this course, students should be able to:

- Communicate effectively in writing and in visual images

- utilizing appropriate writing techniques and/or styles to targeted audiences
- Use correct grammar and punctuation in written form.
- Create scripts for a variety of television projects
- Create communication that is complete, concise, considerate, concrete and clear.

**Course Outcome:**

The students will be expected to know how scripting an important role plays in television industry. Simultaneously they will be proficient in writing scripts for Television.

**Course Prerequisite**

The students are expected to have basic writing skills, which is vital to media writing. Basic features of media language should be reflected in their writing.

**Prescribed Text**

- Script : Writing for Radio & Television, Sage Publications
- Sharda Kaushik, Script to screen
- Technique of Screenplay Writing- Eugene Vale, Souvenir Press Ltd, 1980  
Millard Robert- Writing for Television and Radio
- Exploring Storyboarding By Wendy Tumminello
- The Art of the Storyboard: Storyboarding for Film, TV, and Animation By John Hart  
Page 15

**Additional Reference**

**Pedagogy:**

The course will use the following pedagogical tools –

- Lectures and discussions on concepts and issues
- Field assignment
- Case discussion covering a cross section of decision situations
- Assignments/quizzes

**Session wise instructional plan**

<b>Session No.</b>	<b>Module</b>	<b>Content</b>	<b>Practical/ Theory</b>
1-10	Module I  Visual scriptwriting	Script: meaning and types of script  Role of a scriptwriter in media  Concept of content and form	

		<p>Genres: fiction &amp; non-fiction</p> <p>Process of scripting: idea formation, research, sequencing,</p> <p>Opening and concluding</p>	
11- 22	Module II	<ul style="list-style-type: none"> <li>• Writing for Electronic Media-Script Writing to Story Boarding</li> <li>• Writing for different Time Chunks - Afternoon Program, Prime Time Program, Late Night</li> </ul> <p>Program; Ground Rules For Writing.</p>	Writing a News Bulletin, PTCs & Anchor Links
22-32	Module III	<ul style="list-style-type: none"> <li>• Script Format.</li> </ul> <p>Writing to Inform;</p> <ul style="list-style-type: none"> <li>➤ Writing for television Talks Show and Interview /Discussion</li> <li>➤ Writing to Entertain; Script Format-Drama, Script Design, Voice-Over &amp; Narration.</li> <li>➤ Writing for Special Audience - Program for Children, Women, Farmers and Youth;</li> <li>➤ Issue based Feature Program.</li> </ul>	
33- 40	Module IV	<ul style="list-style-type: none"> <li>• Origins of Story boards</li> <li>• Storyboarding Techniques: Concept- what the story is about</li> <li>• Drawing the components of the storyboard</li> </ul>	



**Semester 3**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
18	2015-2016	BJC236	Print Design and Production	Elective 3	1	0	1	0	2
19	2015-2016	BJC237	Introduction to Multimedia	Elective 3	1	0	1	0	2
20	2015-2016	BJC233	Development Communication	Elective 4	1	1	0	0	2
21	2015-2016	BJC234	Media Psychology & Audience Studies	Elective 4	1	1	0	0	2
22	2015-2016	FRE101	Foreign Language I: French	Elective 5	1	1	0	0	2
23	2015-2016	JAP101	Foreign Language I: Japanese	Elective 5	1	1	0	0	2
24	2015-2016	GER 101	Foreign Language I: German	Elective 5	1	1	0	0	2

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## Print design and Production-BJC 236

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**LTPC-1 02 2**

**Objective:**

1. To understand basic concepts of newspaper production.
2. To identify with the terms of layout and designing.
3. To learn the skills of page making.

**Course Outcome:** To imbibe the layout, designing and production process of print media.

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	General desk, Local desk, Foreign desk, Sports, Business, Editorial page, Feature desk etc.
Module II	Structure of Newspaper: Editorial, Advertising, Printing, Marketing Circulation; Steps of Newspaper production. Difference among broadsheet, Tabloid, and magazines
Module III	Features of Quark Xpress, Types of layout, Layout of Broadsheet and Tabloid newspaper. The basics of typography
Module IV	The principles of design. News paper designing, Design Approach, Design Elements, Page makeup,

	Use of colour, Use of headlines, Use of photographs and graphics, Rules and borders, White space. Terminologies related with Newspaper layout & Designing.
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**Prescribed Text:**

- Art and Print Production, N.N. Sarkar
- Adams, Michael J. 2002, Printing Technology, Delmar Thomson Learning, USA
- Rogers, Geofferey, Editing for Print, Macdonald London

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## Development Communication- BJC 233

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**LTFC-1 1 0 2**

**Course Description:**

This course make student understand about the various development theories and implementation with role of media.

**Course Outcome:**

Students will learn about the how media is playing major role in Development.

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	Development Communication : Definition, and understanding, Indicators of Development, 'Passing of a Traditional Society' as interpreted by Daniel Lerner
Module II	Theories of Development Communication: Understanding of various theories of Development Communication in brief, The Marxist and The Gandhian Theory of Development Communication, Barriers to Communication, Case Studies.
Module III	Development Support Communication: Definition, meaning and nature, Development Support Communication for health and family welfare, Marginalized sectors: issues, Challenges and ways to overcome.
Module IV	Mass Media for Development : Meaning and nature of Mass Media, Framing, writing/scripting, producing development messages for urban and semi urban audience., Framing, writing/scripting, producing development messages for rural audience., Case studies on Development Communication programme., Role of Mass Media in Development

**Prescribed Text:**

- Development Communication by Uma Narula, Haianand Publications, 1st Edition, (1994)
- Development Communication and Media Debate by Mridula Menon, Kanishka Publisher:New

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**Media Psychology & Audience Studies- BJC 234**

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**LTPC-1 1 0 2**

**Course Objectives:** To enable the students to understand basic concepts of media psychology and the affects of growing media technology on media audiences.

**Course Outcome:** This course will enable students in developing a sound perspective about the psychology behind audience selection and will be able to design well researched media programs/materials.

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	Media Psychology Nature and Scope Theoretical Perspectives Developmental History – Past, Present and Future Effects of Media Psychology

<b>FRE101</b>	<b>BASIC FRENCH</b>	L	T	P	C
Version1.1					
Pre-requisites//Exposure	BASIC CONCEPT OF FRENCH				
co-requisites					

Module II	Understanding Media Audiences Meaning and Classification Audience Reception – listening/viewing Influencing Audience Communication and Mass Media
Module III	Impact of Media on Human Behaviour Role of media in Everyday life Effects of media on Audience Social Media: Innovative Solutions for Social Change Mass Media and Propaganda Mass Media and Attitude Change Public Opinion and Mass Media

**Prescribed Text:**

- Social Psychology and Media’ by H G Wallvott in Applied Social Psychology by G R Selvin, Sage Publication 1996
- Reality of Media Effects, Chap 11 in ‘Media and Culture ‘ by Mark P. Orbe
- Western Michigan University; Sage Publication
- Rethinking The Media Audience, PERTTI [ALASUUTARI; 1999 SAGE PUBLICATIONS
- -TV and Everyday Life by Roger Silverstone, Routledge, 1994
- The Psychology of Audience by Hollingworth & Henry E Garrett. American Book Company, New York, 1935.

