

Syllabus & Evaluation Scheme BJMC

Dev Bhoomi Institute of Management Studies

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Affiliated to




Sri Dev Suman Uttarakhand University

Semester: I

(1st Year)

S. N o	SUBJ ECT		EVALUATION SCHEME							
			PERIOD			SESSIONAL			ESE	Subject Total
			L	T	P	CT	TA	Total		
1	101	Introduction to Communication	4	-	2	20	10	30	70	100
2	102	Mass Media Writing	4	-	2	20	10	30	70	100
3	103	Journalism –An Introduction	4	-	2	20	10	30	70	100
4	104	Basics of Computers	4	-	2	20	10	30	70	100
Total										400

	Dev Bhoomi Institute Of Technology		SEMESTER: I
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 42	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Introduction to Communication	Course Code: 101	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic communication skills

Objective:

1. Students should be able to understand human communication and the development of communication.
2. To introduce various interpersonal communication skills.
3. To understand the basic origin of Media Functions and Mass Communication

101: Introduction to Communication

UNIT-I

(12L)

Understanding human communication, Brief history, evolution and the development of communication in the world with special reference to India. Need of Communication, Definition of communication, Five senses of Communication, Types of communication, Development of Speech- From Non-verbal to verbal, Oral communication.

UNIT-II

(10L)

Facets of self: thoughts-feelings-attitude-needs-physical self, communicating with self-introspection, Voice and speech, Speech personality, pitch volume, timbre, tempo, vitality, tone and enthusiasm, using your voice-conversation to present-actions, Communication with others, Interpersonal communication skills

UNIT-III

(10L)

Mass Communication and origin of Media- Functions, role & Impact of media, Meaning of Mass Communication, Functions of Mass Communication, Elements of Mass Communication, Brief introduction to Mass Media, Newspapers and Journalism, visual Communication, Television & New Media

UNIT-IV(10L)

Theory of communication, Model of communication, introduction to communication theories, A brief introduction to communication models


Text books:

1. Keval J. Kumar, “ Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, “Handbook of Journalism & Mass Communication”, Concept Publishing Co.
3. Denis Mcquail, “Mcquail's Mass Communication Theory”, Om Books, 6th Edition

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand human communication.
CO2	Provide students the ability to understand the various interpersonal communication skills.
CO3	Student will get the basic knowledge of Mass communication and its origin.
CO4	Student will get the basic knowledge of theories and models of communication.

	Dev Bhoomi Institute Of Technology		SEMESTER: I
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 43	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Mass Media Writing	Course Code: 102	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic media writing skills

Objective:

1. Students should be able to understand kinds of media writing.
2. To introduce sentence formation, emphasis and variety in writing for media.
3. To understand the basics of writing skills for media and concepts of translation.

102: Mass Media Writing

UNIT-I

(13L)

Is writing an art or a craft, Kinds of media writing, Writing to inform, Describe and Persuade, The ABCD of Media Writing, Writing Simply, Vocabulary, Overcoming, Grammar Problems, Punctuation

UNIT-II

(10L)

The Sentence:- Concision/Clarity, Emphasis:- Total Emphasis (That applies to the whole sentence) Partial Emphasis (That applies to a word or group of words) Rhythm- Words and How they Sound, Variety:- Variety & Recurrence, Changing Sentence Length & Pattern, Breaking Monotony, Varied Openings

UNIT-III

(9L)

1. The paragraph
2. Concise Ideas: Ideas Dissected into Elements
3. Elements as Paragraphs and Sub Paragraphs: Putting paragraphs together-Logical Sequencing
4. The Complete Picture: The first draft
5. Reading Aloud For Further Changes
6. Revise-Re-revise-Edit
7. Writing Formats: Journals, Letters, Essays & Reports

UNIT-IV

(11L)

Concepts & Definition of Translation, Nature & Norms of Translation, Types of Translation, The

Need and importance of Translation in Journalism, The process of Translation and How to maintain its originality.


Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal, “Essentials of Practical Journalism”, Concept Publishing Company.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand media writing.
CO2	Provide students the ability to understand the various concepts of writing with clarity.
CO3	Student will get the basic knowledge of writing skills in media.
CO4	Student will get the basic knowledge of concept and nature of translation.

