

Punyashlok Ahilyadevi Holkar
Solapur University, Solapur
Syllabus For
B. Voc. (Journalism and Mass
Communication)
S. Y. B. Voc. - J.M.C.

B.Voc. course in Journalism & Mass Communication

Syllabus 2020 - 21

Title of the Programme: B. Voc. (Journalism and Mass Communication)

(To be implemented from Academic Year - 2019-2020)

Course structure:

- B.Voc. is three year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods .
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1) First Year B. Voc. (Diploma): A student who has passed the Higher Secondary School certificate (10+2) in any stream or its equivalent examination.

2) Second Year B. Voc. (Advanced diploma): Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.

3) Third Year B. Voc. (Degree): Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the Department, in accordance with conditions laid down by the P.A. H. Solapur University, Solapur.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted. Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

B. Voc. Journalism and Mass Communication Syllabus Structure**Second Year Semester – III**

Subj Code	Subject Name	No of credits	CA	UA	Total Marks
General Components					
JM 301	Development communication	4	30	70	100
JM 302	Introduction to Television	4	30	70	100
JM 303	Introduction to Public Relations	4	30	70	100
Skill Components					
JM 304	Writing for Television	4	30	70	100
	Internship	2	15	35	50
JM 305	Writing Developmental news and Stories	4	30	70	100
	Practical	2	15	35	50
JM 306	Translation of News and Articles	4	30	70	100
	Practical	2	15	35	50

Second Year Semester – IV

Subj code	Subject Name	No of credits	CA	UA	Marks
General component					
JM 401	Corporate Communication	4	30	70	100
JM 402	Film Studies and Appreciation	4	30	70	100
JM 403	Introduction to Advertising	4	30	70	100
Skill Component					
JM 404	Writing For PR & CC	4	30	70	100
	Internship	2	15	35	50
JM 405	Writing and production of Advertisements	4	30	70	100
	Practical / field work	2	15	35	50
Jm 406	Event Management	4	30	70	100
	Practical/ field Work	2	15	35	50

SEMESTER III

JM 301: Development communication

Course Objectives: 1.To understand development communication.

2. To understand relationship between media and development..

Unit I – Introduction to development communication - Meaning, concept, definition, importance, approaches to development, dynamics of development, communication perspective on development, communication in development theory, agriculture communication and rural development, population and human welfare, health, education and society, sustainable development, development support communication

Unit II – History of development communication- Emergence of discourse of development communication, new world order, McBride commission, Wilbur Schramm, Everett Rogers, Daniel Lerner, Sean McBride, Paolo Freire, Gandhian liberation theology.

Unit III – Mass Media and Development -Print Media as a medium of development communication: Newspapers in education, My village Chattera ,Radioas a medium of development communication: Radio Rural Forum, Nabhowani Shetkari Mandal, Radio Rice, KisanWani, Gyanwani. Televisionas a medium of development communication: SITE, Kheda, Jhabua Projects, Educational Television (ETV) GyanDarshanetc ,New Mediaas a medium of development communication: E-Governance, E-Choupal, Telecentres, Social Media for development .

Unit IV – Development Journalism - History, concept, meaning, scope, importance, problems, types of development journalism, qualities of development journalist, role and influence of newspaper, television, radio, and social media in development news.

Books–1. N. Jayaweer and Amunagama (Eds.): Rethinking Development Communication, Singapore: AMIC

2. U. Narula and B. W. Pearce: Development as Communication.

3. MridulaMenon, Development Communication and Media Debate, Kanishka Publishers, 2007.

4. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006.

5. Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000

6. AmartyaSen: Development as freedom, Alfred A Knopf, New York, 1999.

7. Daye Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. 8. Ghosh&Pramanik: Panchayat System in India, Kanishka Publication, New Delhi -19

JM 302: Introductions to Television Course

Course Objectives: 1. To understand the nature of television.