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- **Compétences Langagières à l’écrit - I – Written Communication – I**

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- **Course Code: FRE101**

**Credit Units: 2**

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- **Course Objective:**

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- To furnish the linguistic tools
- ☑ to present oneself and others, to ask and give personal information

- ☒ to give directions, to describe one's surrounding
- ☒ to talk about likes and dislikes, hobbies
- ☒ to tell time and date, to talk about daily routine
- ☒ to describe weather
- 
- **Course Content:**
- 
- **Module 1 : Parlez-vous français ?**
- **Actes de Communication :**
- Salutation, Alphabet, être,
- **Module 2 : Lecture –**
- **Actes de Communication :**
- Verbe – Etre, avoir. Aller, les questions, nombres 1-20, article indéfini, les jours
- 
- **Module 3 : Mon**
- **Actes de Communication :**
- Localiser, décrire et qualifier une ville ou un quartier, exprimer la quantité, les verbes Er – Aimer adorer, chanter, regarder, jouer, habiter, présentez- vous, les couleurs
- **Module 4 :**
- **Actes de Communication :**
- Parler de ses goûts, de ses intérêts et de ses loisirs, les nombres 1-100, verbes – prendre, vouloir, pouvoir, manger, article défini, mettez au pluriel, les professions, négation
- 
- **Module 5 :**
- **Actes de Communication :**
- Parler de nos habitudes, les adjectifs possessifs, décrivez votre famille, féminin, masculin, les mois, les adjectifs , prépositions
- 
- **Module 6 : -**
- **Actes de Communication :**
- S'informer sur un produit, acheter et vendre un produit, donner son avis sur la façon de s'habiller, les articles partitifs, décrivez quelqu'un
- 
- **Grammaire :**
- 1. Le genre des noms
- 2. Les articles indéfinis, définis, partitifs
- 3. Les verbes – être, avoir, aller, pouvoir, vouloir, prendre, en –er au présent,
- 4. Les adjectifs possessifs, qualificatifs,
- 5. **La négation**
- 6. Les prépositions,
- 7. Les adjectifs et de couleur – le nombre et le genre
- 8. les jours et mois
- 9. Le pluriel
- 10. Féminin et masculin
- 11. traduisez en anglais et français

- 
- Examination Scheme :
- 

CAT- 1	CAT II	ASSIGNMENT	End Sem Exam
50	50	40	100

- **Text & References:**
- 
- **Text:**
- 
- **Le livre à suivre:**
- **Apprenons le français**

**Semester 4**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
25	2015-2016	BJC231	Integrated Marketing Communication	Core	2	1	0	0	3
26	2015-2016	BJC232	Basics of Light and Camera	Core	1	0	2	0	3
27	2015-2016	BJC235	New Trends in Media	Core	2	0	0	0	2
28	2015-2016	BJC241	Electronic Media :TV Journalism	Core	2	0	1	0	3
29	2015-2016	BJC242	Research Methodology	Core	2	1	0	0	3
30	2015-2016	BJC243	Media Law & Ethics	Core	1	1	0	0	2
31	2015-2016	BJC244	Advanced Photography	Core	0	1	2	0	3
32	2015-2016	BJC245	Advertising & Design	Core	1	1	1	0	3
33	2015-2016	JAP201	Foreign Language II: Japanese	Elective 6	1	1	0	0	2
34	2015-2016	FRE201	Foreign Language II: French	Elective 6	1	1	0	0	2
35	2015-2016	GER 201	Foreign Language II: German	Elective 6	1	1	0	0	2
36	2015-2016	BJC246	Introduction to New Media		1	1	2	0	3



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## Integrated Marketing Communication – BJC -231

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**LTPC-2 1 0 3**

**Course Description:**

The paper introduces the concept of Integrated Marketing Communication. The paper clubs together the concepts of marketing, strategic management, corporate communication along with advertising branding and PR. Special emphasis is on the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence this process.

**Course Outcome:**

The student of IMC will be fully aware of all the tools and the know-how of the blend of these tools for effective communication for an edge in the market.

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	Origin and evolution of IMC Concept and principles of marketing Marketing mix Concept of direct marketing, Concept of Online marketing or e commerce Segmentation, targeting and positioning Developing marketing Strategy: SWOT analysis, Strategic Planning Process
Module II	Concept Marketing Research Campaign Planning, Media Planning: Identifying media vehicles, Target audience analysis, Relationship between Media, advertising and consumer, Selecting media vehicles, Media reach, preparing media budget, allocation of media budget. Advertising Campaigns and strategies analysis
Module III	Branding Fundamentals, Brand Planning, Brand Communication Brand positioning.
Module IV	PR Concept, practices and tools Skills for PR professional

	Strategic PR PR case studies Corporate communication concept and evolution Corporate communication in Reputation management and Branding Crisis Communication
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- Advertising and IMC :Shah Kruti
- Advertising principles and practices: Wells William d.
- Media planning and buying: Menon Arpita
- Public relations: Moore H. Fezier
- Media organization and management: Shamsi N. Afaque
- Advertising management: Jethwaney J.

## Basics of Light and Camera- BJC 232

**LTPC-1 0 2 2**

**Course Objective:**

The concepts and elements of production will be introduced in this semester. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated.

**Course Outcome:** Students will be able to handle the camera.

Students will be able to use different types of light effectively.

**Instructional plan:**

Module	Content
Module I	Types of video Camera Parts of Camera Focal length and Angle of view Lenses Aperture, Sutter Speed, Gain Depth of Field Image sensor (CCD, 3CCD, CMOS)
Module II	Composition (Rule of thirds) Different types of shots and Camera angles Camera movement Exposure Aesthetics in visual composition Supporting equipments of Camera (MOUNTS)
Module III	Frame rate and shooting formats(PAL, SECAM, NTSC) Interlace and Progressive scan HD and SD formats

	Magnetic tapes(low band, hi band, beta cam, DV cam, DVC pro) Memory cards (SD, Flash) Anticipating editing Role of cameraman
Module IV	Importance of Lighting Property of Light Lighting control and usage Basic lighting technique(Three point lighting) Studio lighting White balance and colour temperature Other tools used in lighting - Diffusers, Reflectors, Cutters & Gels Production Planning

**Prescribed Text:**Alkin Glynn. TV Sound Operations 1975

- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston-London, 1984
- Cheshire David. The Video Manual, Mitchell Beazley Artists House, 1982
- Millerson Gerald. Video Camera Techniques, Focal press
- Millerson Gerald. Basic TV staging. Focal press

## New Trends in Media- BJC 235

**LTPC-2002**

**Course Objective:**This course aims at providing basic inputs regarding new trends in media and evaluating the changes that are taking place because of the technological, Political, social and cultural changes. The objectives are:

- To identify various trends in media
- To examine different media tool.

**Course Outcome:**

Students will be able to utilize the emerging media alternatives for the welfare of the country.

**Instructional plan:**

<b>Module</b>	<b>Content</b>
Module I	Changing role and nature of the media Government's newsprint policy Security of media person Freedom of Press- Role of Press Council of India Paid news and Advertorial Media Gatekeepers VS Navigators

	Digital divide Dot Com Mania
Module II	Indian media industry size Changing Indian Media scenario: Convergence of electronic and online media Social Media: Face book Blogging Twitter News Portals You tube Mobile content Internet Television & Radio Citizen journalism Applications of new technologies in Indian media
Module III	Globalization and foreign investment; Complex social life and media Managing change and innovation; News and entertainment channels: the crisis of contents Small newspapers: the challenges, role in society Handwritten newspapers, wall newspapers Community radio

**Prescribed Text:**

- Miller, Carl G. and others. Modern Journalism.
- Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
- Samarajiva Rohan, Zainudeen Ayesha (2008) ICT Infrastructure in Emerging Asia, New Delhi: Sage.
- Madhavrao L .R. assessing the Trends in Journalism. Sumit Enterprises

**Subject: Electronic Media: TV Journalism**

**Program: BJMC**

**Course Code: BJC241**

**Semester: IV**

**Credits: 04**

**LTPC-2 0 2 3**

Module	Content
Module I	<ul style="list-style-type: none"> <li>• History of TV Journalism in India</li> <li>• Economics of TV News Industry in India</li> <li>• Organizational structure of a TV news channel</li> </ul>

