

# PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



School of Social Sciences

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## Syllabus For B. Voc. (Journalism and Mass Communication) I, II, III & IV Semester

# **Punyashlok Ahilyadevi Holkar**

## **Solapur University, Solapur**

### **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 - 2020-2021)

#### **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.

**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%)
- Minimum passing percentage is 40% for each theory and practical examination.

**B.Voc. . (Journalism & Mass Communication)**

**SEMESTER-I/II/III/IV EXAMINATION,**

**Duration : 2 Hours 30 MinutesTotal Marks: 70**

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

**Q. No. 1: Multiple Choice Questions (1 Marks Each)**

**14 Marks**

- (1) .....
- (2) .....
- (3) .....
- (4) .....
- (5) .....
- (6) .....
- (7) .....
- (8) .....
- (9) .....
- (10) .....
- (11) .....
- (12) .....
- (13) .....
- (14) .....

**Q No 2 - Write notes (any four)**

**16 Mark**

- a) .....
- b) .....
- c) .....
- d) .....
- e) .....
- f) .....

**Q. No. 3: Write answers (Any two)**

**12 Marks**

- (1) .....
- (2) .....
- (3) .....
- (4) .....

**Q. No. 4: Give answers with details ( Any one)**

**14 Marks**

- a).....
- b) .....

**Q. No. 5: Descriptive Type Question.**

**14 Marks**

## B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General Component			
JMC 101	Introduction to Communication and Media	4	100
JMC 102	Introduction to Journalism	4	100
JMC 103	News Reporting & Feature Writing	4	100
Skill Component			
JMC 104	Editing ( Print Media)	4	100
	Internship ( Print Media)	2	50
JMC 105	Anchoring	4	100
	Field Visits/Practical/Internship	2	50
JMC 106	Computer Applications for Media	4	100
	Field Visits/Practical/Internship	2	50

First Year Semester - II

Subj. Code	Subject Name	No. of Credits	Marks
General Component			
JMC 201	Communication & Mass Communication Theories	4	100
JMC 203	Fundamentals of Press	4	100
JMC 203	Introduction to Radio	4	100
Skill Component			
JMC 204	Writing for Radio	4	100
	Internship	2	50
JMC 205	Photography for Journalism	4	100
	Field Visits/Practical	2	50
JMC 206	Documentary and Short Film Making	4	100
	Field Visits/Practical	2	50

Second Year Semester – III

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

Second Year Semester – IV

Subj code	Subject Name	No of credits	Marks
General component			
JMC 401	Corporate Communication	4	100
JMC 402	Film Studies and Appreciation	4	100
JMC 403	Introduction to Advertising	4	100
Skill Component			
JMC 404	Writing For PR	4	100
	Internship	2	50
JMC 405	Writing for Advertisements	4	100
	Practical / field work	2	50
JMC 406	Event Management	4	100
	Practical/ field Work	2	50

## **JMC 101 : Introduction to Communication and Media**

**Course Objectives: 1. To understand the nature of communication.**

**2. To understand the types of Communication.**

Unit 1- Communication-Meaning, Definition, Nature, Scope, Process of communication, Elements of communication( Source-receiver- context-messege-channel-noise-encoding-decoding-feedback-effect) .Why do we communicate? Development of Human communication, Meaning & Elements, Components of human communications; Concept of Communication, 7 c's Communication , Noise and feedback in communication ,Functions of Communication, Communication barriers: Psychological, mechanical, physical, Linguistic and cultural.

Unit II - Kinds of Communication: Oral & Written, Verbal and Non – Verbal.,Characteristics of verbal and non-verbal communication, Levels of Communication:- Intrapersonal – Interpersonal , - Group – Mass Communication., Differences between levels ofCommunication.

Unit III.Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication.

