



NAAC Accredited-2015
'B' Grade (CGPA 2.62)

SOLAPUR UNIVERSITY, SOLAPUR

Bachelor of Journalism & Mass Communication

(B.J.M.C.)

CBCS (Semester - I & II)

FACULTY OF INTERDISCIPLINARY STUDIES

To be implemented from the academic year 2017-18 (w.e.f. June 2017) Onwards.

(Subject to the modifications to be made from time to time)

Bachelor of Journalism & Mass Communication
(B.J.M.C.)
 CBCS (Semester - I & II)

Semester	Code	Title of Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
First									
BJMC		Hard Core Papers							
HCT	1.1	Introduction to Journalism & Communication Theories	70	30	100	4	0	0	4
HCT	1.2	News Reporting, Editing and Opinion Writings	70	30	100	4	0	0	4
HCT	1.3	Making of (History of) Newspapers and Periodicals	70	30	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	1.1	Electronic Media (Radio & T.V.)	70	30	100	4	0	0	4
SCT	1.2	Advertising	70	30	100	4	0	0	4
		Practical / Field Work							
HCP	1.1	Practical / Field Work 1	70	30	100	0	0	4	4
SCP	1.1	Practical / Field Work 2	70	30	100	0	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		Total	420	205	625	16	1	8	25
Second									
BJMC		Hard Core Papers							
HCT	2.1	Information Communication Technology (ICT) and Web Journalism	70	30	100	4	0	0	4
HCT	2.2	Media Management & Press Laws	70	30	100	4	0	0	4
HCT	2.3	Public Relations & Corporate Communication	70	30	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	2.1	Development & Extension Communication	70	30	100	4	0	0	4
SCT	2.2	Documentary (Film)	70	30	100	4	0	0	4
		Practical / Field Work							
HCP	2.1	Practical / Field Work 1	70	30	100	0	0	4	4
SCP	2.1	Practical / Field Work 2	70	30	100	0	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		Total	420	205	625	16	1	8	25

BJMC=Mass Communication

L =Lecture **T** =Tutorials **P**=Practical **IA**= Internal Assessment

HCT=Hard Core Theory **SCT**=Soft Core Theory **OET**=Open Elective Theory

HCP=Hard Core Practical **SCP**=Soft Core Practical **HCD**=Hard Core Dissertation

4 Credits of Theory = 4 Hours of teaching per week

4 Credits of practical = 4 Hours practical per week

**NATURE OF QUESTION PAPER AND SCHEME OF MARKING
BACHELOR OF JOURNALISM & MASS COMMUNICATION
SEMESTER-I & II**

Total Marks: 70

Duration : 2 Hours 30 Minutes

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

Q. No. 1: Multiple Choice Questions (2 Marks Each) 14 Marks

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

Q. No. 2: Short Notes (Any Four out of Five) 14 Marks

- (1)
- (2)
- (3)
- (4)
- (5)

Q. No. 3: Short Answer Type Questions (Any Two out of Three) 14 Marks

- (1)
- (2)
- (3)

Q. No. 4: Descriptive Type Questions with internal choice 14 Marks

(A)

Or

(B)

Q. No. 5: Descriptive Type Question. 14 Marks

Solapur University, Solapur.
Bachelor of Journalism & Mass Communication
(B.J.M.C.)

1. Course Title : Bachelor of Journalism & Mass Communication
Under the FACULTY OF INTERDISCIPLINARY STUDIES
2. Year of Implementation : The Syllabus will be implemented from the academic year 2017-18 (I.e. from June, 2017) onwards .
3. Preamble :

“The significance of communication for human life cannot be overestimated because this sounds like a truism and is profoundly true. As health is a blessing for human life, Communication is a soul at the human mind, which reflects in a fashion as an amalgamation of skills and knowledge. So our prime goal is to achieve skills and increase knowledge from the day today discourse”.
4. General Objectives of The Course :
 - (i) To Impart high quality of education to the students,
 - (ii) To prepare the students for variety of challenging careers through innovation in teaching and research,
 - (iii) To develop comprehensive understanding of interdisciplinary issues of society, and
 - (iv) To provide them practical experience to develop their skills of the profession along with the advances in the knowledge of the subjects.
- 5) Duration :
 - The course shall be a full time course.
 - The duration of course shall be of One year of two Semesters.
- 6) Pattern:

The pattern of examination shall be Semester with 70 + 30 (100 marks) system. Semester with Credit based choice system (CBCS).
- 7) Fee Structure : Fee will be applicable as per University rules/norms.
- 8) Medium of Instruction :

The medium of instruction shall be English / Marathi. However, the students shall have an option to write answer-sheets, practicals, seminars, reports etc in English / Marathi.