	<ul style="list-style-type: none"> <li>• News Gathering and News Agencies</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• Types of Programming in TV News</li> <li>• Thinking in Visuals and Writing to Visuals</li> <li>• Concept of Breaking News</li> <li>• Three C's of TV News in India – Crime, Cinema, Cricket</li> <li>• Sting Operations and challenges of using a spy camera</li> <li>• Live News Pressures – case of 26/11 live news broadcast</li> <li>• Personality/ Celebrity Quotient in TV Journalism</li> <li>• Citizen Journalism and TV</li> </ul>
Module III	<ul style="list-style-type: none"> <li>• Importance of Visuals</li> <li>• Relevance of the Language of Communication</li> <li>• Multitasking and Team Work in Producing News</li> <li>• Facing and Knowing the Camera</li> <li>• Voice Training</li> <li>• Research</li> <li>• Specialized Reporting</li> </ul>
Module IV	<ul style="list-style-type: none"> <li>• Boom in Regional TV Journalism</li> <li>• Challenges of a 24 hour news channels</li> </ul>

### Prescribed Readings –

1. Globalization and Television - Sunetra Sen Narayan
2. TV Journalism – Novodita Pande, Aph Publishing Corporation
3. Broadcast Journalism: Basic Principles by S.C. Bhatt; Haranand Publications Pvt Ltd.

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**Course Title: Research Methodology**

**Course Code: BJC242**

**Programme Name: BJMC Semester: IV**

**LTPC-2 1 0 3**



**Course Description:** The course provides an overview of the concepts, methods, and tools by which research is designed, conducted, interpreted, and critically evaluated.

**Course Objectives:** The major objective of this course is to develop the basic skills in communication and research. To acquaint the students with the basic concepts and techniques of communication that are useful in developing the skills of communicating effectively, and also for giving basic ideas of research methods and their reporting

**Course Prerequisite:** The students will require reliable internet access for tracking online journals

**Course Outcome:** At the end of the course the students will able to:

- Understand the various types of research methods and tools, including their benefits and shortcomings
- Understand the practical applications of research methods in the field of mass communication
- Be able to design and execute a research project using the methods learned in the class

**Prescribed Text:**

- Practical Research Methods by Catherine Dawson, New Delhi, UBS Publishers, 2002
- Research Methodology-Methods and Techniques by C.R Kothari, New Delhi, Wiley Eastern Limited, 1985.
- Research Methodology by R. Cauvery, M. GirjaSudhanayak, S. Chand& Company, New Delhi, 2010

**Additional Reference:** Online journals on Sage, Jstor, Pubmed

**Pedagogy:**



**The course will use the following pedagogical tools** –Lectures, classrooms discussions, slide presentations, activities and assignments, including two short papers (3-5 pages) and a final research project (15-20 pages)

**Session wise instructional plan**

Module	Content
Module I	<ul style="list-style-type: none"> <li>• Research : Definition, need and types</li> <li>• Research approaches; Quantitative/Qualitative, Applied/Basic, Deductive/Inductive</li> <li>• Types of sources material; Elements of Synopsis and its importance in designing the research study</li> <li>• Basic approaches and terminologies used in research</li> <li>• SITE, NRS, IRS, TRPs</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• Stages of the research process</li> <li>• Preparing a research plan, qualitative and quantitative research designs</li> <li>• Data collection; primary&amp; secondary</li> <li>• Research Philosophies; Positivistic (Surveys, experimental studies, longitudinal and Cross sectional studies) &amp; Phenomenological (Case studies, action Research, Ethnography, Participative enquiry, feminist perspectives &amp; Grounded theory )</li> <li>• Research Approaches, Exploratory &amp; Descriptive</li> </ul>
Module III	Research applications <ul style="list-style-type: none"> <li>• Research in various fields: print, electronic, advertising, public relations, Internet</li> <li>• Methods of research: observation, case studies, census, random sample survey, content analysis Data collection tools</li> </ul>
Module IV	<ul style="list-style-type: none"> <li>• Sources of data, Data coding, tabulation, graphs and tables.</li> <li>• Statistical methods: mean, median, mode, standard deviation, chi-square test</li> <li>• Interpretation of data, research report writing</li> <li>• Writing the research report, significance of bibliography, index Appendices, footnotes</li> </ul>

**Subject: Media Laws and Ethics**

**Course Code: BJC243**

**Program: BJMC**

**Semester: IV**

**Credits: 02**

**LTPC-1 1 0 2**

<b>Module</b>	<b>Content</b>
Module I	<ul style="list-style-type: none"> <li>• Need for a Free Press in a Democracy - Freedom of Speech and Expression</li> <li>• Main features, Scope and Importance of Article 19</li> <li>• Supreme Court Cases related to Article 19</li> <li>• Right to Information Act</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• What is Media Ethics? Why Media Ethics?</li> <li>• Media's ethical problems including privacy, right to reply, sting operations, media ownership, paid news</li> <li>• Accountability and Independence of Media – Self Regulation?</li> </ul>
Module III	<ul style="list-style-type: none"> <li>• Restrictions on the Press - Official Secrets Act; Judiciary and Contempt of Court; Legislature and its Privileges; IPC and Cr. PC; Censorship and its different forms</li> <li>• Important Laws related to the Media <ul style="list-style-type: none"> <li>➤ Copyright Act</li> <li>➤ Books and Newspapers Registration Act</li> <li>➤ Working Journalists Act</li> <li>➤ Press Council Act and Role of PCI</li> <li>➤ Cable TV Network Regulation Act</li> <li>➤ Cinematography Act</li> <li>➤ Prasar Bharti Act</li> <li>➤ Digitization and Conditional Access System (CAS)</li> <li>➤ Proposed Broadcast Regulatory Authority of India Act</li> <li>➤ Guidelines for news TV post 26/11 attacks</li> </ul> </li> </ul>



Module IV	<ul style="list-style-type: none"> <li>• The need for cyber laws</li> <li>• IT Act and Convergence Bill</li> <li>• Internet ethical problems including privacy – cookies, bugs, spamming</li> <li>• Freedom of Expression v/s Content Regulation</li> </ul>
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**Prescribed Readings –**

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Media Ethics – Making and Breaking News, Paranjoy Guha Thakurta; Oxford University Press, New Delhi.
3. Mass Media: Laws and Regulations by Rayudu, C.S.
4. History of Press, Press Laws and Communication by Ahuja, B.N.

**Course Title: Advanced Photography**

**Subject Code: BJC 244**

**LTPC:**

0	1	4	3
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**Semester:4**

**Course Objective:**

After being exposed to the advanced level of photography, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

**Course Objective:**

- To help students understand the various technical variables in cameras
- To help students explore creative possibilities with the camera

**Course Prerequisite**

Knowledge of photography, lighting, electronic media equipments like camera and microphones

**Prescribed Text:**

- Advanced photography; Langford, Michael (focal press)
- Photography, handbook, Wright, Terence
- The darkroom cookbook; Anchell, Stephen g.
- Practical photography; Freeman, John



**Course Outcome:**

The students would be able to plan and execute camera operations

**Session wise instructional plan**

<b>Session No.</b>	<b>Module</b>	<b>Content</b>	<b>Practical/ Theory</b>
Session 1-3	Module I	<b>Understanding Digital Photography</b> <ul style="list-style-type: none"> <li>• Types of digital cameras</li> <li>• Introduction to digital imaging</li> <li>• Image sensors (CCD and CMOS)</li> <li>• Formats of a digital image</li> </ul>	
Session 6-9	Module II	<b>Lighting &amp; Composition</b> <ul style="list-style-type: none"> <li>• Lighting &amp; its control (source, contrast &amp; direction of light)</li> <li>• Electronic flash &amp; its synchronization</li> <li>• One, two &amp; three point lighting</li> </ul>	
Session 14-20	Module III	<b>Subject &amp; Composition Variation For Various Beats</b> <ul style="list-style-type: none"> <li>• Portrait</li> <li>• Wildlife,</li> <li>• Nature &amp; landscapes,</li> <li>• Night photography,</li> <li>• Journalism (photography for newspapers &amp; magazines)</li> </ul>	
Session 26-30	Module IV	<b>Advanced photography practical's</b> <ul style="list-style-type: none"> <li>• Practicing outdoor photography</li> <li>• Photography assignments and projects</li> <li>• Digital image manipulation using various computer software</li> </ul>	



**CourseName: Advertising&Design**

**CourseCode:BJC245**

**CourseCredit:3**

<b>BJC245</b>	<b>Advertising&amp; Design</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version	3.0	2	0	1	3
Pre-requisites//Exposure					
Co-requisites					

**Course Description:**

This course aims to develop the skills of advertising and branding. It is fast growing sector which provides a platform for good career opportunities.