Unit IV :Media for Mass Communication: Characteristics of Traditional and folk media, Print Media, Electronic Media ( Radio, TV, Cinema) , and New Media. Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India.Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

### **Books and References:**

- 1) VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- 2) Keval J. Kumar: Mass Communication in India;
- 3) Baidyanath Bhattacharya: AdhunikGanamadhyam;
- 4) Sinha K.K. : Business Communication ,Galgotia Publishing Company
- 5) AshaKaul: Communication ,Prentice Hall India
- 6) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 7) McLuhan Marshall understanding Media Rutledge &Kegan Paul, , 1964.
- 8) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
- .9) Dr. PawarSudhakar, SanvadShastra, MansammanPrakashan, Pune

## **JMC 102 :Introduction to Journalism**

**Course Objectives: 1. To understand journalism.**

**2. To know stalwart editors and their contribution to journalism**

Unit I: Beginning of the Press in world, Technological development, Invention of printing and movable type in Europe, Beginning of Press in India, Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit II: National leaders and newspapers, Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, LokmanyaTilak, Surendranath Banerjee, DadabhaiNauroji, Mahatma Gandhi, Ghose brothers (Amrut Bazar Patrika), BenjaminHorniman (Bombay Chronicle),KasturiRanga (The Hindu), LalaLajpatRai, Moulana Azad, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit III: Role of the language press with emphasis on Marathi newspapers and editors: BalShastriJambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. BabasahebAmbedkar, Khadilkar, AcharyaAtre, NanasahabParulekar, KrishnaraoBhalekar, DinkarraoJawalkar, BhagvantraoPalekar, ShripatraoShinde, MukundraoPatil, etc.;

Unit 4: Emergence of the fourth estate: Development of news agencies In India, Changing role and nature of the press, Role and reports of press commissions- First Press Commission, second press commission, government's newsprint policy , Emergency and the press, Newspapers after globalization, Present status of newspapers, Current trends in English and language journalism in India.

Books and References::

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.

2. Murthy, N.K. Indian Journalism,

3. Miller, Carl G. and others. Modern Journalism.

4.लेले रा.के., मराठी वृत्तपत्रांचा इतिहास, कॉटिनेंटल प्रकाशन, पुणे

5. Parvate, T.V. Marathi Journalism.

6. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.

7. Rau, Chalapthi. The Press.National Book Trust.

8. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.

## **JMC 103 :News Reporting & Feature Writing**

**Course Objectives: 1. To understand news.**

**2. To understand the types of news.**

Unit 1 - What is News – Various Definitions – News Sources – Elements of News - Immediacy, Proximity, Prominence, Conflict, Types of news – soft news, hard news, basic components of a news story , Qualities, Duties and Responsibilities of reporter - Tools of Reporting. structure of a News Bureau – Basics of Reporting -Qualification of a Reporter – Embargo –Follow- up, Style book, Dead line, Date line, By-line –dateline, credit line,The news process: from the event to the reader (how news is carried from event to reader).

Unit 2 - Robert Gunning Principles of clear writing,: lead and body; different kinds of lead; changing styles of news writing., Organizing a news story, 5W's and 1H, , Understanding the structure and construction of news, Structure of a news story-inverted pyramid and narrative styles;Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet.

Unit 3 - Beat and Source: definitions, Principles of News , Writing: Intro, Lead; Principles of Agency News Specialization in Journalism: Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting . Corporate, Economic, Financial and Business Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism, Page-3 Reporting.

Unit IV-Interview: Meaning, Preparation, Techniques, Types. Methods of Writing Interview Stories, Features: Meaning, Definitions, Kinds. Writing different kinds of features .Human interest stories, backgrounders, Op-ed articles, Editorials, Articles, Middles, and Columns. .

**.Books and References-**

- (1) John Hohenberg: Professional Journalists;
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;



## **JMC 104 : Editing ( Print Media)**

**Course Objectives: 1. To understand functions of newsroom.**

**2. To understand the editing process.**

Unit- 1: Editorial structure of newspaper, Editorial hierarchy and responsibilities of various functionaries, Functioning of news Desk, Newsroom, News Flow and Editing: Role and Responsibility of Gatekeepers, Sources of News Managing the news flow.

Unit-II: Functions of Newsrooms – Reporting Sections- Editorial Dept. – Different Designations in Reporting and Editorial Depts., Qualifications and responsibilities of Managing Editor, Editor, News Editor, Assistant Editor, Chief sub editor, Chief Reporter, Sports Reporter, SubEditor.

Unit III :Editing Process - News selection, News Value and other parameters ,Handling of news copy,Principles of Editing – Rewriting, translation:, Planning and visualization of news ,Rewriting news stories , Headlines and intro ,Kinds of headlines: banner, skyline etc.,Stylebook and Style sheet ,Use of synonyms and abbreviations.