2. To explain the salient features of TV as a medium.

Unit I - TV as a medium- Understanding the medium – Nature & Importance, Objectives and principles of TV Broadcasting, Public & Private channel: Objective & reach, Distinguishing characteristics of TV as compared to other Media, Mode of transmission: Terrestrial, Satellite Television & Cable TV

Unit II- Public Service Broadcasting: History of Doordharshan , Asian games, introduction of the first soaps, Ramayana and Mahabharatha and its influence, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations. Viewership rating: TAM, BARC, TRP

Unit III- Television programme format: Meaning & Needs, Fictional programs: soap operas, sitcoms, serial & films, News based programme: Talk, Discussion, Interview etc. Visual text: basics of visual, Video Editor and Producer of TV News, Structure and working of News room of a Television Production Centre, reporting skills and editing, graphics and special effects, camera positioning;

Unit IV- Definition and elements of TV News, Basic principles of TV News Writing, Duties and Functions of TV Reporter ,Sources of TV News, Types of TV News bulletins and their structure, Planning and conducting of various types of interviews: Factual, Opinion and Ideas, TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO.

Books:

- (1) John Riber: Writing and Production for Television and Film; Sage, India.18
- (2) Ivor Yorke: Television Journalism; Focal Press.
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.
- (6) E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007.
- (7) Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books 20

JM 303: Introductions to Public Relations

Course Objectives: 1. To understand Public relation.

2. To know the techniques of public relations

UNIT I - Principles of public relations- What is Public Relations? Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services. PRO – qualities, functions and responsibilities.

UNIT II - Historical Perspective-Industrial revolution-the beginnings of PR – Pioneers-Ivy Lee , Edward Louis Bernays, George Creel etc. The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI –PRCI, Present status and Future of PR in India.

Unit III - PR and its tools: Print Media PR tools - House journal, annual reports, Press Release, media kits, hand-outs, backgrounders, Rejoinders etc Electronic Media PR Tools - news bulletin, talks, interviews, documentaries, video bulletins etc., New Media PR tools – email, blog, social media etc., Special tools of PR- Organizing media events; Conferences; Press briefs and Meet the press, Exhibitions etc.

UNIT IV - PR publics: Internal and external; Public Opinion – Meaning and Definition ,Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion. The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR, Code of Ethics.

Books:

- 1) The Process and Effects of Mass Communication - Schramm, Wilbur
- 2) Public Relations (Illinor,1981) - Moore, Frazier H.
- 3) Effective Public Relations (Practice) - Cutlip Scott M. &Center Allen H.
- 4) Practical public Relations, Universal – 1994 - Black Sam

JM 304: Writing for Television

Course Objectives: 1) To understand television as a mass media.

2) To know the program formats on television..

Unit I - TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information.

Unit II - structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc

Unit III- TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eyewitness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion, informative interviews.

Unit IV- Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

Books:

1. Handbook of Television Production – Herbert Zetl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson
5. Media Writing: Samuelson
6. Modern Radio Production: Carl HansmanDonnel.
7. Broadcast Technology: Srivastav

JM 305: Writing Developmental news and Stories Course

Objectives: 1) To understand television as a mass media.

2) To know the program formats on television..

Unit I - Concept of Developmental news, collecting information of developmental issues. Environment, Agriculture, Science and technology, Education, Economy, social Reforms, Health, Women and child development, Rural and urban development, Human development, sustainable development goals etc.

Unit II- Writing for development (Print Media) Technique of writing developmental news, writing developmental features, articles and columns. Writing middle, editorial on developmental issues.

Unit III- Writing for development (Electronic Media) Writing for documentary on developmental issues. Writing talks on radio on environmental issues, writing for interview on radio and television.

Unit IV- Writing for development (Internet Media) - Writing blog on developmental issues, content writing for online newspapers, social media on developmental issues.

Books:

1. Understanding Development communication- Uma Joshi
2. Communication, Modernization & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy- RudderDutt, K.P.M. Sundharam
4. International Development Communication- bellamody
5. Traditional Media and Development Communication- K. Madhusudan
6. Development Communication – V.S. Gupta

JM 306: Translation of News and Articles

Course Objectives: 1) To understand skills for translation.

2) To know characteristics of translation.