**Course Objectives:**

The course will help to learn the core concept of advertising. This will also elaborate the functioning of advertising agency and manner of advertising communication such as message, layout, design and technique. This course will nurture the knowledge and skills about advertising & brand profession.

**Course Outcome:**

The student will be able to:

1. Describe the concept, function and role of advertising (K2)
2. Illustrate the modal and function of advertising communication (K3)
3. Analyse the advertising copy and appeals (K3)
4. Produce the complete advertisement for various media (S3)

**TextBooks**

- The Fundamentals of Branding By Melissa Davis, AVA publishing, South Africa, 2009
- The Fundamentals of Creative Advertising by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, AVA Publishing, South Africa, 2011
- Create, Convince, Connect: Fundamentals of Advertising, Branding and Communication by Jörg Dietzel, Marshall Cavendish International (Asia), Singapore, 2008
- The Fundamentals of Branding by Alina Wheeler, John Wiley&Sons, New Jersey, 2013

**Additional Reference:**

Research papers, articles, journals on advertising and branding.

**CourseContent**

Module	Content
<b>Module I</b>	<ul style="list-style-type: none"> <li>• Definition, Origin &amp; Growth – Nature &amp; Scope of Advertising, roles of advertising, Social, Communication; Marketing &amp; Economic- functions of advertising.</li> <li>• Advertising tools and practices, Advertising agency management, various specialist departments in an ad agency</li> <li>• Advertising appeals; Language of ad copy; Advertising campaigns</li> </ul>
<b>Module II</b>	<ul style="list-style-type: none"> <li>• What is Art Direction, Introduction to Art department in ad agency,</li> <li>• Principles and elements of design</li> <li>• Desktop Imaging And Desktop Publishing Applications</li> <li>• Visualization designing &amp; layout</li> </ul>
<b>Module III</b>	<ul style="list-style-type: none"> <li>• Designing for Print media; Pamphlets, Brochures, Translites, Hoardings, Banners, newspaper ads, magazine ads</li> <li>• Slogan advertising</li> <li>• TVCs</li> <li>• Advertising for corporate brands, political campaigns, educational advertising</li> </ul>
<b>Module IV</b>	<ol style="list-style-type: none"> <li>1. Students will prepare an ad copy for print and electronic media with the approval and guidance of concerned faculty.</li> <li>2. Student will exercise to write various slogans and appeals for print and electronic media with the approval and guidance of concerned faculty.</li> </ol>

**Rubric:**

The internal exam practical (IEP) and external exam practical (EEP) will be evaluated on these rubrics.

- a. Ad copy preparation and presentation (25)%
- b. Ad Appeals (25)%
- c. Layout and design of ad (25)%
- d. Production of advertisement (25)

**Mode of Evaluation:**

**Step 1: Preparation of course outcomes (COs) assessment table:**

COs	Knowledge level	Assessment tools					
		CAT2	Internal Exam Practical	External Exam Practical	EET	Target (%)	Attainment Level
		1	2	3	4		

CO1		50			25	60%	
CO2		50			25	60%	
CO3			50	50	25	60%	
CO4			50	50	25	60%	
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>		

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

	<b>Program Outcome(BA JMC)</b>	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
BJMC 1010	CO1	2											
	CO2	1									2	1	
	CO3		1	2		2	1		1	1		1	
	CO4		2	3	2	1			1	1	1	2	

1=addressed to small extent

2= addressed significantly

3=major part of course

**Course Title: Introduction to New Media**

**Subject Code:BJC 246**

<b>LTPC:</b>	1	1	2	3
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**Semester:Semester IV**

**Course Description:** Although the conventional mass media continue to play a dominant role, the future appears to proceed toward legitimising the role and function of new media in businesses and our social lives. This course introduces students to the concept, uses, tools, and influence of new media.

**Course Objectives:**

6. Equip the student in basic concepts and tools of new media
7. To aware about different tools of new media for message dissemination
8. To understand how different audiences and institutions use new media
9. To discuss cases that highlight the variety of uses new media

**Course Outcome:** The students will be able to use new media effectively at the same time they would be able to become citizen journalist.

**Prescribed Text:**

1. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
2. Siapera, Eugenia; *Understanding New Media*; Sage Publication
3. Cyber Bani:Being a Human in the New Media Environment, Gaston Roberge, Gujarat Sahitya Prakash
4. The Language of New Media, Lev Manovich
5. Communication Technology, The New Media In Society:Newyork, free Press.

**Additional Reference:**New Media: Theories and Practices of Digitextuality, Ed.Anna Evert, John Caldwell, Routlege

The Information: A History, A Theory, A Flood, James Gleick, Fourth Estate

SARAI Reader o1: The Public Domain Pub: CSDS

New Information Tecnology by Tom Forrester (ED).

[http://digitalllearning.macfound.org/site/c.enJLKQNIFiG/b.2029199/k.94AC/Latest\\_News.htm](http://digitalllearning.macfound.org/site/c.enJLKQNIFiG/b.2029199/k.94AC/Latest_News.htm)

**Pedagogy:** Lectures and discussions

- Case studies
- Project
- Student presentations

**Session wise instructional plan**

Session No.	Module	Content	Practical/ Theory
	Module I	Intro to subject The old media Definition and concept of New Media, Structure, Content, Challenges before Print Media Growth of New Media, Types of New Media The New media: Role & feature The concept of Interactivity, hyper-textuality, virtual communities E-Governance and new media World Wide Web Domains & portals Search engines & browsers Wikipedia	debate over Piracy Culture and Plagiarism  Identify trends over internet  ITCe-choupal
	Module II	Basic rules, Do's and Dont's, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends Online politics, Internet and globalization, Internet and democracy, Role of new media in social revolution, Cyber warfare	Writing for Web Media  Analysis of Cyber Reporting
	Module III	On line edition of newspapers and e-Magazines, Cyber newspaper creation: online editing and e-publishing, Security issues on the internet: social, political, legal and ethical issues related to IT and CT.	New media-based companies  Case Studies : Google, flipkart
	Module IV	Introduction to HTML, Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, , cloud computing and data management	Podcast and webcast, Use of blogs, tweets, etc. for generation and development of story, Working as Citizen journalists: role, participation and validity, Dynamics of social media networks



**Semester 5**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
37	2015-2016	BJC351	Media Aesthetics	Elective 7	1	1	0	0	2
38	2015-2016	BJC356	International Communication	Elective 7	1	1	0	0	2
39	2015-2016	BJC358	Summer Project	Elective 8	0	4	0	0	4
40	2015-2016	BJC357	Summer Training Evaluation	Elective 8	0	4	0	0	4
41	2015-2016	BJC352	Documentary Film making	Core	1	0	2	0	3
42	2015-2016	BJC353	Non Linear Editing	Core	0	1	2	0	3
43	2015-2016	BJC354	Radio Program Production	Core	0	1	2	0	3
44	2015-2016	BJC355	Event Management	Core	2	0	1	0	3

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## Media Aesthetics- BJC 351

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### LTPC-1122 Course Objective:

This course is designed to explore the elements of visual design and communication being applied to the various media productions. An overview of visual literacy will be given, and the application of media aesthetics will be critically analyzed for production quality and communication effectiveness.

