Kala Para Snatak in Journalism & Mass communication

Study and Evaluation Scheme

Semester 1

Course Code	Title of Course	Credits	Exam Duration	Internal Assesment	External Assesment
MAJMC 511	Theory and Practice of communication	3	01:20 Hrs	40	60
MAJMC 512	Writing Skills	3	01:20 Hrs	40	60
MAJMC 513	Introduction to Mass Media	4	01:20 Hrs	40	60
MAJMC 514	Current Affairs & Media Issues	5	01:20 Hrs	40	60
MAJMC 515	Computer Applications	4	01:20 Hrs	40	60

Semester 2

Course Code	Title of Course	Credits	Exam Duration	Internal Assesment	External Assesment
MAJMC 521	Reporting	5	01:20 Hrs	40	60
MAJMC 522	Advertising	5	01:20 Hrs	40	60
MAJMC 523	Radio Journalism	5	01:20 Hrs	40	60
MAJMC 524	Photo Journalism	5	01:20 Hrs	40	60
MAJMC 525	Media Laws and Management	5	01:20 Hrs	40	60

Semester 3

Course Code	Title of Course	Credits	Exam Duration	Internal Assesment	External Assesment
MAJMC 531	Editing	5	01:20 Hrs	40	60
MAJMC 532	TV Journalism	5	01:20 Hrs	40	60
MAJMC 533	Public Relations	5	01:20 Hrs	40	60
MAJMC 534	Communication Research	5	01:20 Hrs	40	60

MAJMC 535	Communication Technology	5	01:20 Hrs	40	60

Semester 4

Course Code	Title of Course	Credits	Exam Duration	Internal Assesment	External Assesment
MAJMC 541	Print Media Production	5	01:20 Hrs	40	60
MAJMC 542	Electronic Media Production	5	01:20 Hrs	40	60
MAJMC 543	Cyber Journalism	5	01:20 Hrs	40	60
MAJMC 544	Development Communication	4	01:20 Hrs	40	60
MAJMC 545	Practical	10	01:20 Hrs	40	60
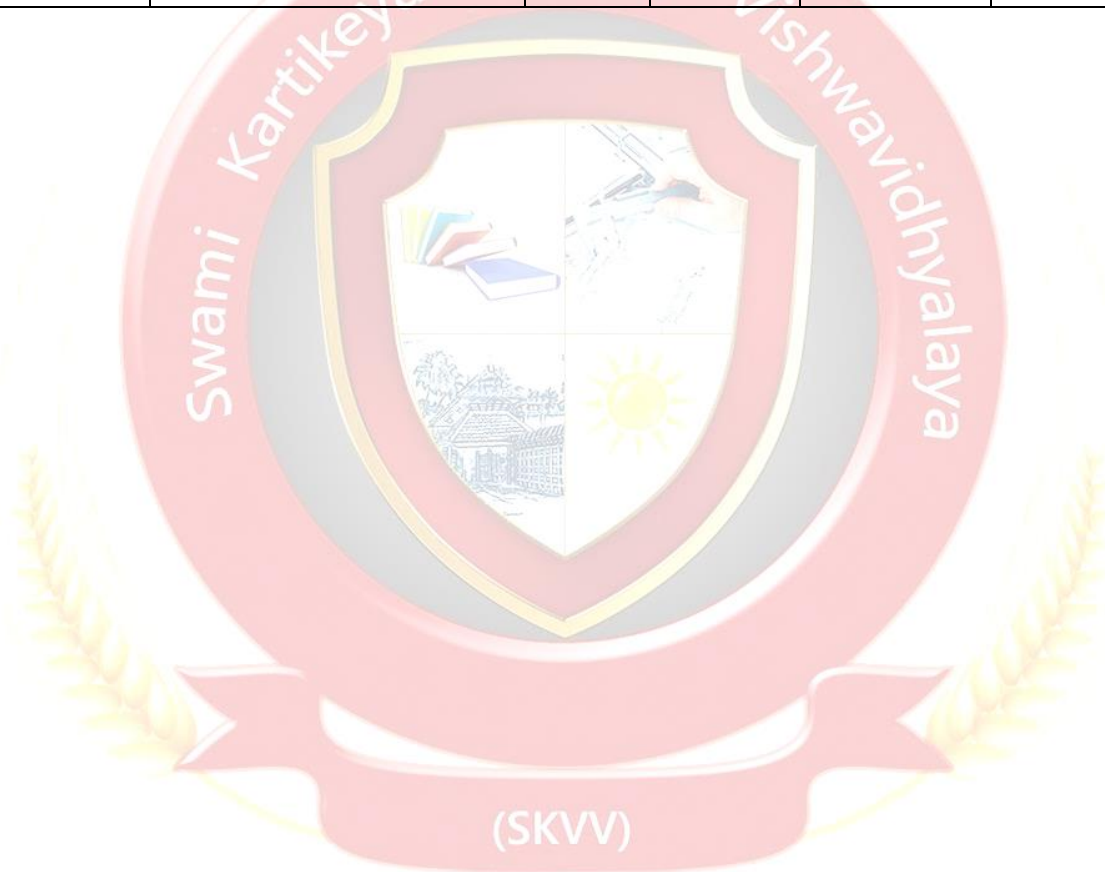
Syllabus