	Dev Bhoomi Institute Of Technology		SEMESTER: I
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 50	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Journalism- An Introduction	Course Code: 103	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basics of Journalism

Objective:

1. Students should be able to understand ingredients and nature of News.
2. To introduce principles of News
3. To understand the basics of organizing a news story and contemporary debates and issues relating to media

103: Journalism- An Introduction

UNIT-I

(12L)

Ingredients of news, News: meaning, definition, nature. The news process: from the event to the reader, Hard news vs Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by line.

UNIT-II

(13L)

Yellow journalism, Penny Press, Tabloid press, Language of news, Robert Gunning. Principles of clear writing, Rudolf Flesch formula- skills to write news.

UNIT-III

(18L)

Organizing a news story, 5W's and 1H, Inverted Pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet, Language and principles of writing: Basic differences between the print, electronic and online journalism, Changing practices-speed, circulation and viral networking.

UNIT-IV

(5L)

Responsibility to Society, Press and Democracy, Relationship between the reader/viewer and media in today's context, Contemporary debates and issues relating to media


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal, "Essentials of Practical Journalism", Concept Publishing Company.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand Journalism.
CO2	Provide students the ability to understand news and its essentials.
CO3	Student will get the basic knowledge of organizing a news story.
CO4	Student will get the basic knowledge of contemporary debates and issues relating to media.

	Dev Bhoomi Institute Of Technology		SEMESTER: I
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 47	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Basics of Computers	Course Code: 104	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basics of computers.

Objective:

1. Students should be able to understand evolution of computers.
2. To introduce input and output devices of computer.
3. To understand operating systems and Softwares.

104: Basics of Computers

UNIT-I

(13L)

Introduction to computers- beginning and evolution of computers; types of computers:- computer hardware and software; analog and digital technologies.

UNIT-II

(8L)

Input Devices, output devices-meaning and purpose.

Input devices: mouse, keyboard, scanner, floppy, CD, telephone

Output devices-monitor, speakers, printers, floppy, CD, telephone

UNIT-III

(15L)

Operating systems-DOS, Windows, Windows NT, Ms Word with features, Excel, Access, Power Point (Presentation Manager)

UNIT-IV

(10L)

Corel Draw environment, bitmaps, cartoons, Introduction to multimedia-definition, CD ROM and Multimedia


Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal, “Essentials of Practical Journalism”, Concept Publishing Company.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand evolution of computers
CO2	Provide students the ability to introduce input and output devices of computer
CO3	Student will get the basic knowledge of operating systems.
CO4	Student will get the basic knowledge of softwares used in media industry.

	Dev Bhoomi Institute Of Technology		SEMESTER: II
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 50	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: History of Print & Broadcasting in India		Course Code:BJMC-201	Duration of External Exam:3Hours

Pre-Requisite: Knowledge of basic History of Print & Broadcasting in India

Objective:

1. Students should be able to understand the origin of journalism and news.
2. To introduce International & National news agencies.
3. To understand the Origin and development of radio and television in India.

201: History of Print & Broadcasting in India

UNIT-I

(10L)

James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press- Bengali, Hindi and Urdu-prominent newspapers and their editors. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom changing role of the Indian Press. Print media scenario during initial years of freedom- From 1947 onwards. Growth of National Press (English & Hindi) & the emergence of regional language press. Popular News magazines and periodicals

UNIT-II

(15L)

News Agencies in India- English & Hindi- their setup, functions and role—PTI, UNI, UNI-Varta, Bhasha. Formation & dismantling of Samachar. Feature services & syndicates- INFA, Publication Syndicate, PTI Features. Introduction to International news agencies & photo agencies- Reuters, AP, AFP, UPI and TASS. Government Media organizations- PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments. Other Media related governments. Other Related Organizations- ABC, INS Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).

UNIT-III

(10L)

Origin and development of radio in India-from Indian Broadcasting Company to All India Radio- Growth of AIR from 1936 to 1950, Development of AIR since 1950. All India Radio- Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR. Objectives of broadcast- Information, Education & Entertainment Commercial

Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast- Local, Regional and National & Public Service Broadcast. Autonomy of All India radio ---Chanda Committee to Verghese Group---Prasar Bharati Act 1997- Formation of Prasar Bharati—Composition and Functions of Prasar Bharati. Privatisation-leasing out time slots (1993)—Privatization policy (2000) –Expansion of FM Radio Channels- Development of Educational & Community Radio.