Unit I - Translation: Definition, Types, Principles & Practice, Translation History in India, Theories of Translation. Language Structure and Translation, Word Formation in Translation, Equivalence in Translation

Unit II - Translating News, News Stories (10 news, 10 news stories)

Unit III - Trslating - Features, Articles (10 Feature, 10 articles)

Unit IV -Translating -interviews,Scripts and Advertisements. (10 interviews, 10 advertisements)

Books -

- 1) The News Writer's Hand Book, M.L.Stein. and Susan F Paterno, SurjeetPublications
- 2).Fundamental Aspects of Translation, ShastriPratima Dave, PHI Learning New Delhi 2012
- 3).Translation Studies, Bassnett, Susan 1998, Routledge London
- 4).Aspects of Translation, Smith, A.H. (ed), Secker & Warburg, London 1958

SEMESTER IV

JM 401: Corporate Communication

Course Objectives: 1) To understand corporate Communication.

2) To know Corporate identity and image.

Unit I - Introduction to Corporate Communication - Evolution and growth of corporate communication, Definition, scope, need and functions of corporate communication, Corporate communication mix, organizational structure, Corporate culture: types and need, corporate citizenship

Unit II - Corporate Social Responsibility - Defining different publics and their importance, Designing communication strategy for different publics, Theoretical concepts of CSR, various phases of CSR, philanthropy, designing a CSR project, different case studies

Unit III - Corporate Identity :Corporate identity; concepts, variables and process , The legal aspect of corporate identity, corporate reputation management , Building distinct identity for a product and service , Case studies of corporate communication

Unit IV- Media Relations: Corporate communication tools and media handling, financial communication, Crisis communication, Ethics in corporate communication

Books:

- 1) Jaishri Jethwaney, Corporate Communication, Oxford Publishers, 2010
- 2) Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004
- 3) Jaishri Jethwaney, Public Relations, Sterling Publishers, 2002
- 4) Iqbal Sachdeva , Public Relations: Principles and Practices, Oxford University Press, 2009
- 5) S.K. Roy, Corporate Image of India, Sh. Ram Centre, 1974
- 6) R.K. Balan, Corporate Public Relations, Sterling Publisher, 1992
- 7) Fraser.P. Seitel, The Practice of Public Relations, Pearson, 2011
- 8) Naval Prabhakar&NarendraBasu, Public Relations: Principles & Functions, Common Wealth, 2007

JM 402: Film Studies and Film Appreciation

Course Objectives: 1. To understand the nature of film medium.

2. To understand stages of film production.

Unit I - Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema and Underground Cinema; Brief history of Documentary Cinema in India.

Unit II - Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Sound and Image, Cinematography, Editing, Music, Film Analysis. Film marketing. Type of Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic, thriller etc),

Unit III - Contributions of Eminent Filmmakers: Akira Kurosawa, Charles Chaplin, Alfred Hitchcock, Art or Parallel cinema. Criticism and review of cinema; study popular international and national film critics; Review cinema for different media

Unit IV – Contribution of Hindi and Marathi Cinema , History of Indian cinema, silent films, Satyajit Ray, RitwikGhatak, Bimal Roy, ShyamBenegal, Hrishikesh Mukherjee, Mehboob Khan, ChetanAnand, AdoorGopalkrishnan, Guru Dutt, History and development of Marathi Cinema , DadashebPalke, VishnupantDamle, V. Sahantaram, Jabbar Patel, SaiParanjape etc.

Books:

1. Villarejo, Amy. Film Studies: the Basics. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. Key Concepts in Cinema Studies. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism. Pearson India, 2009.
4. Corrigan, Timothy, J. A Short Guide to Writing about Film. Pearson India, 2009.
5. Kupsc, Jarek. The History of Cinema for Beginners. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. Beginning Film Studies. New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. Literature and Film: A Guide to Theory and Adaptation. Oxford: Blackwell, 2003
8. Satyajit Ray: Our Films Their Films;
9. KiranmoyRaha: Bengali Cinema;

JM 403: Introduction to Advertising

Objectives of Course: 1) To understand advertising techniques.

2) To equip students to prepare advertisements.