Semester 1

Theory and Practice of Communication (MAJMC 511)

Unit-I

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- Functions and objectives of communication
- Barriers in communication

Unit-II

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

Unit-III

- Communication in ancient civilizations
- Indian concepts of communication
- Levels of communication and interaction: intra-personal, interpersonal, group, public and mass communication. machine to man, man to machine, machine to machine and mediated communication
- Spiritual communication

Unit-IV

Models and theories of human communication

- Aristotle
- Osgood
- Dance
- New comb
- Schramm
- Meaning theory
- Relational theory
- Transactional theory

Writing Skills (MAJMC 512)

Unit-I
- Difference between creative writing and journalistic writing
- News Story structure, News writing style
- Writing features, articles, editorials, columns, middle letter to editor, news analysis reviews, backgrounds, freelancing
- Writing features and articles for magazines

Unit-II
- Basics of radio writing
- Elements of radio script
- Techniques and style of radio script writing
- Writing for different formats of radio programmes
  - Radio talks
  - Radio news
  - Radio features
  - Musical programmes

Unit-III
- Basic of television writing
- Different script format
- Writing for various television programmes
  - Television news
  - Television documentary
  - Television special programmes

Unit-IV
- Basics of writing skills for commercial advertisements
- Writing for radio advertisement
- Writing for television advertisement
- Basics of web writing
- Writing for PR- News releases, press releases, letters, publications, house journals, speeches, etc.

Introduction to Mass Media (**MAJMC 513**)

Unit-I
Beginning of the Press in India
- Technological development, invention of printing and movable type in Europe
- Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press
- Press: An instrument of social change: Birth and spread of vernacular
- Press in India, Social reform movement and journalism- Raja RamMohan Roy, etc.
- Role of media in freedom struggle

Unit-II
- Development of news agencies
- changing role and nature ofthe press
- Government's newsprint policy
- Emergency and the press,
- Role and reports of press commissions;
- Current trends in English, Hindi and language journalism in India

Unit-III
- Origin and development of Radio in India
- AIR, Private FM, Community Radio
- Characteristics of Radio and TV
- Public and commercial radio

Unit-IV
- Origin and development of television in India
- Public and Commercial television
- Television and social change : A historical perspective
- Present Status of television industry in India

Current Affairs & Media Issues (MAJMC 514)

Unit-I

- Indian constitution
- Major political parties in India
- Election Commission structure & functioning
- Current economic & social issues in India

Unit-II

- Regulation of media content
- Plurality, diversity and objectivity in media
- Accountability and credibility of media
- Status of media persons in India
- Code of ethics for working journalist
- Editor Guild of India

Unit-III

- Major current international, national and regional developments during the term
- Important issues covered by print/radio/television and new media
- Important people and places in news
- Follow-up of major stories and editorials during the term
- Discussion on sports and business stories during the term.
- Follow-up/discussion of popular columns, write ups, articles, features, middles, letter to editors

Unit-IV

- Readings from popular magazines- news and infotainment
- Comparative study of issues covered by media
- Discussion on photo feature, photo-journalism, cartoon and other materials of print media. Discussion on writing style, angle/ placement/ display of print media content
- Discussion on content/ footage/ style/ presentation etc. on the issues taken up by various television channels/ radio stations/ news and other portals

Computer Applications (MAJMC 515)

Unit I

Basics of Computer:
- Origin and growth of computer
- Devices of computer system
- Computer memory and its types
- Operating system and its types

Unit II

Computer Languages:
- Natural language
- Machine language
- Assembly language
- High level languages

Unit IIII

MS Word, MS PowerPoint
- MS. word
  Title bar, menu bar, status bar, tool bar,
  English and Hindi typing
  All options of file menu, edit menu, view menu, insert menu, Format
  menu, tools menu, table menu, window menu and help menu.
- MS. PowerPoint
  Title bar, menu bar, status bar, tool bar,
  How to make a PowerPoint presentation
  All options of file menu, edit menu, view menu, insert menu,
  Format menu, tools menu, slide show menu, window menu and help menu.