UNIT- IV

(15L)

Origin and development of television in India from B/W to Color—from 1959- 1982. Formation of Doordarshan (DD) as separate entity, SITE. Doordarshan: The slow Beginnings, Doordarshan as an information, education and entertainment media. DOORDARSHAN- Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan- 1982-1993; Liberalization policy of Govt. and entry of private broadcaster- Satellite television broadcast- Breaking of monopoly of DD--- Television channels for niche audiences—entertainment, news, sports, science, health & lifestyle. Proliferation of DTH services. Growth of Private International, National & Regional TV Networks & fierce competition for ratings.


Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, “Handbook of Journalism & Mass Communication”, Concept Publishing Co.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the origin of journalism and news.
CO2	Provide students the ability to introduce International & National news agencies.
CO3	Student will get the basic knowledge of origin and development of radio in India.
CO4	Student will get the basic knowledge of origin and development of television in India.

	Dev Bhoomi Institute Of Technology		SEMESTER: II
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 42	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Reporting and Editing for Print	Course Code: BJMC-202	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

202: Reporting and Editing for Print

UNIT- I (10L)

News- Definition, Values, Sources of News, The structure and the methods of writing a news story, Leads and its types Headlines: How to write headlines, types of headlines, Features, Human interest stories.

UNIT- II (12L)

The Newsroom- Organizational set-up of a newspaper organization and the functions of different departments. Structure and functions of Bureau, editorial desk. Functions and qualities- Reporter/ Correspondents and Stringers, Sub-editor, Editor/ Managing Editor, Chief Bureau.

UNIT-III (12L)

Reporting: Various types of reporting (Objective, Interpretative, Investigative)
 General assignment reporting/ working on a beat: Political: (special problems related to political beats), Crime, Health, Sports, Education, Science, Courts etc.
 Reporting for news agency, periodicals and magazines. Interviewing: doing the research, setting up the interview, conducting the interview, types and formats of interviews, writing interviews,
 Editing: Definition of editing, Principles of editing, style sheet.

UNIT-IV (8L)

Supplement Journalism- Week-end pullouts, pluses, target audience supplements. Editorial page: Structure, purpose. Op. Ed page, middles, letters to the Editor, Articles/ special articles, columns

and the light leader.


Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, “Handbook of Journalism & Mass Communication”, Concept Publishing Co.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: II
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 40	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Socio-Economic & Political Scenario		Course Code: 203	Duration of External Exam: 3Hours

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

203: Socio-Economic & Political Scenario

UNIT-I

(8L)

India that is Bharat. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals), Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal).

UNIT-II

(12L)

Nature of Indian Economy (reasons for underdevelopment)

India's planning for development (5-year plans)

Figures Speak: Ground realities of Indian Economy based on HDI. Explanation of economic concepts and terminologies Mixed Economy: Public Sector undertakings and Private Enterprises. Globalization and opening up of Indian Economy. Understanding Markets (Concepts- Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)

Foreign trade and balance of payment. Indian industry: an overview. Disinvestment and FDI, Bops: An era of outsourcing.

UNIT-III

(10L)

Salient features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles, Parliamentary Democracy (Federal and Unitary features): Do we need to switch over to Presidential system, Centre-State Relations: Issues of Regionalism, Decentralization of Power, Legislative Procedures-From Bill to Act, Indian Judicial System: Judicial Activism, General

Elections: Electoral Reforms, Politics of Vote Bank, Major National and Regional political parties in India and their changing trends.

UNIT-IV

(10L)

Population, Explosion, Corruption, Illiteracy, Public Health and hygiene, Poverty, Caste Conflicts, Communal Tensions, Gender Inequality, Reservation Issues


Text books:

1. Keval J. Kumar, “Mass Communication in India”, Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, “Handbook of Journalism & Mass Communication”, Concept Publishing Co.

Reference Book:

1. Seema Hasan, “Mass Communication: Principles And Concepts”, Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: II
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 47	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Basics of Design and Graphics	Course Code: 204		Duration of External Exam: 3Hours

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

204: Basics of Design and Graphics

UNIT-I

Basics of Design and Graphics, Elements and Principles of design, Typography: Physical form, aesthetics and classifications, Color: Physical forms, psychology, color scheme and production

UNIT-II

Components of layout and layout planning, Advertisement layout, Broadsheet and Tabloid, Layout, Magazine & Book layout

UNIT-III

Visuals: Physical forms, functions & editing. Poster Design, Logo Design, Brochure Design

UNIT- IV

Basics of Desktop Publishing, Printing process, Printing Methods- Letter Press, Screen, Offset, Paper and finishing