9) Eligibility for Admission :

Any Graduate with Bachelors degree from any discipline shall be eligible to apply for B.J.M.C. course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet & the necessary certificates immediately on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

10) The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the practicals, assignments, seminars, field visits and study tour are compulsory.

11) Choice Based Credit System :

The college to be followed the Semester system at BJMC level in accordance with the UNIVERSITY decision from June 2017.

12) The Scheme of Examination :

1. The BJMC course shall have 08 theory and 04 practical papers (Every Semester shall have four theory paper and 02 practical papers).
2. There shall be Credit based choice system (CBCS) within the Semester system. In this system, for every paper, 30 marks are allotted for Internal Assessment and 70 marks for Semester theory examination of 2.30 hours duration, which will be held at the end of each term.
3. Allocation and Division of Internal Examinations marks: For every paper theory paper shall carry 30 marks. During every Semester every student shall have to complete home assignments, practical assignments, class room Practicals and presentations, written Internal Test etc. assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available. This will carry all together (30 marks).
4. Semester –Re-Examination:
In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the university rules.

13) Standard of Passing :

1. To pass each paper, 40 marks out of 100 marks are required.
2. Semester Examination: In every paper a candidate should obtained a minimum of 40% of Total marks i.e. 28 marks out of 70 marks.

14) Writing off the Practical Work Record :

The practical work, reporting assignments & seminars etc. of the BJMC (Semester I & II) students shall be preserved in the department maximum for two years after the examination and after completion of two years to their course or shall be wrote off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

B.J.M.C. Semester I

HCT 1.1 Introduction to Journalism & Communication Theories

(Total Credits - 04)

Total Theory Lectures -60

15 Lecturers

UNIT -- 1:

Journalism:

Definition, functions, principles, nature, scope & importance. Type of Journalism - Print (Newspapers & Periodicals), Electronic (Radio & TV.), Online (Web Journalism) and Film Journalism. Normative Theories of Mass Media in Society-Four theories of the Press: Authoritarian, Libertarian or Free Press, Social Responsibility and Soviet Media Theory ; Alternative theories of the Press -- Development media theory and Democratic Participant Media Theory. Journalism as a profession, News trends in Indian Journalism, Press and Society - Watch Dog principle in the development process, Press and Government- Fourth Estate; Press and Democracy - Press as an apposition and Constructive critic.

UNIT -2 :

15 Lecturers

Communication:

Definitions of Communication; Perspectives: Communication in the context of change (Dean Bernlund) How Communication Works (Schramm), Some Tentative Axioms of Communication; Eight Functions of Communication (through Messages), Six channels of communication, Facial engagements, Eye contact, tactile Communication etc. and Comm. without words; Human Communication – "Trans-Per" a model of Human Communication - Theoretical Approaches to Interpersonal and Interpersonal Communication - Heider, Osgood, Festinger, and Newcomb etc. Intrapersonal, Interpersonal and cultural dimensional Communication.

UNIT -- 3.

15 Lecturers

Process and Meaning in Communication:

Basic Models - The Lasswell Formula, Shannon and Weaver's, Osgood and Schema's and Dance's models, Gerbner's general Model of Communication, Newcomb and other balance models, Jacobson's Model, Pierce's, Ogden and Richard's, and Saucer's elements of meaning. Sign and system, semiotics and meaning. Basic concepts of Icon, Index and Symbol.

UNIT-4

15 Lecturers

Introduction to " Many Voices, One World" (Mac Bride Commission Report)

Communication and Society, The Historical Dimension, The Contemporary dimension & The International dimension. Communication Today & the means of Communication.

References :

1. Mortensen David C: ' Basic readings in communication theories':1973 Harper & Pow publications, New York, London
2. Fiske John: Introduction to Communication Studies, 1982, Methuen & Co. Ltd, London, New York.
3. Sereno K.K. & Bodaken E.M.: Trans-Per Understanding Human Communication, Houghton Mifflin Company, Boston.
4. Berelson B & Jonowitz M.: Reader in Public Opinion & Communication, (1953). The Free press, New York.
5. Bond F.F. - An Introduction to Journalism, the Mac-millan company, New York
6. Wainwright David: Journalism made simple, Rupa & Heinmani, London
7. Kamat M.V.: Professional Journalism, Vikas, New Delhi
8. Wolenloy Ronald - Journalism Modern India, Asia Publication House, London
9. Agrawal Binod, Arbind Sihna: SITE TO INSAT.
10. Barnouw et al: International Encyclopedia of Communication - Vol 1-4 Oxford University Press, New York 1989
11. McBride Sean; Many Voices, One World, Kogan Page/ UNISCO, 1980
12. McLuhan Marshal: Understanding Media, Rutledge & Paul Kegan, London 1964
13. Defleur M.L. & Ball-Rokeach S.: Theories of Communication, Longman, New York. 1977
14. Fairclough N.: Media Discourse, Enword Arnold, London. 1995
15. Mac Quail Denis: Mass Communication theories & introduction, SAGE, London 1987
16. Mac Quail Denis & Windahl : Communication models for the study of Mass Communication, Longman, London. 1981
17. Watson, James & Anne: A Dictionary of Communication & Media Studies, Enword Arnold, London. 1984
18. McQuail Denis (Ed.) Sociology of Mass communication - selected readings Penguin NY 1972
19. McQuail Denis: Towards Sociology of Mass Communication, Collier-Macmillan, London, 1969.
20. Barlo D.K.: The process of Communication.