Unit-IV

- DTP
- Page Maker
- Quark-Xpress
- In-design

Semester 2

Reporting (MAJMC 521)

Unit-I

- Concept and definition of news
- News values
- News sources Basic tools of information gathering, research and references, maintaining a diary use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Structure of news- 5W and 1H
- Organizing a news story
- Importance of Intro and types of intro
- Inverted pyramid pattern need and usefulness
- Alternate formats of news writing
- Developing a news story
- Organization of reporting staff in a daily newspaper
- Ethics and fairness in reporting

Unit-II

- Interview
- Types of interview
- Conducting interview
- Reporting press conference
- On the spot coverage
- Advance stories
- Follow up stories
- Post event descriptive coverage

Unit –III

Reporting
- Crime
- Court
- Education
- Sports
- Weather and Disaster
- Politics
- Agriculture
- Health
- Covering Sensitive issues

Specialize Reporting

- Business
- Parliament
- Science and Technology
- Life style and entertainment
- Web
- Investigative

Advertising (MAJMC 521)

Unit-I

- Definition, concept and process of advertising
- Growth and development of advertising
- Economic and social aspects of advertising
- Media of advertising, characteristics of each medium

Unit-II

- Types of advertisements and their elements
- Advertising industry: advertising agencies and the media of advertising
- Market mix and market segmentation
- Creative strategy and creative process

Unit-III

- Media planning and budgeting
- Organizing advertising campaigns
- Case studies of advertising campaign
- Social advertising

Unit-IV

- Social marketing and development
- Communication strategies for NGOs
- Advertising standards council of India and other organisation in advertising
- Ethics in advertising
- Advertising research

Radio Journalism (MAJMC 522)

Unit I

- Invention and development of radio
- Strength and weaknesses of the medium
- Sound recording and editing, skills of a radio news reporter: developing sources,
- gathering news
- Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation etc.

Unit -II

- Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc.
- Writing radio news: rewriting news to suit brevity and clarity in radio news Editing news, types of leads; function of headlines in a news bulletin, writing headlines for radio news

Unit -III

- Types of bulletins
- Editing news for different Bulletins
- Using voice-dispatches and other elements in a bulletin
- Sequencing, updating etc.
- News updates and reports
- Newsreel etc.

Unit IV

- Types: interview for news gathering,
- Vox-pop
- Structuring interview
- Programmes: personality, informative, issue based
- Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research
- Interview; from planning to production.
- Overview of all programme formats fiction, non-fiction/news base, entertainment

Photo Journalism (MAJMC 523)

Unit- I

- Concept of photojournalism
- Power of visuals
- Attributes of a goodphotograph (Aesthetic and technical)
- Photo editing ,resolution and correction
- Visualas News
- Text vs. photo
- Attributes of a news photo, events, action, mood, profile and other categories

Unit-II

- Use of photographs in newspapers
- Photo editing: coordination between photographer, reporter and sub-editor, instructing and
- Guiding photographers
- Selection, placement of photos in newspapers
- Ethics of photojournalism

Unit-III

- Photo features, stories and photo essays
- Archive photos, photos from readers
- Caption writing formats and outlines
- Selection of photos for magazines
- Responsibilities of photo editor

Unit IV

- Uses of illustration and graphics in photo journalism,
- Use ofnumbers and maps, teamwork of sub-editor and photographer
- Issues of invasion of privacy, copyright, authenticity of digital photos available on web portrayal ofnudity, violence, accidents and gruesome events
- Lifestyle and fashion photography
- Case study of Indian magazine photography.