Unit- IV:Structure of newspaper, broadsheet, tabloid and Berliner size, Newspaper Design and Layout – Introduction to Typography, Graphic Arts, Animation. Principles of Page Designing, Comparative Front and Inside Pages,Computer Page Makeup; Principle & Techniques of Page Makeup.Picture Editing and Caption Writing, study of page designs of different newspapers. Recent trends in Pagination.Newspaper Printing Process and printing terminology.

### **Books and References**

- 1 कुलकर्णी एस.के., पत्रकारिता मार्गदर्शक, पुणे विद्यार्थी गृह प्रकाशन , 2004
- 2.सुनील माळी, बातमीदारी, राजहंस प्रकाशन, 2008
3. Lewis James. The Active Reporter.Vikas Publication
4. Warren Carl. Modern News Reporting.Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism.Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.).Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.
9. Kamath, M.V. Reporter at Large.

## **JMC 105: Anchoring**

**Course Objectives: 1. To understand the technique of anchoring.**

**2. To understand the script writing for anchoring..**

**Unit I - Anchoring of Public Events-** Basics of Anchoring,Introducing to microphone, EP, Stage, Lightning,Voice grooming-tips and techniques,Dress code for men and women,Make-up tips and techniques,Techniques to ace the interview and create a powerful impression,Tips on anchoring from the experts in the field,Showing how to hold an audience's attention,Event

**Unit II - Radio Anchoring:** Know your voice pitch/tone/intonation/inflection. Know your listener ,Presentation Techniques ,Role of Announcer/Radio Jockey/News reader ,Voice Over: Rhythm of speech, Breathing, Resonance, VO for radio commercials , Writing Script for Radio ,Formats of Radio programmes: Announcement, talks, features-documentaries, plays, news, discussion, interviews, , commercial/jingles, music etc

**Unit III - Duties and Responsibilities of Anchor-** Duties and responsibilities while news reading: Understanding the news scripts and news, agenda On-air Essentials ,Studio autocue reading & Recording the voice ,Anchoring for AIR channels and private FM channel, Equipments used by anchors - mike, phone, computer, console etc, Sound Recording, Editing and streaming ,The technical process of Radio Broadcasting,Handling live shows

**Unit IV -TV Anchoring-** Concept of TV Journalism ,Scripting for television media ,Techniques of taking visual for TV News ,Writing for TV news ,Sound bites ,Voice-overs ,Live reports ,Types of TV news stories/Packaging/Interviews , News room setup.,The basics of fluency, Voice: pitch/tone/intonation/inflection , Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV, Voice and its function, demonstrating how to control body language, Breathing and articulation., Duties and responsibilities while news reading, Understanding the news scripts and news. agenda On-air Essentials ,Studio autocue reading & Recording the voice ,A look at personality, style and general show presentation, Examples of anchors work and detailed analysis of their styles, Talk show host and moderating an event.TV Reporting techniques-

1.सुनीता तारापुरे, सूत्रसंचालन

2. सुनीता तारापुरे, रेडिओ जॉकियिंग

3.Brown, Michele &GylesBrandreth. How to Interview and be interviewed. London:

Sheldon Press, 1994.

4. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.Collins, Patrick.

5. Speak with Power and Confidence. New York: Sterling, 2009.

## **JMC 106: Computer Applications for Media**

**Course Objectives: 1. To understand the computer applications for media.**

**2. To know the software's used for media.**

Unit-I . Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application

Unit II :Components of Computer System - Central Processing Unit (CPU) , VDU (Visual Display Unit) Keyboard and Mouse , Other input/output Devices , Computer Memory ,Storage device.Introduction to the internet search engines ,E-Mails, Google Docs and Forms

Unit III: MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel ,Using printers & scanners

Unit-IV : DTP Software, Features and their basic application:,. Corel draw,. PageMaker,. In Design, Photoshop

Suggested Readings:

1. Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today

## **First Year Semester II**

### **JMC 201: Communication & Mass Communication Theories**

**Course Objectives: 1. To understand models of communication.**

**2. To understand theories of Communication and Mass Communication.**

#### Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

#### Unit-II

Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon & Weaver, Newcomb and Dance's model

#### Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory,, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

#### Unit-IV

Normative Theories - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory. Other Theories: Development Media & Democratic Participant Theory

#### SUGGESTED READINGS

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

## **JMC202–Fundamentals of Press and Media Organizations**

**Course Objectives: 1. To understand the fundamentals of press.**

**2. To understand government media organizations.**

Unit-I: Principles of Journalism, Journalism Definition, Nature, Scope and Significance. Freedom of Press in India, its basic principles and constraints - Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate, Responsibilities and Criticism. Types of journalism - Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism, Yellow Journalism, PR Journalism, Tabloid Journalism.