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: III
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 40	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Photo Journalism		Course Code:BJMC-301	Duration of External Exam: 3Hours

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

301: Photo Journalism

UNIT-I (12)

What is photography? Brief History of photography. How Camera works? The role & importance of photography, Principles of Camera Obscure

UNIT-II (18)

What is Camera? Basic parts of single lens reflex (SLR) [film& digital]: Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, view Finder, Pentaprism, Memory (Internal & External), Camera formats- 35mm, medium format, large format. Camera design & its working- simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDER WATER CAMERA & DIGITAL CAMERA

UNIT-III (10L)

Lenses-controlling the image
 Lens perspective, film speed, flash gun, light meter
 Exposure:- Measurement of light- exposure metering system
 Exposure control- relationship between shutter speed and aperture
 Camera accessories: Tripod, monopod, filters, Lens Hood


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: III
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 51	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Advertising and Public Relations	Course Code:BJMC-302	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

302: Advertising and Public Relations

UNIT-I

(13L)

Meaning, genesis, development of Advertising
Importance and Functions

- Advertising as a tool of communication,
- Role of advertising in Marketing mix, PR Advertising Theories and Models- AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applies to advertising, Types of advertising and News trends Economic, cultural, psychological and social aspects of advertising Ethical & Regulatory Aspects of Advertising- Apex Bodies in Advertising- AAI, ASCI and their codes.

UNIT-II

(11L)

Types of media for advertising,
Advertising Objectives, Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling
Marketing Strategy and Research and Branding
Organization: Advertising department vs, Agency Structure and Functions
Advertising Budget
Campaign Planning, Creation and Production

UNIT-III

(11L)

Introduction to Public Relations
Growth and development of PR
Principles and tools of public relations

Organization of public relations: In house department vs consultancy
PR in govt. and Private Sectors
Govt's Print, Electronic, Publicity, Film and Related Media Organizations

UNIT-IV

(12L)

Publics of PR
Research for PR
Managing promotions and functions
PR Campaign- planning, execution, evaluation
Role of PR in Crisis Management
Ethical issues in PR- Apex bodies in PR- IPRA code- professionalism, PRSI, PSF and their Codes


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: III
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 42	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Radio Journalism and Production	Course Code: BJMC-303	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

303: Radio Journalism and Production

UNIT-I

(10L)

Radio as a medium of mass communication in today's context, Characteristics of radio, limitations of radio, Three modes of transmission: AM, SW and FM, Different types of radio stations

UNIT-II

(11L)

Why formats? Simple announcements, Radio talks/commentaries/comments, radio interviews, radio discussions, radio features and documentaries, radio play, radio running commentaries, radio ads/commercials, Phone ins and radio bridges, Music o radio, radio News-Radio News defined, Main characteristics of Radio News against news in other media

UNIT-III

(7L)

Introduction, Characteristics of spoken word, Knowing your audience, Developing your style, Writing for different formats and messages, Dramatizing messages

UNIT-IV

(13L)


Introduction, Elements of radio productions, Acoustics, Perspective, Sound effects, Sound effects, Music Distort/Filter, Different types of microphones, Recording, Editing

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.
3. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Reference Book:

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: III
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 40	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: New Media		Course Code:BJMC-304	Duration of External Exam: 3Hours

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

304: New Media

UNIT-I

New media-Mapping, Meaning and Characteristics, Principles of New Media, The new Media Interface,- Cultural interfaces, printed word, Cinema The user & the screen issues of representation & reproduction New Media Economy

UNIT-II

Introduction to New Media Technologies, Differentiating between analogue and digital technology, Digitization of media- media convergence, encoding and compression standards, Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media Constituents- Facebook, Twitter, Wordpress, Blogger & What to use when youtube, Does, Drive, Hangouts, social bookmarking, slide share, skype, building communities- pages & channels ICT- scope and role , Introduction to gaming and counter narratives.

UNIT-III

Characteristics & New roles of Journalists in the Internet age & the Digital Era Creating & Managing a Blog, trends in web/online Journalism & Communication Writing for the screen vs. writing for print, audience analysis, content planning, structure visual design, web page elements, Storytelling structures that work on the web, Bsic programming for Web Design- HTML.

UNIT-IV

Journalism ethics and restraint in new media. Copyright & Legal issues in cyber space. Using

social media to engage public. Community Informatics. Activism in cyber space ICT's and gender, ICT and Social Inclusion, Globalization & Emerging Cyber cultures.