HCT 1.2 News Reporting, Editing and Opinion Writings (Total Credits - 04)

Total Theory Lectures -60

UNIT –1 :

15 Lecturers

Reporter – Role duties and qualities. The news process -- from event to the reader. Concepts and definition of news as related to India. News values in general and for all the three worlds. Basic Components of a news story -- attribution; balance and fairness, brevity. News sources, Gathering facts, Different forms of reporting -- Sport news/Live reporting public affairs, meetings, conferences, Seminars, cultural civic and Social events, mofussal reporting, reporting Govt. and Co-operative activities and programs understanding the law and Journalistic ethics, Watch dog.

UNIT –2 :

15 Lecturers

Advance Story, Crime, legislative, courts and sports reporting, Investigative, interpretative, trend, in-depth and advocacy reporting, building and using background. Reporting fashion and life style, writhing curtain raisers, reporting through interviews, interview techniques. Development reporting, special correspondents and foreign correspondents. Ethical aspects of reporting.

UNIT—3

15 Lecturers

Organizational structure of an editorial department of a newspaper or a Media unit , role and duties of an editor, executive editor, assistant editor, news editor , and sub editors. The news process : selection of news from various news sources, different types of copy- agency copy, bureau copy, mofussil copy etc. General principles of editing, qualities of sub editor, chief sub editor and news editor; the editing process symbols (used to indicate corrections or changes a new copy), handling of various types of copy, rewriting translation , integrating , referencing, updating, slanting & toning of news values, proof reading using style book / sheet, electronic editing, unit cost, Headlines – functions, types , patterns of headlines, freestyle headlines, New headlines , feature headings. Headlines schedule , news schedule , planning of pages and editions, editing supplements , features and special pages. Reproduction of art and photographs. Knowledge of printing- D.T.P., off-set printing , gravure and screen printing , typography; type faces and families, type sizes etc.

UNIT –4 :

15 Lecturers

Opinion Page -- Lead article / Editorial, Writing of editorial notes article writing for opinion page of a NP, Letters to editor, writing for a special opinion Column Editorial on front page. Editorial pages of The Times of India, the Indian Express , Maharashtra Times (Marathi) Daily Loksatta, Daily Sakal and other prominent Marathi Dailies in Maharashtra.

References :

1. Baskett- Scissors & Brooks: The Art of Editing-McMillan publishing company, New York
2. Agrawal S.K. A handbook of Journalism& Editorial excellence, Mittal Publication, New Delhi
3. Gibson Martin: Editing in Electronic era, Prentice Hall, New Delhi
4. Mac Dongall, C.D.: Interpretative Reporting.
5. Dygart J.H.: The Investigative Journalist.
6. Shorewood H.C.: Journalistic Interview
7. Hohenberg J.: Professional Journalist
8. Lewis J.: Active Reporter
9. Fodler F.: Reporting for The Print Medium
10. Kamat M.V.: Professional Journalism.
11. Evans H.: Editing & Design, Vol 1-5.
12. Mc Giffort R.C.: The Art of Editing news
13. Garst & Bernstein: Headlines & Deadlines
14. The Washington Post: The Edition Page
15. Westley B.H. : News Editing
16. Campbell & Wolseley: Newsmen at work.
17. Collihan E.L.: Grammar for Journalist

HCT 1.3 : Making of (History of) Newspapers and Periodicals

(Total Credits - 04)

Total Theory Lectures -60

UNIT --1 :

15 Lecturers

Emergence of the press, Status and role of the press in society, Brief survey of the foreign press --Origin and growth of press in England, America, France, Germany, Russia, China, Japan, and some prominent Third world Countries.

UNIT – 2

15 Lecturers

Origin and evolution of press in India, Special Characters of Indian Journalism, Press and Society relationship, Govt. and Press with reference to democracy. Role of prominent newspapers and stalwart journalists in India and Maharashtra.

UNIT --3 :

15 Lecturers

The prominent language Newspapers published in Marathi, Gujarathi, Hindi, Bangali, Telagu, Tamil, Kanada, Mallialum, etc. A Brief survey of Indian journalism before, after and during the independence struggle.