### Course Outcome:

At the end of the course, students will be able to demonstrate understanding of the importance, influence, and meaning of visual images through written exams.

### Instructional plan

Module	Content
Module I	Exploring Media Aesthetics, Concept, Art and Experience Contextual perception Methods of applied media aesthetics Image Elements Light and Lighting, Nature of Light, Nature of Shadows Lighting purpose and functions Establishing Mood and atmosphere
Module II	Color; How we perceive color, Color Symbolism Color and feelings, Color Energy Area; Aspect ratio, Aesthetics of size, Image Size Screen Forces Tilting and Horizontal Frame, unusual compositions, multiple screens Depth and Volume; Spatial Paradoxes
Module III	Visualization; Way of looking, Field of view, point of view, Angles Time; Past/Present and Future, Live Television Sound; Mood, Internal condition, Energy, Rhythm, Sound perspective and sound continuity Editing; Analytical Montage

### Prescribed Text:

- Surface: Matters of Aesthetics, Materiality, and Media by Giuliana Bruno
- Materializing New Media: Embodiment in Information Aesthetics (Interfaces: Studies in Visual Culture) by Anna Munster

## International Communication- BJC 356

LTPC-1 1 0 2

### Course Objectives:

Communication always played major role in building strong relationship among different countries. It is not only a tool of propaganda but it is also a tool of development. Keeping in views changing world scenario it is need of the day to study international communication and different emerging issues related with international communication.

To enable the students to learn about various aspects of international communication and its importance in respect of contemporary changing world.

**Course Outcome:** The students will be able to contribute in strengthening the intentional relation/ will be able to make their career in international media.

### Session wise instructional plan

Module	Content
Module I	International news systems, International news flow, Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation International news flow, imbalance in media Growth, international, regional and internal disparities. Communication as a human right, UNO's Universal Declaration of Human Rights and Communication
Module II	Impact of new communication technology on news flow satellite communication- its historical background, status, progress, effects- information super highways, international telecommunication and regulatory organizations UNESCO's efforts in removal imbalance in news flow Debate on new international Information and Economic Order- MacBride Commission's Report –nonaligned News agencies news pool -its working, success, failure.
Module III	Democratization of information flow and media systems- professional standards; Transnational media ownership and issues of sovereignty and Security; international media institutions and professional organizations.



**Prescribed Text:**

- *Many Voices One World*; Report of the McBride Commission
- Federick, Howard H.; *Global Communication and International Relations*; Wadsworth Publications
- Menon, Narayana. *The Communication Revolution*. National Book Trust.
- *Handbook of International Communication*, William B. Gudykunst Bella Mody,
- Sage Pub. India Pvt. Ltd., New Delhi.



**Course Name: Specialized: Summer Project**

**Course Code: BJC358**

**Course Credit: 2**

<b>BJC358</b>	<b>Summer Project</b>	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

**Course Objectives**

- 10. Equip the student in basic concepts of project
- 11. To aware about different types of project
- 12. To understand how different components of projects are made
- 13. To discuss the project

**Course Outcomes**

- 1. To operate effectively as a researcher.(P3)
- 2. To organize the content. In the form of project(P3)

**Catalog Description**

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase, pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

**Text Books/ Online resource:**

**Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams**

**Mode of Evaluation:**

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(BA MJIC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJM C3010	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome 1	2				3							1
	Course Outcome 2			3		1					2		1

1=addressed to small extent

2= addressed significantly

3=major part of course

<b>BJC357</b>	<b>Summer Project</b>	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

### Course Objectives

14. Equip the student in basic concepts of project
15. To aware about different types of project
16. To understand how different components of projects are made
17. To discuss the project

### Course Outcomes

3. To operate effectively as a researcher.(P3)
4. To organize the content. In the form of project(P3)

### Catalog Description

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase, pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

### Text Books/ Online resource:

**Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams**

### Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		<b>1</b>	<b>1</b>		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(BJMC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
<b>BJC 357</b>	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2				3							1
	Course Outcome2			3		1					2		1

1=addressed to small extent

2= addressed significantly

3=major part of course



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## Documentary Film Making- BJC 352

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**LTPC-1 0 4 3**

**Course Objective:**

This course is designed to learn the filmmaking process. Students were already introduced to the technical aspects of filmmaking. They will be expected to exercise their creativity and make a short film.

**Course Outcome:**

At the end of the course, the students will be expected to have mastered the crucial elements of Documentary film production. Due to the nature of this course, the students are expected to produce one Documentary film.

**Instructional plan**

<b>Module</b>	<b>Content</b>
Module I	What is a documentary Types of documentary films; Documentary Drama, History of Documentary, Family Film, Industrial & Public Relation Films, etc.
Module II	Developing the Idea Writing Proposal Research First Draft
Module III	Budget and Contract Preproduction Survey Direction Shooting
Module IV	Writing Narration Finishing the Film

**Prescribed Text:**

- The Documentary Film Makers Handbook: A Guerilla Guide
- Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries

## Non-Linear Editing- BJC 353

LTPC-0143

### Instructional plan

Module	Content
Module I	Concept of Editing Edwin S. Porter: Film Continuity D. W. Griffith: Dramatic Construction Vsevolod I. Pudovkin Sergei Eisenstein: The Theory of Montage
Module II	Getting Started Interface High Definition, Standard Definition Capture and Transfer Organising your footage Editing
Module III	Rendering Media Management Effects Audio Computer Graphics Encoding and Output
Module IV	Experiments in Editing Cut, Jump Cut, Flash Back, Flash Forward, Line of Axis, Match on Motion , Match cut, Morphing, Flash Cutting, Flash Frame, Cut aways, Cut-in's

### Prescribed Text:

- Digital Nonlinear Editing: Editing Film and Video on the Desktop
- Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman and Patrick

<b>BJC354</b>	<b>Radio Program Production</b>	L	T	P	J	C
Version	3.0	0	1	2	0	3
Pre-requisites//Exposure	Students should innovative keen interest in audio and good voice quality.					
Co-requisites						

### Course Objectives

This course discusses the fundamental and basic techniques of radio Program Production.

The objectives of the course are:

1. To enable the students to learn the nature of varied radio program formats
2. To be able to record the program
3. To familiarize the students with technology and equipment used in Radio Broadcasting.

### Course Outcomes

1. To explain the concept of radio(K2)
2. To use different tools & technologies of Radio(K3)
3. To apply Program production skill for radio(K3)
4. To Perform skilfully for radio(S3)

### Course Description

The course introduces the basic concept of radio, it familiarize the students about writing, presentation and production of radio programs.

### Text Books

- Ravindran r.k., handbook of radio, tv and broadcast journalism, anmol publications 1999
- Chaterjee, p. C., broadcasting in india
- Boyd, Andrew; Stewart, Peter; Alexander, Ray; *Broadcast Journalism; Techniques of Radio and Television News*; Focal Press
- Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*; Focal Press

### Reference Books

- McLuhan, Marshall Understanding Media
- Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.

### Course Content

**10 hours**

#### Unit I:

- Brief Introduction about radio
- Radio as a medium of mass communication
- Characteristics of Radio
- Different broadcasting systems
- Working of a radio station
- Introduction to radio technology
- Radio production techniques
- Key elements of radio writing- Styles and techniques of radio scripting
- Recording and editing.
- RJing technique
- Practical- exposure to different radio program Format
- Radio talks and announcements
- Radio interview
- Radio discussions and role of moderator ,
- Radio advertisements
- Musical Shows
- News and different Elements of news
- Commentary

### Project 1.

Students have to produce a project reading news headlines.