Unit I - Definition & Meaning of Advertising, Role and functions of Advertising, Nature & Scope of Advertising ,Growth & Development of Advertising in India & World , Global Scenario of Advertising , Ethical & Regulatory Aspects of Advertising .

Unit II - Advertising as communication tool, communication process & advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow's Hierarchy Model , Advertising as a social process- consumer welfare, standard of living and cultural values

Unit III - Classification of Advertising on the basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition & importance. , Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

Unit IV - Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media. Print Media – Newspaper, Magazines. Support Media – Out-of-home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing. Concept of advertising agencies, Ad agency-Role, Types, Structure & functions, The advertisers; client –agency relationship, Criteria to select an ad agency.

Books:

1) Malcolm Gladwell. The Tipping Point: How Little Things Can Make a Big Difference. Little,Brown Book Group, 2002.

2) Ogilvy, David. Ogilvy on Advertising. RHUS; 1st Vintage Books, 1985.Ogilvy, David. Confessions of an Advertising Man. Southbank Publishing, 2011.

3) Ogilvy, David. Unpublished David Oglivy. Hachette Book Publishing, 2015.

4) Ries, Al and Trout, Jack. Positioning: The Battle for Your Mind: How to Be Seen and Heard in the Overcrowded Marketplace. Business Book Summaries, 2014.

JM 404: Writing for PR &CC

Course Objectives: 1) To understand PR tools.

2) To know the writing techniques for PR.

Unit I – Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing-use of statistics Language and vocabulary. Writing of press release, press note.

Unit II - Writing for Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders – Fact sheets – Direct Mailers etc

Unit III - Editing – Fundamentals and Techniques – Purpose and role of editing – Editing of House Journals. Graphics – Use of charts, pictorial charts – Graphs and photographs - Symbols – Line drawing and Illustrations – Photomontage – placement of graphics etc – Importance of colour in corporate literature. Layout and Artworks of PR, Production of Corporate publications, kinds of paper.

Unit IV- Writing PR Blog, Writing for web, content writing for online journals. Script writing for speech on Radio, script writing for television – commercial, talk show etc.

Books:

1. Public Relations - Seema Sharma
2. Handbook of journalism and mass communication - VirBala Aggarwal & V.S. Gupta
3. Handbook of Public Relation- R. K. Ravindram
4. Public Relations by D.S. Mehta
5. Public Relations by JaishreeJethway

JM 405: Writing for Advertisements

Course Objectives: 1) To understand the process of copywriting.

2) To know the techniques of copywriting

Unit I - Basics of copywriting, Responsibility of copywriter, Creative thinking, Idea generation techniques, marketing brief, creative brief.

Unit II - Writing Persuasive Copy, Writing Copy for Various Media- Print: Headlines, sub headlines, captions, body copy, and slogans, Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS's, Outdoor posters, Radio, Digital: e-mail, web page

Unit III- Writing Copy for Various Audiences – Children, youth, women's, Rural people, Executives, Senior Citizens. Writing copy for – direct mailers, Classified, Press release,, B2B, advertorial, infomercial.

Unit IV- Various Types of Advertising Appeals and Execution Styles- Rational appeals, Emotional appeals: Humor, Fear, Sex appeal, Various advertising execution techniques.

Books :

1. David Ogilvy-Ogilvy on Advertising-Prion Books Ltd (2007)
2. Sean Brierley, The Advertising Handbook
3. Iain MacRury-Advertising (Routledge Introductions to Media and Communications) - Routledge (2009).
4. Helen Katz The Media Handbook- A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Volume in Lea's Communication Series) 2003.

JM 406: Event Management

Course Objectives: 1) To understand Events Activities in Event Management.

2) To know the techniques of Event Management

UNIT I - History and evolution of Events, Nature, scope, types, significance and of event management, Interrelationship between events and tourism, Key stakeholders – their roles and responsibilities, Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event.

UNIT II - Event Planning Process, Creation of Concept – Brain storming for concept, Creativity – setting goals and objectives – Announcing the project, selecting the project team, Defining communication channels and Resource specification, The Planning process, Planning Tools. Events Activities in Event Management: Pre-event Activities, During-event Activities, Post-event Activities.