UNIT --4 :

15 Lecturers

Darpan; Prominent Marathi newspapers of Maharashtra. Special studies of the life and work of some prominent journalists and social reformers viz. Jambhekar, Lokhitwadi, Agarkar, Ambedkar and others. Chain newspapers and their impact on small and medium Marathi press .A Special study of Lokhitwadi Gopal Hari Deshmukh's " Shatpatre", Dr. Ambedkar's "Bahishkrit Bharat & Mooknayak "and Narayan Lokahnde & Krishnarao Bhalekar's "Deenbandhu".

References :

1. Priyolkar Anant - The Printing Press in India Marathi Sanshodhan Mandal, Bombay. 1958
2. Emery Edwin: The press & America, The Times of India Press, Bombay. 1969
3. Kurian George: World Press encyclopedia, vol.1, 2. Facts on File Inco, New York. 1981
4. Ramesh Jain: Bharat main Hindi Patrakarita , Bohara Prakashan, Jaipur.1989
5. Smith Anthony: The News Paper & International History,
6. Merrill C. John: The foreign Press
7. Dennis Everitte E. & Rivers William L.: Other voices: The New Journalism in America.
8. Mills Nicolas: The new Journalism: The Historical Anthology
9. K. Sommarlad E.Lloyd: Press in Developing Country
10. Dr. Sen. S.P.: The Indian Press
11. Nandi Krishna G. Murthy: Indian Journalism
12. J.Natarajan: report of the first Press Commission
13. Charles Moses & Crispin Maolog: Mass Communication in Asia: A Brief History
14. UNESCO: World Communication: 20th Century
15. Lele R.K.: History of Marathi Newspapers (Marathi Book)
16. George T.J.S.: Provincial Press in India

SCT 1.1 Electronic Media (Radio & T.V.)

(Total Credits - 04)

Total Theory Lectures -60

UNIT –1 :

15 Lecturers

Introduction to broadcasting: Radio as a medium of Mass Communication, Emergence and of history of Radio and TV in India. Evolution and growth of All India Radio and Doordarshan, Presser Bharati Structure objectives and role. Growth of private Television channels, Emerging trends in India broad casting -- FM. Digital, Satellite and web. A brief introduction to sound , Sound transmission and reception introduction to sound recording, Facts about sound, Characteristics of sound, pitch, tone and voice frequencies; Types of equipment's, micro phones, their function and selection.

UNIT – 2 :

15 Lecturers

Radio production: Programs for Various audiences, Different programme firmest, creating audio Space, Sound perspective Voice Casting types of music, Use of sound effects, production Crew and their functions: Role of producer production planning and execution. Radio Studio, acoustics, recording equipment's, types and use of microphone, use of digital technology in production.

UNIT – 3 :

15 Lecturers

Television technology: broadcasting Standards, PAL, NTSC, and SECAM. Broadcast Chain, Production equipment -- Camera, micro phones, and lights. Special effects generators, digital Video effects, computer graphic work stations. P.V Studio Layout, TV. Production - Studio and field production, TV. Staff and crew, their functions, programme formats, proposal writing Script writing -- out line treatment, visualization, Shorting script.

UNIT – 4 :

15 Lecturers

Production process -- Reproduction, Setup and rehearsal, production and post production. Classification of shots techniques of Audio production, Television news production Seriating for TV documentaries: Linear and non - Linear editing, Voice over, dubbing, mixing and final mastering. TV. Direction: Shot division, Bricking the Script, story board, time-line and budgeting.

References :

1. Fiske J. & Hartley J.: Reading Televisions, Matheun, London. 1978
2. Gibson, Martin: Editing in the Electronic Era, Prentice Hall, New Delhi.1987
3. Hunter J.K. & Gross L.S.: Broadcast News -The Inside Out, C.V. Moshy & Co., St. Louis, Illinois, 1980
4. Luthra H.R.: Indian Broadcasting, Publication Division, New Delhi, 1986.
5. Erans, E.O. Radio - A Guide to Broadcasting Techniques
6. Green M. - Television News: Anatomy & Process
7. Masani Mehra - Broadcasting & the People, National Book Trust, New Delhi. 1971
8. Chattergee P.C. - Broadcasting in India, SAGE, New Delhi
9. Report on A. K. Chanda Committee on Broadcasting
10. Awasthy G.C. - Broadcasting in India.
11. Duggal K.S. - What all's Indian Broadcasting, Maarwah Publications, New Delhi.
12. Butcher Melissa - Trans National Television, Cultural Identity & Change (When Star came to India), Sage, 2003
13. Unnikrishnan Namita the Impact of Television Advertising on Children, Sage, 1996
14. Hukull Mark- Electronic Communication Convergence, Sage, 2000
15. Shrivastava K.M. - Radio &T.V. Journalism, Sterling, New Delhi.
16. Boyd Andrew - Broadcast Journalism, Heinemann Publication, London.
17. Gupta Nilanjana - Switching Channel, Oxford University Press, Calcutta
18. Dhavan B.D. - Economics of Television in India, S.Chand, New Delhi,
19. Hyde Smart- Television & Radio Announcing, Kanishaka, New Delhi.