### Project 2.

Students have to produce any one radio program like Radio Discussion, Radio Advertisement/Jingle or Musical Program during the Project duration.

### Rubrics

The subject will be evaluated on this rubric.

- a. Creativity (15)%
- b. Sound quality (15)%
- c. New story/idea (15)%
- d. Composition (15)%
- e. Voice quality (15)%
- f. Research (15)%
- g. Time Management (10)%

### Mode of Evaluation:

**Step 1: Preparation of course outcomes (COs) assessment table:**

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
CO1	K2	25	25	60	
CO2	K3	25	25	60	
CO3	K3	25	25	60	
CO4	S3	25	25	60	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Evaluation:**
**Note:**

The weight age of internal and external will be 50% each

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(BA JMC)</b>	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
MAMC5008 Radio Program Production	CO 1	3		1			1				1		
	CO 2	1				3							1
	CO 3			3	1	2				1		1	
	CO 4	1		2		2			1		3	1	

1=addressed to small extent

2= addressed significantly

3=major part of course

BJC355	<b>EVENT MANAGEMENT</b>	L	T	P	J	C
Version	3.0	2	0	1	0	3
Pre-requisites//Exposure	Student should have knowledge about different types of Events.					
Co-requisites	Visit and analyze the events happening in society					



**Course Description:** This course will help the students to learn the event management techniques and strategies required for successful planning, promotion, implementation and evaluation.

**Course Objectives:** To give formal instructions and training to students to be future managers of the Event Industry. So that, they have technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Course Outcomes**

After completing this course students will be able to:

- Interpret the knowledge and competencies required to promote, implement and conduct special events. (K2)
- Practice marketing strategies collaboratively and responsibly in teams and will have the ability to achieve outcomes.(K3)
- Develop the knowledge required to assess the quality and success of special events.(K4)
- Organize any event and make its projection and planning with the help of instructor.(S3)

**Text Books**

- Kaushalendra Saran Singh , Event Management : Principle and Methods
- D .G Conway , The Event Manager’s Bible
- Swarup K Goyal , Event Management
- S.R Singh , , Event Management
- Ganga Sagar Singh ,Devesh Kishore , Event Management: A blooming Industry and Eventful career”
- TanazBasrur ,”The art of Successful Event Management”
- S.S Gaur , “Event Managing and Marketing”
- Event Management By Lynn Van Der Wagen& Brenda R Carlos

**Course Content**

**12 hours**

**Unit I:**

Module I	<ul style="list-style-type: none"> <li>• Introduction to Event management: Size &amp; Types of Events</li> <li>• Concept &amp; Designing.</li> <li>• Event Research &amp; Planning               <ul style="list-style-type: none"> <li>➤ Aim of event, Develop a mission, Establish Objectives</li> <li>Preparing event proposal, Use of planning tools</li> </ul> </li> </ul>
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CO1	K2		30	25	10	25	60%
CO2	K3		40	25	35	25	60%
CO3	K4		30	25	30	25	60%
CO4	S3			25	25	25	60%
<b>Total</b>			100	100	100	100	

Note: The grade will be calculated as per the LTPJC of the course.

### Rubrics

The subject will be evaluated on this rubric.

- a. Topic/preparation/research
- b. Depth of project and critical thinking
- c. Presentation and delivery style
- d. Creativity (visual aids & handouts)
- e. Flow/time
- f. Conclusion/evaluation

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		<b>Program Outcome(BA MJC)</b>											
		Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
		1	2	3	4	5	6	7	8	9	10	11	12
BJm c 3003	CO1	2		2			2				2		
	CO2	2		2									
	Co 3		1		2								
	CO 4			3		1	2			2	2		

**Semester 6**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
45	2015-2016	BJC362	Television Anchoring	Elective 9	0	1	2	0	2
46	2015-2016	BJC368	Radio Jockeying	Elective 9	0	1	2	0	2
47	2015-2016	BJC365	Specialization-Electronic Media	Elective 10	0	0	8	0	8
48	2015-2016	BJC366	Specialization: New Media	Elective 10	0	0	8	0	8
49	2015-2016	BJC364	Specialization: Print Media	Elective 10	0	0	8	0	8
50	2015-2016	BJC361	Convergence in Media	Core	1	0	2	0	3
51	2015-2016	BJC363	Film Packaging Distribution	Core	2	1	0	0	3



**Subject: Television Anchoring**

**COURSE CODE: BJC362**

**Program: BJMC**

**Semester: VI**

**Credits: 03**

**LTPC-0 1 2 2**

<b>Module</b>	<b>Content</b>
Module I	<ul style="list-style-type: none"><li>• Understanding of image sizes and camera movements</li><li>• Fundamentals of video shots</li><li>• Familiarity with camera operations in studio and field</li><li>• Understanding floor signals and cues</li></ul>
Module II	<ul style="list-style-type: none"><li>• Eye contact, body postures, voice control and modulation</li><li>• Understanding studio environment</li><li>• Sense of colour, rhythm, patience, presence of mind, perseverance</li></ul>
Module III	<ul style="list-style-type: none"><li>• Scripting for anchoring</li><li>• Understanding the Teleprompter</li><li>• Training in live studios, field interviews, studio discussions</li></ul>
Module IV	<ul style="list-style-type: none"><li>• Make - up and costume selection</li><li>• Recording and anchoring sessions</li></ul>

### **Prescribed Readings –**

1. Richa Jain Kalra, ABC of News Anchoring – A Guide for Aspiring Anchors, Pearson Education.
2. Christopher R. Harris & Paul Martin Lester (2002), Visual Journalism, Allyn and Bacon, Boston
3. Joanne Zorian - Lynn (2001), Presenting for TV and Video, A & C Black, London
4. Richard Rudin (2011), Broadcasting in the 21st century, Palgrave Macmillan, Hampshire
5. Craig Batty & Sandra Cain (2010), Media Writing: A Practical Introduction, Palgrave Macmillan, Hampshire

**Course Title: Radio Jockeying**

**Subject Code:BJC368**

<b>LTPJC:</b>	0	0	0	2	2
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**Semester:Semester IV**

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**Course Description:** The purpose of this course is to enhance your skill for radio jockeying& Production.

**Course Objectives:**

18. To be familiar with different styles of voice modulation
19. To understand the basics of radio Production
20. To become a radio production person
21. To develop a unique style of presentation

**Course Outcome:-**

1. To display RJingtalent (S1)
2. To handle different tools and techniques required for radio production.(S2)
3. To perform skillfully in the production of different radio program (S3)

**Prescribed Text:**

**The Radio Jockey Hand Book by S. Kohli,Simran Kohli,**Published by [Diamond Pocket Books](#)

O'Donnell Lewis B., Philip Benoit, and Carl. Hausman **Modern. Radio Production** 2<sup>nd</sup> ed. Belmont CA: Wadsworth, 1990.

Wat kinson, John. **The Art of Digital Audio.** Newton, MA: Focal Press 1994.

Nisbett, Alex. **The Use of Microphones,** 3<sup>rd</sup> ed. Newton, MA: Focal Press 1989.

**Additional Reference:**Leider, N., Colby, Digital audio workstation, McGraw-Hill

**Pedagogy:**

- Program production
- Audio exposure/ listening different programs
- Student program presentations

Session No.	Module	Content	Practical/
1-6	Module I	Radio Jockeying techniques Who is RJ Introduction to voice Voice Modulation How to make it presentable.	
7-15	Module III	Radio Production Tool: Elements of radio productions Acoustics Perspective Sound effects Music Distort/Filter Different types of microphones Recording Editing	
16-30	Module IV	Production related with different program format: Musical Shows Interviews. Discussion Vox Pop Radio Report Commentary Talent Show	

### Rubrics

The subject will be evaluated on this rubric.