Unit II: Information flow in world – monopoly of news agencies AP, AFP, Reuter, McBride Commission (NWICO), Non-aligned countries news network, News agencies in India – PTI, UNI and other news agencies, effect of internet and globalization on news flow.

Unit-III Various Media Committees, Commissions and Organizations- Chanda Committee, Varghese Committee, Joshi Committee, Prasar Bharati, First Press Commission, Second Press Commission, International Organization of Journalists, International Federation of Journalists, Indian Federation of Working Journalists, Women Journalist Associations, WAN- INFRA etc

Unit-IV National Media organizations -: Various Government Organizations for Press and their responsibilities - PCI, PIB, DAVP, Directorate of field Publicity, Films division, RNI, Photo division, Publication division, PII, DGIIPR. Private Media organizations INS, AAI etc.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- 7) अंबेकर अजय , शासन संपर्क
- 8) गोळवलकर रमा, जनसवाद : सिध्दंत आणि व्यवहार, श्री मंगेश प्रकाशन, नागपूर

## **JMC 203 :Introduction to Radio journalism**

**Course Objectives: 1. To understand the basics of radio medium.**

**2. To understand various radio program formats.**

Unit-1: Radio as a medium of mass communication in today's context. Characteristics of radio, Limitations of radio ,Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM , Different types of radio stations .

Unit II - History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-III :Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National , Programme in AIR; Radio Jockey: Role and Responsibilities. Radio format: Meaning & Importance 2. Radio news 3. Radio talks 4. Radio features

Unit-IV Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos

. Suggested Readings:

Readings:

(1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;

(2) K.M. Srivastava: Radio and Television; Sterling Publishers.

(3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.

(4) P.C. Chatterjee: Broadcasting in India; Sage.

(5) Carrol Fleming: The Radio Handbook; Routledge.

(6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.

(7) Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.

8). H.R. Luthra Indian Broadcasting, Publications Division

9). Robert McLiesh Radio Production, Focal Press

10) James R. Alburger The Art of Voice Acting, Focal Press

## **JMC 204 Writing for Radio**

**Course Objectives: 1. To understand writing techniques for radio.**

**2. To understand production skills of radio..**

Unit I - Basics for writing for Radio; Difference between Print writing and Radio writing, Role, duties and responsibilities: Announcer, Presenter and Comperes; Voice: Pitch, Volume and Tempo; Importance of pronunciation and vocabulary; Presentation techniques of music and film music. Types and formats of Radio programs--News, Interviews, Talks, Dramas, Discussions, Features, Documentaries, Jingles, Phone-ins, Roadshows, Spots, Sponsored programs, Sponsorship and Info-commercials; Traffic management by Radio.

Unit-II- Radio writing techniques for writing news, Writing script for radio news-Compiling Radio news bulletins, Rewriting the printed and agency copy for broadcasting, writing headlines, writing detailed news.

Unit-III- Writing Script for radio talk and interview – Phone-in program ,Writing script for radio feature –Writing radio drama, Pre-production idea and research, radio script, storyboarding, Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.

Unit IV- Writing Script for radio anchoring – writing anchoring script for AIR, FM, community radio, writing script for jingles, spot, sponsored programs, Documentaries, features etc.

Books :

- 1) Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Limited
- 2) Mass Communication In India: Keval J. Kumar, Jaico Publishing House, Mumbai
- 3) Understanding Mass Communications: Defleur / Dennis, Goyalsaab Publishers, New Delhi
- 4) Broadcasting in India: P.C. Chatterjee, Sage Publication, New Delhi
- 5) Broadcast Journalism: Boyd Andrew, Focal Press, London
- 6) News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
- 7) This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
- 8) News Writing: George A. Hough, Kanishka Publication, New Delhi

## **JMC 205 Photography for Journalism**

**Course Objectives: 1. To understand the history of photography..**

**2. To understand photojournalism.**

Unit I- What is photojournalism, History of photojournalism -Elements of Visual news story telling, History of photojournalism Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Types of news stories, Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper, Principles and Ethics and of photojournalism.