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: IV
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 42	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Introduction to Cinema	Course Code: 401	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism.

401: Introduction to Cinema

UNIT-I

(12L)

Language of Cinema I- Focus on visual language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II- Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Early Cinema

Genre and the development of Classical Hollywood Cinema

Screenings

UNIT-II

(10L)

German Expressionism and Film Noir

Italian Neorealism and French new wave

Third Cinema and Non Fiction Cinema

Screenings

(10L)

UNIT-III

Melodrama

Stardom

Film Authorship with a special focus on Ray

Introduction to Feminist Film Theory

Screening 5 hours

UNIT-IV**(10L)**

Early Cinema and the Studio Era

1950s- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

1970s- The rise of the Angry Man

The Indian new wave

Globalization and the Indian Cinema


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Editio

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: IV
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 42	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Development Communication	Course Code: 402	Duration of External Exam: 3Hours	

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism

402: Development Communication

UNIT-I

Concept of development, Meaning of Development in context of developing countries (Emphasis upon India), Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development. **Presentations:** Presentations on UN Millennium Development Goals and their fulfilment with examples from India; Presentations on various developmental issues of neighboring rural areas.

UNIT-II

Definition and Concept Approaches- Diffusion of Innovation; Magic Multiplier; Empathy Alternative Approaches Development Support Communication- Definition, genesis, areas, Wood's Triangle

UNIT-III

Role & performance record of each medium- Print, radio, TV, traditional media, documentaries on development issues. Cyber media & development role of development agencies, NGOs and RTI in Development Communication, Social Audit and Social interventions in Development Programmes

UNIT-IV

Strategies for designing the message for print Community radio and development Television programmes for Rural India (Krishi Darshan)
Using new media technologies of development


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: IV
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Media Law		Course Code: 403	Duration of External Exam: 3Hours

Pre-Requisite: Knowledge of basic Reporting and Editing for Print Media

Objective:

1. Students should be able to understand the structure and value of news.
2. To introduce organizational set-up of a newspaper.
3. To understand various types of reporting and supplement journalism

403: Media Law

UNIT-I (12L)

Nature and scope of Media Law; an overview of various laws having bearing on the media- print, electronic, and online. Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures.

UNIT-II (10L)

Concept and scope of media freedom, constitutional guarantees on Press freedom, their limitations, reasonable restrictions. Media freedom and pressures on media- internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc.

UNIT-III (12L)

Press and Registration of Books Act, 1867, Laws on defamation, contempt of courts and official secrecy, censorship; privileges of legislature. Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, Copyright Act.

UNIT-IV (10L)

Prasar Bharti Act, Cable Television Act, Broadcasting Bill, Law Regarding information technology.

UNIT-V (10L)

Media Ethics-Concept of Ethics, Ethics and Law, Rules of Media Ethics, Broadcasting Code, Press Codes, Advertising code of print and broadcast media.


Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Giving students the ability to understand the structure and value of news.
CO2	Provide students the ability to introduce organizational set-up of a newspaper.
CO3	Student will get the basic knowledge of various types of reporting.
CO4	Student will get the basic knowledge of supplement journalism.

	Dev Bhoomi Institute Of Technology		SEMESTER: IV
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Reporting and Editing for Broadcasting		Course Code: 404	Duration of External Exam: 3Hours

404: Reporting and Editing for Broadcasting

UNIT-I

The Sound Medium Concepts of sound-scope, sound culture, Types of sound-Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium, The visual medium, what is an image, television image, electronic image, digital image, Edited image (politics of an image), What is a visual? (still to moving), Visual Culture Changing Ecology of images today Characteristics of Television as a medium.

UNIT-II


Elements of a radio news story: gathering, Writing/Reporting, Elements of a radio News Bulletins Working in a radio news room, Introduction to recording and editing sound. (Editing news based capsule only).

UNIT-III

Basics of a Camera- (Lens & Accessories)
Electronic News gathering (ENG) & Electronic Field Production (EFP Concept)
Visual Grammar- Camera Movement, Types of shots, Focusing, Visual Perspective
Elements of a Television News Story: Gathering, Writing/ Reporting
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).

UNIT-IV

Public Service Broadcasters- AIR and DD News- Voice of India (Analysis of News on National Broadcasters) Changing Character of Television News (24-hrs news format, News production Cycle, 'News Lingo', News 'Formulate', News as Event, Performance and Construction.