SCT 1.2 : Advertising

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 :

15 Lectures

Advertising --its relationship with mass communication as a part of the marketing mix. Difference between publicity and advertising, advertising and Public Relations. Advertising -- definitions, evolution, and functions of advertising, Classification of advertising -- based on demand, media, objectives, different consumers to be reached, Stages in the product life cycle, personnel involved -- Vertical / horizontal etc. Product, Institutional financial, Social Political, Government, Classified and display.

UNIT – 2 :

15 Lectures

Advertising agency -- Structure and functions of the various departments of the advertising agency. Client Servicing, Creative, media, production etc. Media -- types of media -- Radio, newspapers, magazines, television, outdoor, Specialty, intermit, relative merits and demerits, Basics of media planning, and Scheduling ,performance of media tariff Sources of information for media planning and scheduling ORG, ABC, Readership Surveys.

UNIT – 3 :

15 Lectures

Campaign planning and Execution, Brief -- Collection of information, analysis of market, Target Audience Budget. Creative Strategy and Concepts: Creative themes and appeals. Copy -- Elements of an advertisement, functions of headline and copy. Types of copy for different media. Layout types of layout principles of Design and Layout, Graphics, production process for print ads, Radio -- jingles, spots, Commercials, TV Commercials and films (Script writing) printed Literature, Direct advertising and point of purchase.

UNIT – 4 :

15 Lectures

Evaluation and Regulation of Advertising Copy research, -- pretesting and post testing Ethics, Codes and Laws related to advertising professional bodies AAAP, ASCI, IAS, Consumer associations, ACT. Advertising in India, Role in Economic development trends. (Case studies and Workshops in copy writing, media planning, Campaign planning) A critical analysis of status of advertising in India, Advertising and Society, Research in advertising.

References :

1. Sandage C.H. & Fry burger - Advertising Theory & Practice, Richard Irwin, U.S.A.
2. Ogilvy David- Ogilvy on Advertising, Orbis, London.1983
3. Vinlilam J.V. - Advertising Basics, Sage, 2004
4. Narayan B. - Advertising Management, APH Publishing, New Delhi
5. Sharma Sandip, Kumar Dilip: Advertising Planning, Implementation & control, Mangaldeep, Jaipur.
6. Jenkins Frank- Advertising Make Simple, Rupa & Heinemann, London
7. Littlefield J.F. & Kripatic C.A. - Advertising: Mass Communication Marketing.
8. Staorch D.: Measuring Advertising Research ship & Results.
9. Wright J.S., Warner D.S.-Winter W.L. & Zulger S.K. - Advertising
10. Danks.W. , Barban A.N. - Advertising: It's role in Modern Marketing.
11. Klepner O.: Advertising Procedure
12. Heppner: Modern Advertising
13. Aakers David & Myers John: Advertising Management, Prentice Hall, New Delhi, 1983
14. Barton, Roger: Handbook of Advertising Management, McGraw Hill, NY 1976
15. Bellur Berkman, Shaw: Reading in Advertising Management, Himalaya, New Delhi, 1988.
16. Crane Edgar: Marketing Communications, John Willey & Sons, 1965
17. Sengupta Subroto: Brand Positioning, Tata McGraw Hill, 1991.
18. Burton, Phillip Ward: Advertising Copywriting, Grid Inc, NY.
19. Jeweler, Jerome: Creative Strategies in Advertising, Wadsworth, NY, 1985
20. Ogilvy David: Confession of an Advertising Man.

HCP – 1.1 Practical /Field Work Paper 1

(Total Credits - 04)

Total 100 Marks

a) News (Reporting – Writing) Assignments :

One has to complete minimum 20 reporting & writing assignments given by the concerned teacher time to time and publish maximum of them in the newspapers of in the laboratory vonsal of the dept during the period of First Seminar. And the concurred teacher will assess them and will give marks out of (30).

b) Field Visits & Article Writing :

To complete Minimum five (5) field visits to the development projects & media units during the first Semester shall be necessary they will fouled Irrigation, Industry, energy generation Sugar factory, Textile & during units, Silvery gold industry, Agriculture farms and allied projects, animal has quandary & pharmacy industry projects, Hotel, industry, Milk dainties & allied projects, Media Units Banking and share marketing and all other prominent projects. And activities including Social work units. The concerned teacher shall assess the performance and write-up of the shined and will give marks out of twenty (20).

c) Seminar & Clipping :

The Students shall prepare and present a seminar on a general topic selected by himself and approved by the concerned teacher during the first Semester which carries Twenty (20) marks.

d) Lab Journal :

The students shall bring out one or two issues of the departmental lab Journal - Madyam Vidya under the at the Head of the dept and will the help; of concerned teacher, during the first seminar. They will get marks out of Twenty (20) at the end of the Semester.

e) Viva-Voce :

There shall be a Viva-Voce in the dept. after the theory examination before a three members committee, including an eternal examiner needed by the HOD. The Viva-Voce marks shall be given out of Twenty (20) by the committee.