- e. Presentation style (40)%
- f. Story telling (20%)
- g. Production quality (40%)

### Mode of Evaluation:

**Step 1: Preparation of course outcomes (COs) assessment table:**

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
CO1	S1	20	20	60	
CO2	S2	40	40	60	
CO3	S3	40	40	60	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Note:**The weight age of internal and external will be 50% each

1=addressed to small extent

2= addressed significantly

3=major part of course

	<b>Program Outcome(BA JMC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJM C 201 4	<b>Radio Jockeying &amp; Production</b>												
	Course Outcome1( S1)	3									1		2
	Course Outcome2 (S2)			2		3					2		1
	Course Outcome3( S3)			3							2		



<b>BJC365</b>	<b>Specialization: Electronic Media</b>	L	T	P	J	C
Version	2.0	0	0	0	8	8
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general knowledge					
Co-requisites	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares					

### Course Objectives

This is a project based course where students will be prepared to specialize in production projects related to Television. It will provide the students a platform to showcase their skill, competence and industry readiness for the television sector.

### Course Outcomes

On completion of this course, the students will be able to –  
 CO1 – Display idea and concept of television production  
 CO2 - Create electronic media content

### Catalogue Description

This course aims to help students acquire skills related to electronic media production. It will give the students hands on exposure to the TV production process in order to produce audio-visual content.

### Text Books

1. Techniques of Electronic Media Production: Gerald Millerson, Focal Press, 1990.
2. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

### Reference Books

1. Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
2. Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
3. Basic TV Staging: Millerson Gerald, Focal Press, 1982.
4. Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
5. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.  
 Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989

## CourseContent

### I Electronic Media Pre-Production Production – Fiction and Non-Fiction

- Developing a Concept or Idea
- Deciding a Genre
- Research and Planning for Project
- Budgeting

To start with the student will be required to choose a genre of electronic media production like – news, feature, promotional videos, serials, shows, documentaries. Following which the student will ideate, research, conceptualize, plan and budget his/her Television project.

### II Television Production – Fiction and Non-Fiction

- Production Process of Television Content
- Post- Production Process

The student will be required to script; shoot and edit (produce) his/her project. The duration of the project will be minimum 20 minutes and maximum 30 minutes. The topic and genre of the project must be approved by the course incharge. At the end of the semester a soft copy of the production project will be submitted to the faculty. Care has to be taken that the work is original and is not plagiarized.

The subject will be evaluated on this rubric.

- Creativity (15)%
- Story telling – speech (15)%
- Story/idea (15)%
- Script (15)%
- Production Technique (15)%
- Research (15)%
- Story Slug or Title (10) %

### ModeofEvaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	S1, K3	50	50	70	
CO2	S5, K6	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

### Course Outcome (CO) and Programme Outcome (PO) Mapping

	<b>Program Outcome(BA MJC)</b>	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
<b>BJM C301 3</b>	<b>Course Outcome</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	Display idea and concept of television production			S			S		M		S	M	M
CO2	Create electronic media content			S			S		M		S	M	M

S – Strong

M- Medium

L - Low



**CourseName: Specialization: New Media**

**CourseCode:BJC366**

**CourseCredit:8**

<b>BJC366</b>	<b>Specialization- New Media</b>	L	T	P	C
Version	3.0	0	2	12	8
Pre-requisites//Exposure	Basics of new media				
Co-requisites	Computer with internet facility and smart-phone				

### Catalog Description

The internet has changed the lives of human being. Technological advancement which is integrated with internet has immensely converted the media too. New media is being emerged as one of the front runner among various media. New media is not creating any big threat although it is creating an space available for other mainstream media.

### Course Objectives

The objective of the course is to make students skilled and industry ready for new media programming. It is complete practical course where students will exercise the tools and technology to create content for online platform. Students will be exposed with live situations where they have to perform like professional.

### Course Outcomes

After completion of course, student would be able-

5. Grasp the tools and technology of online journalism (S2)
6. Write content for online media (S4)
7. Create content for online media (S5)

### Text Books

6. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
7. Siapera, Eugenia; *Understanding New Media*; Sage Publication
8. Communication Technology, The New Media In Society:Newyork, free Press.

### Reference Books

- Online resources like BBC college of journalism
- and thehoot.org
- New Media: Theories and Practices of Digitextuality, Ed.Anna Evert, John Caldwell, Routlege
- New Information Technnology by Tom Forrester (ED).

### CourseContent

<b>Module</b>	<b>Topics</b>	<b>Project</b>
Exercise-1	Online Presence through blog/ You tub channel and networking sites	Create your own blog consisting your profile, photo and links of some networking sites
Exercise-2	Exercise of writing for digital media	Students will submit 5 articles (English or Hindi) in minimum 200 words
Exercise-3	Exercise of Video story	Students will produce one video story
Exercise - 4	Exercise of photo story	Students will submit one photo essay with 2 to 3 sentence description

#### **Rubrics of Evaluation**

1. Idea (25%)
2. Scannability (25%)
3. Use of multimedia (25%)
4. Research (25%)

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(MAJMC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
BJMC 3014		1	2	3	4	5	6	7	8	9	10	11	12
	C1					1							
	C2			2		1							
	C3			3									

1=addressed to small extent  
 2=addressed significantly  
 3=major part of course



CourseName: Specialization: Print Media

CourseCode:BJC364

CourseCredit:8

<b>BJC364</b>	<b>Specialization- Print Media</b>	L	T	P	J	C
		0	0	0	8	8
Pre-requisites//Exposure	Basics of print media					
Co-requisites	Computer with internet facility and smart-phone					

**Catalog Description**

Print media is the oldest player of the mainstream media. Country has a bright scope and lucrative market in comparison to other countries. Vernacular press is leading the print industry and students should go for regional centers.

**Course Objectives**

The objective of the course is to make students skilled and industry ready for print media. It is complete practical course where students will exercise the tools and technology to create content for print platform. Students will be exposed with live situations where they have to perform like professional.

**Course Outcomes**

- After completion of course, student would be able-
8. List the types of printmedia (CO1).
  9. Demonstrate style-sheet for print media (CO2).
  10. Develop content for print media (CO3).
  11. Analyse the growth of print media industry (CO4).

**Text Books**

9. Mencher, Melvin. Basic News Writing. Dubaque: William C. Brown Co.,1983.
10. Rich, Carole. Writing and Reporting News: A Coaching Method, 4th ed, USA: Wadsworth/Thomson Learning, 2003
11. Wainwright, David Journalism: Made Simple. Heinemann. London, 1986

**Reference Books**

- J. V. Vilanilam. Mass Communication in India. Sagepublications : New Delhi, 2005
- Kamath M. V. Professional Journalism, Vikas publication House
- Neal, James A & Brown, Suzane S News Writing & Reporting. New Delhi, Surjeeth Publications, 2003.



- GormlyEric. Writing and Producing News. New Delhi: Surjeeth publications, 2005
- M. L. Stein, Susan F. Paterno & R. Christopher Burnett. News Writer's Handbook. Blackwell, 2006

### CourseContent

Module	Topics	Project
Exercise-1	Understanding types of Print Media	Design each type of print media.
Exercise-2	Development of Style sheet	Create a style sheet of a type of print medium of their choice.
Exercise-3	Writing for print media	Students will submit 2 articles (English or Hindi) in minimum 200 words
Exercise - 4	Review of literature	Students will submit one review of literature based paper on the growth of print media.