	Dev Bhoomi Institute Of Technology		SEMESTER: V
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Contemporary Issues	Course Code: 501		Duration of External Exam: 3Hours

SYLLABUS

501: Contemporary Issues

UNIT-I

India's Foreign Policy, India's relations with its neighbours especially Pakistan, Srilanks, Bangladesh and Nepal, India and NAM, India nad SAARC, India and UN, India and ICTs

UNIT-II


Rapid Urbanization, Major poverty al, alleviation programs, Food Self-sufficiency, Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario

UNIT-III

India as a Nuclear Power, India's Defense, Criminalization of Politics

UNIT- IV

Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism

	Dev Bhoomi Institute Of Technology		SEMESTER: V
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Online Journalism		Course Code: 502	Duration of External Exam: 3Hours

502: Online Journalism

UNIT- I

Terminology: Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, web browsers, search engines, Internet Hardware Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution ICT- Role and Scope Internet and the Changing landscape of Media Online Journalism: Definition an Concept Online Media: Social and Cultural Implications in Global Scenario

UNIT- II

Distinctive Features of Online Media, Online Journalism v/s Other News Mediums. New roles of Journalists in the Internet age Trends in online Journalism. Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism and Social Media, E- Governance

UNIT-III

Overview of Web writing, Digital Divide- Writing for the screen v/s writing for print, Linear v/s Non-linear form styles of web writing: The art of lateral thinking and layering features and Articles on the Web, Interviewing on the Web, Do's and Don'ts Web page development, inserting, linking; editing and publishing online edition of newspapers- Content management and economics, Conducting online searches and research. Online searching techniques, Citing Internet sources, Archiving, Photo Essays-How to start an online magazine (basics).

UNIT-IV


Cyber Crime in India

Cyber laws in India

IT Act of 2000 and Amendments (2008 & 2010) (66A) Media,

Convergence Bill (to be enacted), Regulatory commissions of New Media Copyright & issue of

plagiarism, Public Sphere and Independent Journalism: Ethical Issues
Accuracy, Privacy, Fairness, Linking,
Journalistic Integrity
Journalism ethics and restraint in new media

	Dev Bhoomi Institute Of Technology		SEMESTER: V
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Media Organization & Management		Course Code: 503	Duration of External Exam: 3Hours

503: Media Organization & Management

UNIT-I

1. Management- Definition, Nature, Principles and Need for Management
2. Management Functions
3. Responsibility, Authority and Accountability of Management
4. Planning- Definition, process and importance, organizing, directing and controlling
5. Human Resource Planning

UNIT-II


1. Foundations of behavior- Attitudes, Personality and Learning
2. Leadership- Importance and major types
3. Motivation and Conflict Management

UNIT-III

1. Media Organizations: Meaning, Nature, Process and Importance
2. Ownership patterns of media organizations
3. Organizational structure of media organizations: Print/Electronic and their Functions
4. Cross media ownership, Conglomerates

UNIT-IV

1. Economics of newspapers
2. Electronic and Print media organization- cost and revenue relationship
3. FDI in Media
4. Establishing a media organization- steps involved
5. Importance of entrepreneurship and fund-raising

	Dev Bhoomi Institute Of Technology		SEMESTER: V
	Department of Journalism & Mass Communication		
	Course Level: Beginner	Course Type: Core	Credit: 4
	Total Contact Hours: 54	LTP -4-0-2	External Marks/Internal Marks: 70/30
Course Title: Digital Video Editing	Course Code: 504	Duration of External Exam: 3Hours	

504: Digital Video Editing

UNIT-I

Concept & Objectives of Editing, Software & tools, Continuity & Jerk Enter & Exit in Frame, Title, Credits & Sounds. Sound editing, mixing sound, laying sound tracks, syncing sound and picture. Capturing video. Editing techniques for news, documentary and fiction & Ad film.

UNIT-II

Picture transitions and their use. Elements of the edit: motivation, information, shot composition sound, camera angle, continuity. Types of the edit: edit, screen position edit, form edit, dynamic edit.

UNIT-III

Voice over and sound bytes, dubbing and mixing of sound. Computer hardware for editing. Editing Software's: Final Cut Pro, Avid Express and Adobe Premiere Pro.

UNIT-IV

Online editing in a multi-camera TV programme production. TV Graphics and Animation: Theory and practice. Elements of 2D Graphic Elements of 3D Graphics. 3D Modeling. 3D Animation. Special effects creation. Environmental special effects.