Media Laws and Media Management (MAJMC 524)

Unit-I
- Constitution of India: fundamental rights
- Freedom of speech and expression
- Press and books registration act 1867
- Cinematograph act 1952
- Copy right act 1957
- Law of defamation
- Contempt of court and legislature

Unit-II
- Official secrets act 1923
- Right to information Act 2005
- Prasar Bharti Act 1990
- Cable TV networks regulation act 1995
- Information technology Act 2000
- Code of ethics by editor's guild of India
- Code of conduct for Journalists by press council and media houses

Unit-III
- Management : concept and scope and principles
- Media Management : concept, need and scope
- Operations and structure of news media companies
- New trends in media business
- Legal issues in media business

Unit-IV

- Media ownership patterns in India- individual, joint, public and private limited companies, group, trust, vertical-ownership, cross- media ownership, media conglomerates etc.
- Overview of media industry in Indi

Semester 3

Editing (MAJMC 531)

Unit-I
- Need and purpose for editing
- Principle of editing
- Organization and operation of the newsroom of a daily newspaper, duties of Sub editor, News editor, chief sub editor and editor in chief in a news organization

Unit-II
- Intro: purpose and kinds
- Headline and its types
- Headline significance and function
- Introduction to typography
- Style sheet
- Translation
- Proof reading
- Editing and designing on computer
- Selection and editing photos
- Cropping and caption writing

Unit III
- Newspaper production- principles of design
- Newspaper makeup
- Design elements
- Front page, editorial page, colour page, special pullouts and supplements
- Graphics and illustration production for newspaper
- Magazine production- layout and design

Unit-IV
- Structure and function of web portal
- Web team members
- Basic structure of HTML
- Creation of web page
- Hyperlinks
- Editing on line stories

T V Journalism (MAJMC 532)

Unit-I

- Major Indian and international news channels
- Regional language Indianchannels: their role, importance and impact
- Local TV news operations; management of news channels
- Organisational structure of the news channel

Unit-II

- Television studio set up
- Process of television production- pre production, production, post production
- Various shots and camera movement
- Types of interviews
- Vox-pop, eye-witness, during a news bulletin
- Role and rresponsibility of the interviewer

Unit-III

- TV interview as a separate programme format: indoor/outdoor; personality, opinion, sports, informative interviews
- Single camera, multi camera shoot., Talk shows, discussions, debates etc.
- Production equipment: camera, mixer, lights, recorders
- Editing process
- Recording
- Planning, shooting script,
- Editing, narration, background music
- Advanced post-production

Unit-IV

- Doordarshan and its expansion;
- SITE and Kheda project
- Entry and expansion of satellite TV
- Laws governing TV broadcasting, future trends
- Overview of and Introduction to all programme formats in fiction, non-fiction/ newsbased/ entertainment
- Role and effect of TV on society

Public Relations (MAJMC 533)

Unit-I
- Public Relations – concept and definition :
- Evolution and growth of public relations
- Functions of public relations
- PR in relation to marketing, advertising, publicity, propaganda and rumours

Unit-II
- PR tools & methods
- Public relations writing
- PR campaign

Unit-III
- Principles of PR
    - Laws and ethics in PR, PRSI code
    - PR organizations- PRSI, IPRA etc.
- PR Setup in central and state government
- PR in public and private sector
- Functions and responsibilities of PRO

Unit-IV

- Corporate communication- concept and scope
    - Corporate identity for image building
    - PR and corporate advertising
    - PR in crisis management
- Case studies : corporate communication
- Event management
- Special Applications of PR
    - Welfare agencies
    - Business and professional association
    - Armed forces
    - International public relations
    - Educational institutes

Communication Research (MAJMC 534)

Unit-I

- Research: concept, definition, role and scope
- Social research, communication research, media research
- Basic elements of research.
- SITE, NRS, IRS, TRPs

Unit-II

- Need and scope of media research
- Fundamental research and applied research
- Experimental design and semi experimental design
- Exploratory, descriptive design, benchmark studies, panel studies

Unit-III

- Methods of communication research: observation, case studies, census, random sample survey, content analysis
- Data collection tools
- Questionnaire-preparation and pre-testing
- Art of conducting research interview
- Feedforward and feedback

Unit-IV

- Sources of data, data coding, tabulation, graphs and tables.
- Statistical methods: mean, median, mode, standard deviation, chi-square test
- Interpretation of data, research report writing
- Problems in communication research.

