



**Punyashlok Ahilyadevi Holkar Solapur
University, Solapur**

Name of the Faculty: Faculty of Interdisciplinary Studies

Syllabus : B . Voc (Journalism & Mass Communication)

Name of Course: B.Voc. Journalism & Mass Communication Part-II

Semester III & IV

With Effect from: Year 2021

Under

National Skill Qualification Framework

(NSQF)

Preamble: B.Voc. Journalism and Communication is designed to provide information on various aspects of mass media. This is bachelor level course. The duration of this course is generally 3-year long and its syllabus is divide in 2 semester per year. The study of the constituents of mass media such as radio, newspapers, magazines, cinema films, television, etc. which is used to convey the information to the audience is covers in this course. This course is the academic study of many means of communication by which entities convey information to large segments of the population through mass media. It is career presenting in nature and provide many job opportunities for candidates after its successful completion.

Objectives of Course:

- 1) To impart the basic knowledge of Mass communication & Journalism and related areas to students.
- 2) To develop the students as competent and efficient Media & Entertainment Industry ready professionals.
- 3) To imbibe the culture of research, innovation, entrepreneurship and incubation.
- 4) To introduce students to practical experience and knowledge in media.
- 5) To imbibe various media skills in students and to train them for content is creation and to used multimedia for production.
- 6) To give knowledge of new media techniques to students, to understand the processes of production, distribution, marketing and use.

Course Outcome:

- 1) The curriculum and syllabus provide students with tools to explore and learn from a variety of activities ranging from creative production and creation to advertising, marketing and networking.
- 2) After completion of course students will be able to start their career by starting their own news portal or You Tube channel.
- 3) History, development and research in the media will be analysed in various contexts. Social values and ethics are at the root of this program.

Title of the Program: B. Voc. (Journalism and Mass Communication) Part-II

(To be implemented from Academic Year - 2021-2022)

B.Voc in Journalism & Mass Communication- This curriculum is inspired by the new world of modern Journalism after launching the B.VOC programmers by the U G C and runs Under National Skill Qualification Framework (NSQF). The Syllabus tries to transmit most essential and updated information to students. The programme gives an opportunity for the students to develop basic skills in Broad Casting and Journalism fields.

Course structure:

- B.Voc. is three year program 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 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
- Skill Component (Practical Course): Paper IV, V, VI Practical examination will be conducted. Direct practicals will be conducted by external examiners.

- Minimum passing percentage is 40% for each theory and practical examination.
- Direct practical examination should be conducted by external examiners.

B.Voc. (Journalism & Mass Communication)

SEMESTER-I/II/III/IV/ V/VI EXAMINATION, Duration: 2 Hours

Total Marks: 40

Instructions: 1) All questions are compulsory.
2) Figures to right indicate full marks.

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

08 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8)

Q No 2 - Write notes (any four)

12Marks

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

Q. No. 3: Descriptive Type Question (Any one)

10 Marks

- a).....
- b)

Q. No. 4: Descriptive Type Question.

10Marks

Second Year Semester - III[S.Y. Part I (Advanced Diploma in Journalism & Mass Communication)]

Subj Code	Subject Name	Type of Exam	No of credits	UA	CA	Marks
General Components						
BVJ HCT 301	Development communication	Th	4	40	10	50
BVJ HCT 302	Introduction to Television	Th	4	40	10	50
BVJ SCT 301	Introduction to Public Relations	Th	4	40	10	50
Skill Components						
BVJ HCP 301	Writing for Television	Pr.	6	60	15	75
BVJ HCP 302	Writing Developmental news and Stories	Pr.	6	60	15	75
BVJ HCP 303	Translation of News and Articles	Pr.	6	60	15	75
	Total		30	300	75	375

Second Year Semester - IV [S.Y. Part II (Advanced Diploma in Journalism & Mass Communication)]

Subj code	Subject Name	Type of Exam	No of credits	UA	CA	Marks
General component						
BVJ HCT 401	Corporate Communication	Th	4	40	10	50
BVJ HCT 402	Film Studies and Appreciation	Th	4	40	10	50
BVJ SCT401	Introduction to Advertising	Th	4	40	10	50
Skill Component						
BVJ HCP 401	Writing For PR & CC	Pr.	6	60	15	75
BVJ HCP 402	Writing and production of Advertisements	Pr.	6	60	15	75
BVJ HCP 403	Documentary & Short Film Making	Pr.	6	60	15	75
	Environmental Studies	Th	NC	-	-	-
	Total		30	300	75	375

Second Year Semester III

BVJ HCT 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

Recommended Books -

- 1.N. Jayaweera&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 &Pranik: Panchayat System in India, Kanishka Publication, New Delhi

BVJ HCT 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

BVJ SCT 301 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;

BVJ HCP 301 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

BVJ HCP 302 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

BVJ HCT 303 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

Second Year Semester IV

BVJ HCT 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/s Circulation– 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. Sindhvani, 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

BVJ HCT 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, 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.

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

BVJ SCT 401 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.

BVJ HCP 401 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

BVJ HCP 402 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.

BVJ HCP 403 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

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

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