Unit II: Basic Concepts of Photography and photojournalism,What is camera, its functions, and introduction to different types of camera, Mechanics of photography: apertures, shutter speeds, focus, and focal length, Introduction to different types of lenses, Lighting, composition

Unit III- Photo-editing, Need for Editing, Ways to Edit, Reading the mistakes in photos (noise in photographs, over exposure etc.), Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. Caption Writing, Management of photographs and Digital archives. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDsee Photo editor. Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit IV- Fields of Photojournalism, Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime., Photographs for photo features, photo stories and photo essays, Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, Developing flair for news photos

**Books :1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press**

**2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall**

**3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson**

**4. Fred Ritchin ,Bending the frame**

**5. John Berger, Ways of Seeing**

**6. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.**

**7. Lewis James. The Active Reporter. Vikas Publication**

**8. Warren Carl. Modern News Reporting. Harper and Row.**

**9. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.**



## **JMC 206 Documentary and short Film Making**

**Course Objectives: 1. To understand the nature of documentary.**

**2. To understand techniques of documentary production..**

### Unit 1

Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary;

Unit II- Understanding short Film. Concept mapping, discussion with experts and outline writing techniques, Making of Story, screenplay and storyboard, Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location

### Unit III

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting. Readings:

Unit IV- Short Film Production: Production stage: Shot division. Two and three camera production. Rehearsal, Post production, Censorship, Promotion and Selling.

(1) K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.

(2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

## Semester III

### JMC 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, NabhowaniShetkariMandal, 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. pp 151-201

4.2. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006. pp 29-60

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.DayeThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. • Ghosh &Pramanik: Panchayat System in India, Kanishka Publication, New Delhi

## **JMC 302      Introductions to Television**

**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

## **JMC 303      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, Ritwik Ghatak, Bimal Roy, Shyam Benegal, Hrishikesh Mukherjee, Mehboob Khan, Chetan Anand, Adoor Gopalakrishnan, Guru Dutt, History and development of Marathi Cinema , Dadasaheb Phalke, Vishnupant Damle, V. Sahantaram, Jabbar Patel, Sai Paranjape 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. Kiranmoy Raha: Bengali Cinema;

## **JMC 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, eye-witness, 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:**

Handbook of Television Production – Herbert Zettl

Television Field production and reporting – Fred Shook

Writing and Producing Television news – Eric. K.Gormly

Television Production – Gerald Millerson

Media Writing: Samuelson

Modern Radio Production: Carl HansmanDonnel.

Broadcast Technology: Srivastav

## **JMC 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 talk 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, Modernisation& Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy- RuddarDutt, K.P.M. Sundharam
4. International Development Communication- bellamody
5. Traditional Media and Development Communication- K. Madhusudan
6. Development Communication – V.S. Gupta

## **JMC 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, Surjeet

Publications

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

## **JMC 401      Media Management**

Unit I: Management concept – Principles of Management – Functions –Nature of leadership – Understanding Motivation – Decision Making–Factors influencing good management –Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media

Unit II:-Ownership structures in India: Structure and Characteristics of Media Organizations – Newspapers, Cinema, Radio, Television, Magazines and Online Media .Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises. Organization structures of different media organizations (public as well as private ownerships), Cross media ownership and its implications on freedom of expression

Unit III:- Economics for Media – Print Media :News gathering, Processing, Advertising, Printing, and Circulation– Management Problems of Small, Medium, and Large newspapers – Advertisement v/sCirculation– Media Promotion.–Professionalism –Trade Unionism–Public Relations for Newspaper Organization.

Unit IV:- Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status ,Electronic Media in India – Private Channels – Social Commitment v/s Profit making – New Media – Economics of web portals, Role of TRAI, SEBI, PCI , ASCI , ABC , RNI, TAM, TRP, BARC and HITS.

Reference Books:

1. Mehra, Newspaper Management.
2. Rucker & Williams, Newspaper Organization And Management.
3. Sindhwani, Newspaper Economics And Management.
4. Herbert Williams

Newspaper Organization And Management

4. Ra Yudu C S, Media And Communication Management.
5. Mocavatt& Pringle, Electronic Media Management



## **JMC 402      Introductions to 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, RejoindersetcElectronic 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.

### **RECOMMENDED BOOKS:**

The Process and Effects of Mass Communication - Schramm, Wilbur

Public Relations (Illinor,1981) - Moore, Frazier H.

