

**SYLLABUS**

**FOR**

**JOURNALISM AND MASS COMMUNICATION**



**PRAYAGRAJ**

**FACULTY OF JOURNALISM  
AND MASS COMMUNICATION  
SEM III and IV**

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO ELECTRONIC MEDIA**

**Course Code: JMUCJM301T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
4	0	0	4

### Objectives:

1. To introduce students to the basics of electronic media.
2. To inculcate the knowledge of elements of electronic media.
3. To acquaint them with important aspects of the process of Journalism.

Unit	Content	Hours
1.	Characteristics of Television as a Medium. Television Language, Writing and Editing Television News, Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept),	9
2.	Three tier service system of DD (National, Regional and Local), Role of DD in national development ( SITE project and Educational TV ), Educational Media: GyanDarshan, Zed TV ,	9
3.	Commercial Media Television: growth and development of private channels in India, Introduction to major news channels: Star News, Zee News, Aaj Take etc.,	9
4.	Web Media Computer revolution and development of new media, Theories of new media, Introduction to major Indian portals: Rediff, com, Webduniya.com etc.,	9
5.	Elements of Television News Bulletins, Elements of a Television News Story: Gathering, Writing/Reporting. Basics of Editing for TV – Broadcast News: Critical Issues and Debates, Changing Character of Television News 24-hrs. News format, News Production cycle, News 'Lingo', News 'Formulae'.	9

### Course Outcomes

5. Students would be able to understand the basics of Electronic media.
6. Students would be able to inculcate the knowledge elements of journalism.
7. Students would be able to acquaint them with important aspects of the process of journalism.
8. Students would be able to develop the knowledge of skills of journalism.

### Recommended Text Book

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80,85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25-78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)
5. McLeish, Robert, and Jeff Link. Radio Production. Focal Press, 2016. Recommended Reference Books

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO ELECTRONIC  
MEDIA PRACTICAL**

**Course Code: JMUCJM301P**

**Semester: III**

L	T	P	C
0	0	4	2

### **Objective:**

The aim of this practical is to teach the students theoretically as well as with more emphasized on practically for better understanding, skilling of the students with basic knowledge of principle and practices of Electronic Media.

- Highlights mainly to practical oriented topics.
- Evaluation done not on the theory but on the basis of practical.
- Aim of study to practically skilled the student on the scale of Learning by doing.

### **Course Syllabus (Practical)**

#### **Practicals / Assignments**

- Production of TV News Packages and encapsulation Bulletin for 24 minutes.
- Production of TV news Debate or panel Discussion (1+2, 1+3)

## Syllabus for BAJMC (Hons.)

**Course Title: BASICS OF EDITING**

**Course Code: JMUCJM302T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To strengthen oral communication skills in Hindi/ Regional Language.
2. To develop the knowledge of written in Hindi/ Regional Language.
3. To improve vocabulary in Hindi/ Regional Language.
4. To enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. To inculcate the knowledge of grammar in Hindi/ Regional Language.

Unit	Content	Hours
1.	Editing-meaning concept and significance, Understanding the publications-it's audiences ,ideology and demography etc., Preparation, use and importance of stylebook, Editing symbol/proof reading symbol, and how the computer has revolutionized editing, Reorganizing and restructuring of a story.	9
2.	Editing principles, tools and techniques, principles of layout and designing, Newsroom function and coordination, Role and function of copy desk, Art of hard and soft copy editing, steps and precautions, Difference between newspaper and magazine editing.	9
3.	Editing copies of news agencies, bureaus, special correspondents, city reporters, stringers etc., Copy writing, abstracting, synoptic writing, Editing ,Editing for feature pages : Sunday magazine, special sections, special supplements and city pullouts., for target audience excerpting, slanting, streamlining, rewriting ,integration ,translation, trans creation and transliteration, Editing of article, feature and other stories.	9
4.	Reorganizing and restructuring of a news story, Various types of intro's and lead, Editing of first page, sports page and business page, Specific language inputs: word, phrases and specific grammatical problems. Editing to fit available space: cutting and expanding the copy to fill a space.	9
5.	Photo selection: role and significance, qualities of effective photographers, Photo editing: techniques and procedure of cropping, reducing and enlarging of photographs, captions, sub-captions and cutline, Preparation of graphs, charts, diagrams, illustration and cartoons.	9

### Course Outcomes

1. Students would be able to acquaint themselves with the glorious journey of journalism.
2. Students would be able to enhance understanding of the editing of the print media.
3. Students would be able to inculcate the knowledge of growth of print.
4. Students would be able to throw light on the present status of various mass media.

### Recommended Text Book

- T. J. S. George, Editing: A Handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
- M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003
- George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
- Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
- M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002

## **Recommended Reference Books**

- Jerry Lanson and Mitchell Stephens, *Writing and Reporting the News*, New York: Oxford University Press, 2008
- Ambrish Saxena, *Fundamentals of Reporting and Editing*, New Delhi: Kanishka Publishers, 2007
- Bruce Westley, *News Editing*, Boston: Houghton Mifflin Company, 1972
- Floyd Baskette and Jack Sissors, *The Art of Editing*, New York: Macmillan Publishing Co, 1986

**Course Title: BASICS OF EDITING PRACTICAL**

**Course Code: JMUCJM302P**

**Semester: III**

L	T	P	C
0	0	4	2

**Objective:**

The aim of this practical is to teach the students theoretically as well as with more emphasized on practically for better understanding, skilling of the students with basic knowledge of editing.