SCP 1.1 Practical / Field Work -2

(Total Credits - 04)

Examination of Soft Core Practical should be conducted by External Examiners before Theory Examination

Practical / Field Work 01: (100 Marks)

- | | |
|---|-----------------|
| 1. To Report & Write a news as assigned by Examiners | 20 Marks |
| 2. To write one Editorial & one Middle as assigned by Examiners | 20 Marks |
| 3. Writing & Recording of Radio speech | 20 Marks |
| 4. Writing scripts for TV News Bulletin | 20 Marks |
| 5. Creation of Two advertisements | 20 Marks |

Internship / Tutorial

Total Credit -01

Internship in Newspaper for minimum fifteen days (Three Hours per Day) **25 Marks**

Semester II :

HCT 2.1 : Information Communication Technology (ICT) and Web Journalism

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 :

15 Lectures

Use of Computer in newspaper and Mass Media, Computer Industry in India, Multimedia definitions, Digital Multimedia applications; IT and Information Communication Technology, IT culture in India, Use of Information Technology in print and Electronic Media.

UNIT – 2 :

15 Lectures

Web specific Communication Models and impact, Importance & Scope of ICT, Internet Development (format- transition from print to Net), Emergence & history of web journalism process, public opinion in cyber space, blogging etc. Social impact of Internet, Digital Divide, Online Communities (Advantages and Disadvantages of Internet) Regulation and Control of Internet, Organizational policies & Govt. laws.

UNIT – 3 :

15 Lectures

Use of Internet in newspaper , Development of Internet journalism, Internet Journalism in India. Online Journalism – Reporting, Editing, Online editions of newspapers. Management of Online newspapers. New trends in Online journalism, Web photo Journalism & other techniques.

UNIT – 4 :

15 Lectures

The Universe of Internet Search Engines and their importance ,Use of technology in audio-video production – editing, graphics, audio & video mixing, special effects;. Web radio, web TV, Live telecast & Satellite Communication. Interdisciplinary aspects of Internet Journalism & new trends in ICT. Practicals Excersises in online Journalism/ web Journalism.

References :

- 1) Dutton Willian H – Information & Communication Technology Vision & Realities, Oxford : Oxford University press, 1996.
- 2) Mayer Paul A – Computer Media and Communication – A Reader, Oxford University press. 1999.
- 3) Smith Richard E, “ Internet Cryptography.” New York, Addison Wesley, 1999.
- 4) Subramanian C.R. “ India and Computer : A study of planned development” New Delhi, Oxford University press, 1992.
- 5) Schueber William L, - Data Communication” New York, McGraw Hill Book company, 1998.
- 6) Dearnly James & Feather Johnes – “ The Wired world.”
- 7) Martin William “ The Global Information Society” London : Asib Gower 1995.
- 8) Zorkoczy Peter – Information Technology – An introduction, Affiliated East West Press ,New Delhi.
- 9) Whittaker Jason “ The Internet, the Basics” New York, Routledge 2002.

HCT 2.2 : Media Management & Press Laws

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 : **15 Lectures**

Growth of Indian newspapers and Media as an industry, Different departments of media management, Editing, Printing, Advertising, Circulation, ICT, & Human Relations. Objectives and Policies of newspapers & media managements, Role of marketing in Mass media. Electronic media management. SAP (software), Six sigma (errorless systems), Newslines 45 and 60 (printing machines) and other important technological components.

UNIT – 2 : **15 Lectures**

Principles of good management, newspaper and media ownerships. Professional Organizations: ABC, DAVP, RNI, PCI, STC, IFWJ, NUJ, ILNA, IIMC, PIB, PII, BUJ, Editors Guild, INS etc. Ownership Organizations and Control; of Audio, Visual media (Radio & T.V.) and Film, Economics of film Industry. The news agencies PTI, UNI, Trade Unions in mass media.

Press Laws :

UNIT – 3 : **15 Lectures**

Freedom of Press in India, Constitutional provisions regarding freedom of speech and expression. The role of the Press Council of India, The Press and Registration of Books Act 1867. The working journalists Act 1955. The defamation under Indian penal code in Print and electronic media. Newspapers and the law of copyrights.