Communication Technology (MAJMC 535)

Unit-I

Broadcasting Technology
- Signal generation &transmission
- Microwave links, terrestrial transmission
- Optic fiber, wireless & advanced telephony
- AM & FM transmission
- Radio and television broadcasting
- Satellite: history, types &functions
- Cable TV transmission, DTH, digital transmission

Unit-II

Computer Technologies
- Computers, LAN, WAN
- Internet, e-mail
- Role of computer in various mass media
- Facsimile, videotext, teletext, multimedia

Unit-III

Printing Technologies
- Printing Process
- Letter press, offset printing and screen printing
- Other printing methods

Unit-IV

Telecommunication Technology
- Land telephone
- Mobile telephone
- Internet
- Fax
- Convergence
- Application of convergence

Semester 4

Print Media Production (MAJMC 541)

Unit-I

- Printing processes
- Desktop publishing
- Newspaper production- principles of design, newspaper makeup, dummy, effect of television and new media on newspaper makeup, newspaper form, design elements
- Magazine production- layout and design

Unit-II

- Press release and press handout
- Backgrounders and rejoinders
- Interviews
- Exhibitions
- House journals
- Brochure
- Annual reports
- Bulletin boards
- Pamphlets/handbills
- Posters

Unit-III

- Classified, display and display classified ad.
- Magazine advertisement
- Outdoor and other forms advertisement
- New trends in advertisement production
- Point of purchase material production

Unit-IV

- Basic principles of photography
- Photographic equipments, still camera, lens, films and light
- Visualization of shot, composing a shot
- Photography for newspaper and magazine

Electronic Media Production (MAJMC 542)

Unit-I

- Radio Studio
- Audio equipments-recorders, audio console, microphones,
- Recording, editing
- Planning and production of radio programme
- Talks, interview
- News bulletin, news reports, news reals

Unit-II

- Television studio set up
- Process of television production- pre production, production, post production
- Production personal and their responsibility
- Production equipment: camera, mixer, lights, recorders

Unit-III

- Various shots and camera movements
- Editing process
- Planning and production of TV programme
- News bulletin
- Documentary
- Interview

Unit-IV

Web Production:
- Structure and function of web portal
- Web team members
- Basic structure of HTML
- Creation of web page,
- Hyperlinks

Cyber Journalism (MAJMC 543)

Unit-I
- The new breaking news medium
- Changing role of E-journalist:
- Impact on news values
- Global, Local or Glocal
- Presenting the news and views
- Basics of web designing

Unit-II
- New Social Media
- Dynamics of social media networks, novelty, strength and weakness
- Growing personal sphere and online communities
- New business model: advertisements, marketing online revenue; Future trends

Unit-III
- Multimedia storytelling on individual and group
- Multimedia journalism
- Blogs
- Media research and Internet.
- Problem of access and other issues
- Use of internet for development, by NGOs and E-governance;
- Politics and Virtual Democracy