### Rubrics of Evaluation

5. Idea (25%)
6. Knowledge (25%)
7. Content(25%)
8. Research (25%)



**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		<b>Program Outcome(BA JMC)</b>										<b>Program Specific Outcome(BA MJC)</b>		
		Media knowledge	Content Development	Conduct Investigations of Complex Problems	Design/Development of Solutions	Modern Tool Usage	Project Management and Finance	Environment and Sustainability	Ethics	Individual and team work	Communication		Media, Culture and Society	Media Entrepreneurship
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		<b>1</b>	<b>2</b>
BAJC 3010	CO1	M	M			M		L	L	M	L		S	L
	CO2	L	L	M		L	S		L	M	L		S	S
	CO3	L	M	L	L	M	S	S	L	M	L		M	M
	CO4	L	L	S	S	M		M	M	S	S		S	S

S=addressedtasmallextent

M=addressedsignificantly

L=majorpartofcourse

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**Course Title: Convergence in Media****Subject Code:BJC 361**

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**LTPC:**

1	0	4	3
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**Semester:Semester VI**

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**Course Description:** This course is designed to give students the knowledge and skills they need to become multimedia news professionals. Journalists and other professional communicators today must be familiar with creating news content in a variety of forms. This course will give students an overview of the theories, principles and practices of multi-media content suitable for a Web site. With barriers among print, audio, still photography and video disappearing, students need to be able to create stories in different formats to be competitive in media industries.

**Course Objectives:**

22. To understand the risks and potential posed by media convergence to the entertainment industry
23. Equip the student in basic concepts and tools of Multi media
24. An overview of multi-media journalism, explaining industry trends and how to write across media.
25. To develop a critical understanding of quality print, radio, television, and feature film.
26. Understand principles of news stories using different types of technology
27. Development of your own Web-based multi-media news site.
28. Create interactive, multimedia online reporting package

**Course Outcome:** students can create multi-media content good enough to publish – that is, posted on a news-oriented Web site. Students are especially encouraged to produce material that their peers will find interesting and relevant. To reward those who produce publishable work, multi-media work.

**Prescribed Text:**

12. Pavlik, J .V.; *Media in the Digital Age*; Columbia University Press
13. D’Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
14. Dwyer, Tim. (2010) *Media Convergence (Issues in Cultural and Media Studies)*. Open University Press.
15. Jenkins, Henry. (2008) *Convergence Culture: Where Old and New Media Collide*.
16. Neuman, W. Russell. (Ed.) (2010). *Media, Technology and Society*. Digital Culture Books.

**Additional Reference:**



1. Pavli, John V. and McIntosh, Shawn (2011). *Convergence Media: A New Introduction to Mass Communication*. Oxford University Press: 2<sup>nd</sup> Edition.
2. Biggs, John; White, Charlie; *Bloggers Boot Camp: Learning How to Build, Write, and Run a Successful Blog*; Focal Press Publication

<http://www.ajr.org/Article.asp?id=4428>

[http://www.cc.gatech.edu/events/cnj-symposium/CJ\\_Symposium\\_Report.pdf](http://www.cc.gatech.edu/events/cnj-symposium/CJ_Symposium_Report.pdf)

**Pedagogy:** Lectures and discussions

- Case studies
- Multimedia project
- Student presentations

**Session wise instructional plan**

Session No.	Module	Content	Practical/ Theory
	Module I	Intro to subject The convergence of media Digitalization and the Internet Why traditional media like newspapers and television stations are on the Web. Transactional Model of Communication and Convergent Media Writing Semiotics (Fiske and Hartley) The Implications of convergence for media and industry Devices used for media convergence Democratization Digital Divide	Writing across media  Taking digital photos  Create a slide show
	Module II	Multimedia – goals of multimedia, application of multimedia, multimedia tools and elements compression, decompression- file formats MNCs and Globalization Unique features of news Web sites – including personalization, multi-media, searchable databases, 24-hour updates, interactive chats and blogs and in-depth special reports Media convergence for social information and marketing	Record video for story Business Models and Value Chains Production, Distribution, Exhibition Debate on Does the Media have a Future?

	Module III	<p>The rise of citizen journalism.  Media convergence and the 24-hour news cycle  Merging of newsroom operation  Cross-Media Ownership  Storytelling techniques and structures that work on the Web, including photo Galleries, surveys, quizzes, podcasts and chats.  Learn to set up your own blog  Writing and editing online.</p>	<p>Assignment:  Use the principles presented in class and in readings about writing across media to take an existing print news story posted and rewrite it for EACH of the following media:  ++ Audio  ++ Video  ++ Web</p>
	Module IV	<p>Understanding virtual community on the Net in social space  Writing: Print vs. Web  Online video storytelling  Audio photo slideshow  The Future of Media</p>	<p>Blog posts with embedded audio/video    Scripting the Visual:  Story Boards    Audio photo slideshow</p>

**Course Name:** Film Distribution and Packaging

**Course Code:** BJC363

<b>BJC 363</b>	<b>Film Distribution and Packaging</b>	L	T	P	C
Version1.02		2	1	0	3
Pre-requisites//Exposure	12 <sup>th</sup> stream				
Co-requisites					

### Course Objectives

- Understanding of the Film as an industry
- Marketing , distribution and Packaging of Films
- Understanding the organization and institute related to Films

### Course Outcomes

At the end of the course student would understand the process of to exhibit, market and promotion of films. Also, they would be able to write film Reviews.

### Catalog Description

The Course aims at developing an understanding the business of Film production, promotion and packaging. It covers all the aspects that is related to the promotion of films, film management and Film Exhibition.

### Text Books

- Before my Eyes ,”Film Criticism”
- Jeff Ulin, The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World Paperback

### Reference Books

- Stacey Parks,The Insider's Guide to Independent Film Distribution Paperback – Import
- The Complete Film Production Handbook Paperback – 21 Apr 2010 Eve Light Honthaner
- FICCI Report

### Course Content

**Unit I:** **10 lecture hours**

- About the Film
- Concept of Film Production,

- Film Cooperation : Ministry of Information and Broadcast , NFAI ,FTII ,NFDC, Censor Board of Film Certification
- Film Awards : Oscar , Film Fare , National Awards
- Film Funding Agencies : PSBT , Terri
- Film Festivals : what are Film Festivals , management of Film Festivals , Role of Film Festivals ( Goa international Film Festival , PSBT Open Frame , Mumbai International Film Festival )

**Unit II: 10 lecture hours**

- Film Distribution
- Territory of Film distribution
- Different companies involve in Film distribution
- New Trends in Film distribution: Digital platform , Multiplex

**Unit III: 8 lecture hours**

- Pre and Post launch of Films
- Public Relations and Films
- Film promotional strategies
- Film Review “Role of Review in determining the Film viewing”

**Mode of Evaluation:** The theory performance of students are evaluated separately.

	Type of Evaluation	Max. marks for which the exam is conducted
Internal Assessment	CAT-1 (Quiz & presentation)	15
	CAT II  (Exam to be conducted as per schedule of CAT II of university Academic Calendar)	50
	Final Internal (To be Scheduled during the last week of semester) based on overall output of student	30
	Attendance	5
	Total	100 (This is converted to 50)

External Assessment	SEE(Theory) Exam to be conducted as per norms and schedule of University Academic Calendar.	50 (Ratio of Theory and Practical marks will be as per LTPC)
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### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

#### Mapping between Cos and Pos

Mapping course outcomes with program outcomes								
Course outcomes		Mapped program outcomes						
Understanding Film Organization		1 & 3						
Ability to write media message		3						
Understanding the role of media in society		4						
		Knowledge of media industry	Knowledge of contemporary social, economic political issues	Ability to edit and write for different media	Ability to conceptualize and produce a radio or TV	Knowledge of marketing and managerial issues about media	Ability to conduct research and draw insights	Ability to apply theories and models of communication
		1	2	3	4	5	6	7
COURSE CODE	COURSE NAME	2	1	1	2	1	2	1

1	Addressed to some extent
2	Addressed significantly
3	Addresses a major part of the course