UNIT – 4 : **15 Lectures**

Press commissions (First & Second) and Prasar Bharati Act 1997, Broadcasting Bill 2007, Right to Information, Air and Doordarshan code for broadcasting and Cyber Laws. Rights, Privileges and Liabilities of an Editor, Journalist, Proprietor, Printer, and Publisher.

References :

- 1) Durga Das Babu – Law of the Press – Published by- Prentise – hall of India Pvt. Ltd.
- 2) Govt., of India : Indian Constitution Penal code.
- 3) Govt. of India : Indian Penal Code.
- 4) Press Institute of India : The Press and the Law.
- 5) Govt., of India : Press Commission Reports.
- 6) Mc, Mac, LCJ and Taylor R.M. : Essential Laws for Journalists.
- 7) Joshi Vaijayanti – Newspapers and Laws.

HCT 2.3 : Public Relations & Corporate Communication

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 :

15 Lectures

Define Public Relations. Importance of PR in image building process. Different types of images. Difference between image and identity. Role of house journal in PR. Public Relations tools, Media relations, Internal & External Public Relations. Public Relations & Propaganda.

UNIT – 2 :

15 Lectures

Writing for Public Relations , Writing the message, Writing for audio-visual media. Writing strategies, media strategies, writing for the web, web audience, website topics, using the web for specific PR aims. Various types of influences of Public Relations writing on internet.

UNIT – 3 :

15 Lectures

Corporate Communication – Process and Dimensions, Corporate image, Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Image communication, Advocacy PR Campaigns, Advocacy advertising & Advertising writing strategies. Managing Global Communication.

UNIT – 4 :

15 Lectures

Public Relations & social responsibility. Public Relations & Crisis management, Crisis and the media, Post crisis : follow up and evaluation. Research methods for PR. Research influences on PR, Evaluating PR research. PR in various sectors- Government, Tourism, Defense, Education & Public sector etc. (15 Periods)

References :

- 1) Public Relations- Principles, Cases & Problems- H. Frazier Moore & Bertrand R. Canfield.
- 2) The practice of Public Relations – Wilfred Howard.
- 3) Practical Public Relations – Sam Black.
- 4) Corporate Public Relations – Burton P.
- 5) Effective Public Relations – Cutlip, Center & Allen.

SCT 2.1 : Development and Extension Communication

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 :

15 Lectures

Concept of Development, Development & Growth, Communication for development, Development Communication/ Journalism, Development support Communication; theories and models of development and third world countries, Dominant paradigm, modernization, empowerment, participation, sustainable development. Exclusive and inclusive approach of development.

UNIT – 2 :

15 Lectures

Alternative Models of development, Need of Communication in development, Concept of Information, Education and Communication (IEC) and its application in the fields of agriculture, Health, Sanitation and Education. Development Communication and Govt., NGO's and IEC; Western (International) and Indian Perspectives of development, Danial Lerner, Everett Rogers, Wilbur Schramm, Laxman Rao, Amartya Sen, Maqbul Haq and their contributions to development communication.

UNIT – 3 :

15 Lectures

The Role and Impact of Print and Electronic media in development communication, Use of documentary films in developmental activities; Role of folk media like street plays, Shahiri, Jalasa, Kala Pathak & Jatha in developmental activities. The work of Kerala Shastra Sahitya Parishad (KSSP).

Role of opinion leaders in development communication – visits, Group discussions, Melava, Gram Sabha etc. and PRAT (Participatory Rapid Appraisal Technique).

UNIT – 4 :

15 Lectures

Principles of Extension Communication :

Nature, Scope and Characteristics of Extension Communication, Structure of Extension works in India and abroad, Use of methods, Tools and techniques in Extension Communication – Exhibitions, Visual Aids, Training and visit system, Group discussion, Lectures, field Trips, The farm visits, Group Demonstration and Demonstration Days. Planning and Evaluation in Extension Communication.

References :