Effective Public Relations (Practice) - Cutlip Scott M. &

Center Allen H.

Practical public Relations, Universal – 1994 - Black Sam

## **JMC 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.

Suggested Readings:

- 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 Ogilvy. 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.

## **JMC 404      Writing for PR**

**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.

Reference 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

## **JMC 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.

## **JMC 406      Event Management**

**Course Objectives: 1)To equip the students with Event Management.**

**2)To know the event management techniques.**

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, Self-Motivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination Essentials for a successful event - Monitoring, Evaluation and Feedback

### **REFERENCES :**

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

## B. Voc( Journalism and Mass communication)

### Term Work and Practical

#### Semester-I

Paper 1	Two monthly tests based on the syllabus of 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 Marks	Internal Assessment
Paper 4	Writing and Editing 10 news ( 1 mark each ) - submit (file no 4)	10 Marks	Internal Assessment
Paper 4	Newspaper Internship report - submit ( file no 5)	25 Marks	External Assessment
Paper 4	Reporting 05 news from city ( 2 marks each ) - submit( file no6)	10 Marks	External Assessment
Paper 4	Writing 02 articles and 01 interviews ( 5 marks each ) - submit (file no 7)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 10 mark each.	20 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	Writing and presenting anchoring script for 02 public programmes ( 5 mark each ) - submit ( file no 9)	10 Marks	External Assessment
Paper 5	Writing 02 Anchoring script for radio ( One for AIR , one for FM) with audio recording. submit (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Writing 01 PTC script and presenting it - submit (file no 11 + soft copy )	10 Marks	External Assessment
Paper 5	Writing 02 TV anchoring script and its presentation - submit (file no 12 + soft copy )	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 10 mark each.	20 Marks	Internal Assessment
Paper 6	Writing report on any two blogs ( 05 marks each ) - submit (file no 12 + soft copy )	10 Marks	External Assessment
Paper 6	Writing two articles on Wikipedia ( 05 Marks each ) - submit (file no 12 + soft copy )	10 Marks	External Assessment
Paper 6	Writing 03 article on own Blog ( 5 marks each ) - submit (file no 12 + soft copy )	15 Marks	External Assessment
Paper 6	Page making of one page on computer as assigned by examiner	15 Marks	External Assessment
Paper 6	Composing 02 news and one article on computer ( 5 marks each )	10 Marks	External Assessment

## Semester-II

Paper 1	Two monthly tests based on the syllabus of 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 Marks	Internal Assessment
Paper 4	Writing and 02 talks and its audio recording ( 1 mark each ) - submit (file no 4)	10 Marks	Internal Assessment
Paper 4	Radio Internship report - submit (file no 5)	25 Marks	External Assessment
Paper 4	Conducting 2 interview for radio and its audio recording ( 2 marks each ) - submit( file no6)	10 Marks	External Assessment
Paper 4	Writing feature for radio and its audio presentation - submit (file no 7)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 10 mark each.	20 Marks	Internal Assessment
Paper 5	Write a comparative report on news photos printed in any two newspapers during 15 days - submit (file no8)	10 Marks	External Assessment
Paper 5	Conduct and submit interview of a press - submit (file no 9)	10 Marks	External Assessment
Paper 5	Submit 15 photographs on a theme assigned by faculty (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Writing two articles on own Blog ( 05 Marks each ) - submit (file no 11 + soft copy )	10 Marks	External Assessment
Paper 5	Writing 03 article on Wikipedia ( 5 marks each ) - submit (file no 12 + soft copy)	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 10 mark each.	20 Marks	Internal Assessment
Paper 6	Review of two best documentaries( 5 marks each )- submit (file no 13 )	10 Marks	External Assessment
Paper 6	Writing and production of one documentary ( 7 to 10 min duration) - submit (file no 14 + soft copy )	25 Marks	External Assessment
Paper 6	Writing and production of short film ( 2 to 5 min duration) - submit (file no 15 + soft copy )	15 Marks	External Assessment
Paper 6	Review of two best short films ( 5 marks each ), submit file no 16	10 Marks	External Assessment

## Semester-III

Paper 1	Two monthly tests based on the syllabus of 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 Marks	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 10 mark each.	20 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 10 mark each.	20 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



## Semester-IV

Paper 1	Two monthly tests based on the syllabus of 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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 10 mark each.	20 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