UNIT III - Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track. Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic –understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down , Site Selection , Layout and design. Theme based Events, Outdoor and Indoor events, Resources required, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT IV - Event Promotion: Trends and Challenges – Marketing Communication: image, Branding, advertisement, Publicity, Public Relations – The five „W“s of Event Marketing – Marketing equipment's and tools Marketing skills for Event Management: Creativity, SelfMotivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination Essentials for a successful event - Monitoring, Evaluation and Feedback

Books

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. –
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

Practical Semester-III

Paper 1	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 1	Contribution for Vidya – Warta in semester (5 marks each) - submit (file no 1)	10 Marks	Internal Assessment
Paper 2	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 2	Participation in Departmental activities during sem. (2 mark each)-submit (file no 2)	10 Marks	Internal Assessment
Paper 3	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 3	Writing review of book/ journal visiting library (2 marks each) -submit (file no 3)	10 Marks	Internal Assessment
Paper 4	Two monthly tests based on the syllabus of 05mark each.	10Marks	Internal Assessment
Paper 4	Conducting one interview for TV submit(file no4 + soft copy)	10 Marks	Internal Assessment
Paper 4	Television Internship report - submit (file no 5)	25 Marks	External Assessment
Paper 4	Writing and presenting 02 PTC - submit(file no6 + soft copy)	10 Marks	External Assessment
Paper 4	Video news gathering and presentation of 03 events (05 marks eac (5 marks each) - submit (file no 7)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 5	Visit a NGO and Write report on its developmental activities - submit (file no8)	10 Marks	External Assessment
Paper 5	Study and analysis of a governmental development scheme - submit (file no 9)	20 Marks	External Assessment
Paper 5	Writing 03 articles on Wikipedia on developmental issues , submit (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Conducting a survey and write report on developmental issue as assigned by faculty (file no 11)	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 6	Translation of 5 news (02 marks each) - submit (file no 12 + soft copy)	10 Marks	External Assessment
Paper 6	Translation of 03 articles (05 marks each) - submit (file no 12)	15 Marks	External Assessment
Paper 6	Translation of 3 news and 02 articles)	25 Marks	External Assessment

Practical Semester-IV

Paper 1	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 1	Contribution for Vidya – Warta in semester (5 marks each) - submit (file no 1)	10 Marks	Internal Assessment
Paper 2	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 2	Participation in Departmental activities during sem. (2 mark each)-submit (file no 2)	10 Marks	Internal Assessment
Paper 3	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 3	Writing review of book/ journal visiting library (2 marks each) -submit (file no 3)	10 Marks	Internal Assessment
Paper 4	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 4	Comparative study of PR activities of any two corporates as assigned by faculty - submit (file no 4)	10 Marks	Internal Assessment
Paper 4	PR Internship report - submit (file no 5)	25 Marks	External Assessment
Paper 4	Conducting interview of a CEO/ Director of a corporate for radio - submit(file no6 + soft copy)	10 Marks	External Assessment
Paper 4	Preparing a house journal on computer for a corporate (file no 7 + soft copy)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 5	Writing report on specialties' of any 02 anchors (5 marks each) - submit (file no8)	10 Marks	External Assessment
Paper 5	Visit one advertising agency and write report on its activities - submit (file no 9)	10 Marks	External Assessment
Paper 5	Prepare 01 ad for newspaper, 01 ad for radio and one ad for TV (5 marks each) (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Conduct a interview of ad agency owner for radio (file no 11+ soft copy)	10 Marks	External Assessment
Paper 5	Prepare 01 ad for newspaper, 01 ad for radio and one ad for TV (5 marks each) as assigned by examiner	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 6	Visit two big events and write analytical report - submit (file no 12)	10 Marks	External Assessment
Paper 6	Conduct a departmental event as assigned by faculty and right report - submit (file no 13)	10 Marks	External Assessment
Paper 6	Writing 03 article on own Blog (5 marks each) on departmental/ School event - submit (file no 12 + soft copy)	15 Marks	External Assessment
Paper 6	Video news gathering and editing of a departmental event (5 marks each)	10 Marks	External Assessment