- 1) Melkote Shrinivas R. – Communication for Development in the Third World, Theory and Practice; Sage Publications 1991 New Delhi/ London/ California.
- 2) Narula Uma, 'Development Communication, Theory and Practice, Har – Anand Publications, 1994, New Delhi – 110017.
- 3) Singhal Arvind and Evertt M. Rogers, ' India's Information Revolution, Sage Publications, 1989, New Delhi/ London/ California.
- 4) Joshi P.C. 'Communication and Nation Building, Perspective and policy, Publication Division, Govt. of India, 1985; New Delhi.
- 5) Mathur Kanwar B, "Communication for Development and Social Change. Allied Publisher Ltd., 1994 New Delhi/ Bombay/ Calcutta/ Lucknow/ Hyderabad.
- 6) Lerner Daniel, " The passing of Traditional Society, Modernizing the middle East. 1958, Glencoe, IL; Free Press.
- 7) Rogers Everett M; Diffusion of Innovations, New York, Free Press 1962 & 1983 (Third Edition)
- 8) Schramm Wilbur, " Mass Media and National Development, 1964 Stanford U.P. Stanford".
- 9) Hornik Robert C. " Development Communication, Introduction, Agriculture and Nutrition, in the Third World, 1988, Longman, London/ New York.
- 10) Rostow W. and Watt W. " The Stages of Economic Growth," Cambridge England, Cambridge University, Press, 1960
- 11) Jacobsen Chanoch, (Dr.) " Principal and Methods of Extension Work, Centre for International Agricultural Development Co-operation and 'Israel Association for International Co-operation, 1983, La Semena Publishing Company. P.O.Box 2427.
- 12) Kadam Krishnarao,- " Vistar Karyakartyasathi Margdarshak " (Marathi). Maharashtra Sahakari Mudranalaya , Pune – 411 004.
- 13) Ray G.L. – Extension Communication and Management , Naya Prokash, Calcutta, India.

SCT 2.2 : Documentary (Film)

(Total Credits - 04)

Total Theory Lectures -60

UNIT – 1 :

15 Lectures

Definition, meaning and history of documentary, Primitive cinema, the origin of Documentary, John Grierson and the documentary film movement. Types of Documentary, Characteristics of documentary, Robert flaberty and Nanook of the North.

UNIT – 2 :

15 Lectures

Documentary as distinguished from other formats, Documentary and docudrama, Subjects of Documentary, Documentary and Autobiography, Social documentary and Propaganda films. Fiction film & documentary, Mockumentary, Poetic documentary and Dziga Vertov.

UNIT – 3 :

15 Lectures

Writing for Documentary, Recording audio & video for Documentary, Interview for documentary, Radio documentary, The Beginnings of Television Documentary,. Indian documentary - pre independence era. Documentary in the digital age. Indian scenario – Anand Patvardhan , C. Sharatchandra , Atul Pethe (Kachara Kondi & SEZ)

UNIT – 4 :

15 Lectures

Documentary production, editing a documentary, Narration for documentary, Collecting facts for documentary, Reshaping Reality, Directing the Documentary, Past and Post scenario of documentary in World.

References :

- 1) Documentary in practice – Jane Chapman. Polity press.
- 2) Writing, Directing & Producing Documentary films & videos – Anal Rosenthal, 3rd edition.
- 3) The Documentary filmmakers Handbook A Gurilla Guide – Genevieve Jolliffe.
- 4) Documentary in the Digital age – Maxine Baker.

HCP 2.1 Practical /Field Work -1
(Total Credits - 04)
Total 100 Marks

a) Study tour :

The study tour of BJC (Semester-II) student shall be taken to New Delhi to visit Parliament, various media units in the city as well as in its neighbouring states like Punjab, Hariyana, Rajasthan, UP, Himachal can visit any university dept. or media unit from any state on the way to New Delhi while going to or returning back from New Delhi. But the study tour programme shall not exceed more than two weeks sharply. The student will have to complete their practical during the study tour promptly and submit them to their accompanying teacher. They will get marks out of twenty (20) for the practical item.

b) Seminar (I) & Survey (I) :

BJC (Semester-II) Students will choose any one topic from their syllabus for seminar and after preparing it, will present effectively before all other students. No external expert will be invited for this. Like first semester seminar, seminar item shall carry maximum (20 marks) the survey item which shall be covered by selecting any current issue or problem of society and taking a systematic survey (including preparing a questionnaires) for submitting a brief report on the basis of whole study (20 Marks) (Total 40 Marks)

c) Lab. Journal :

The student shall produce one, two or more issues of the lab journal Madhyam Vidhya by contributing various types of newspaper material i.e. news, feature, letter to the editor, editorial note, editorial or a special article on an important issue. The lab journal item shall carry marks out of Twenty (20) Marks.

d) Viva-Voce :

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of Twenty (20) for viva-voce. An internal committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise on or two local journalists. The Head of the dept shall be the chairman of this committee and only he shall be responsible for all practical marks out of (100).

SCP 2.1 Practical -2
(Total Credits - 04)

Examination of Soft Core Practical should be conducted by External Examiners before

Theory Examination

Practical / Field Work 01: (100 Marks)

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|---|-----------------|
| 1. Downloading News from Web News Papers & Submission of Comments on it | 20 Marks |
| 2. Writing a Report on Media Management | 20 Marks |
| 3. Writing a News Story on Development issue | 20 Marks |
| 4. Writing an Essay on Journalist / Editor | 20 Marks |
| 5. Writing of Script for Video Documentary | 20 Marks |

Internship / Tutorial
Total Credit -01

Internship in TV / Radio for minimum fifteen days (Three Hours per Day) **25 Marks**