Unit-IV

- Social sharing to social activism ;other issues
- Ethics of web journalism: Security and privacy concerns
- Nature of Cybercrimes and Cyber laws
- Need for a national ICT policy.
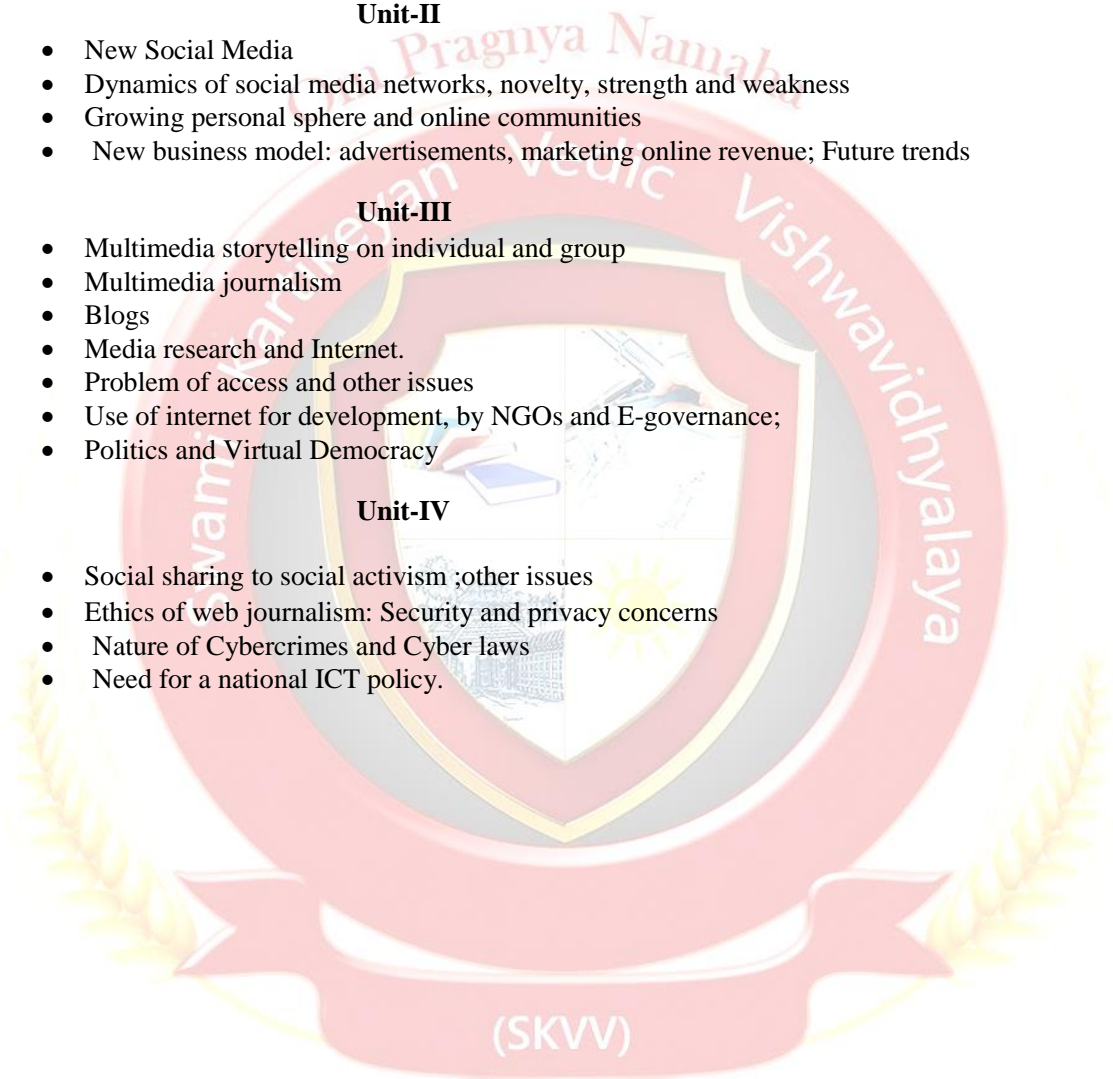
Development Communication (MAJMC 544)

Unit-I

Development: Concept and meaning
- Social change, modernization and development
- Characteristics of developed and developing society
- Theories of development : social, political and economic theory
- Models of development : western, eastern, Gandhian,
- Schumacher's development communication-concept and meaning
- Spiritual vs. materialistic development

Unit-II
- Family Planning
- National integration
- Women and child development
- Uplift of weaker sections
- Education literacy
- Poverty alleviation programmes and unemployment
- Human rights
- Environment and ecology
- Health, hygiene and nutrition
- The concept of social marketing and media
- Development Indices

Unit-III
- Government sector
- Public Sector
- Corporate Sector
- Non-Governmentorganizations (NGOs) and social service organizations
- National and international bodies
- Media for development communication

Unit-IV
- Panchayati Raj
- Rural journalism
- Media and agricultural development programmes
- Role of community radio and local media in development

Practical (MAJMC 545)

Experimental Lab Journal
Each student must be involved in the production of at least two issues
of the experimental lab journal wherein the student gets the opportunity
to work as a reporter, sub-editor and feature writer. Institute may
decide the size (recommended tabloid, 4 pages) and frequency of the
journal. However minimum 60% content should be news based.

Basic Photography and Photo-editing Skills
Each student must be trained in using a digital photography camera,
downloading the pictures and edit them using a latest software like
Adobe Photoshop. Marks will be awarded after testing these skills.
Students will also be expected to use their photography skills in the
production of the experimental lab journal.

Test of Typing and Using Pagemaking Software
Each student must be able to type his/her work in latest version of
MS Word.
Each student must be able to use a pagemaking software.
(PageMaker/InDesign/Quark Express or any other latest software). Test of
typing and page layout will be conducted in External Examiner's presence
and marks will be awarded for speed, accuracy and knowledge.

Presentation Skills
Each student has to select a topic with the help of the teacher and has to make a
computer assisted (e.g. Power Point) presentation. Marks will be awarded for content
and presentation skills.

Electronic Media Production
One Hard/Soft story of 2 minute duration is to be
prepared One radio talk and one interview