Highlights mainly to practical oriented topics.

- Evaluation done not on the theory but on the basis of practical.
- Aim of study to practically skilled the student on the scale of Learning by doing.

**Course Syllabus (Practical)**

**Practical's / Assignments**

- Proof reading
- Photo Editing
- Page make up
- Caption Writing
- Audio Editing.
- News editing

## Syllabus for BAJMC (Hons.)

**Course Title: RADIO JOURNALISM & PRODUCTION**

**Course Code: JMUCJM303T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To acquaint students with the glorious journey of radio journalism.
2. To enhance understanding of the origin of the traditional electronic media.
3. To inculcate the knowledge of growth of print, electronic and cinema.
4. To acquaint learner's with technological advancements in print, electronic and web media.
5. To throw light on the present status of various mass media.

Unit	Content	Hours
1.	Radio as an oral medium, Radio program formats, News, Newsreel, Feature, Talk, Discussion, Phone in program commentary, Drama, Music program.	9
2.	Audio Studio, Audio Equipment's, Microphones, Working of Microphones, Types of Microphones.	9
3.	Basics of Audio recording, Programme Planning, Programme Production Process, Producing Field based Radio Programs, Radio Production Team	9
4.	Introduction to Audio Editing, Non Linear Audio Editing, Types of Sound effects, Mixing Techniques, Dubbing Techniques	9
5.	Voice Modulation, Pitch, Tempo, Rhythm, Voice culture, Pronunciation, Common errors in Pronunciation	9

### Suggested Readings:

- Ford Meg, Radio Production, Createspace Independent Publishing Platform, 2013
- Gandhi Ved Prakash, Handbook of Television and Radio Broadcasting, Kanishka Publishers Distributors, New Delhi, 2009.
- Medoff Norman J. & Kaye Barbara K., Electronic Media (Then, Now and Later), Routledge 711 Third Avenue, New York, 2017.
- Sharma Ajay Kumar, Radio and Television Broadcasting, Random Publications, New Delhi, 2012.
- Trewin Janet, Presenting on TV and Radio, focal press, 2003.

### e-Resources:

- <https://epdf.tips/radio-production-fifth-edition.html>
- [https://www.researchgate.net/publication/317850997\\_INTRODUCTION\\_TO\\_RADIO\\_PRODUCTION](https://www.researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCTION)
- [https://www.researchgate.net/publication/234632450\\_Radio\\_Programme\\_Production\\_A\\_Manual\\_For\\_Training](https://www.researchgate.net/publication/234632450_Radio_Programme_Production_A_Manual_For_Training)
- <https://www.amazon.in/RADIO-PROGRAMME-PRODUCTION-M-NEELAMALAR-ebook/dp/B08FX2LYVG?asin=B08FX2LYVG&revisionId=&format=2&depth=1>
- [https://www.researchgate.net/publication/278026278\\_The\\_Handbook\\_of\\_English\\_Pronunciation\\_Introduction](https://www.researchgate.net/publication/278026278_The_Handbook_of_English_Pronunciation_Introduction)

## Syllabus for BAJMC (Hons.)

**Course Title: RADIO JOURNALISM &  
PRODUCTION PRACTICAL**

**Course Code: JMUCJM303P**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

### Objectives of the Course

- Demonstrate proficiency of effective Communication Skills
- Utilize knowledge gained in planning, designing and presenting a multi-media presentation

### Exercises/Assignments

- Prepare a radio talk
- Prepare a radio drama
- Create a 2 minute radio jockey program

### Practical/Project:

1. Exercises of voice modulation, pronunciation and articulation.
2. Exercises of bite selection.
3. Recording of interviews with expert on local and regional issues.
4. Any other assignment given by the concerned faculty.



## Syllabus for BAJMC (Hons.)

Course Title: **HISTORY OF DOCUMENTERY & PRODUCTION**

Course Code: **JMUCJM404T**

Semester: **III**

**L T P C**  
**2 0 0 2**

### Objectives:

1. Analyse the Relationship between Filmmaker and Subject;
2. Understand Various Ethical Issues in Filmmaking;
3. Describe Ethical Responsibilities to Subjects and Viewers;
4. Describe Ethical Challenges for the Filmmakers.

Unit	Content	Hours
1.	History of documentary film, Documentary Film: Is it Journalistic.	6
2.	Ethics of Documentary Film Making, Relationship Between Filmmaker and Subject, Code of Ethics in Documentary Filmmaking, Filmmakers: Their Role in addressing the Imbalance of Power	6
3.	Documentary Filmmaking: Its Various Ethical Issues and Responsibility, Various Ethical Issues in Filmmaking, Ethical Responsibility to Subjects and Viewers, Ethics in Indian Social Documentary	6
4.	Ethical Challenges for the Filmmakers, Documentary Filmmakers & Ethical Challenges, Ethical Challenges During Filming and Editing, Decision-making Process.	6
5.	Different modes of filmmaking Poetic documentary Expository documentary Observational documentary Participatory documentary Reflexive documentary Performative mode.	6

### Course Outcomes

1. Students would be able to create linguistic skills.
2. Students would be able to impart knowledge about advanced vocabulary for effective communication.
3. Students would be able to understand the societal cultural perspectives.
4. Students would be able to inculcate the knowledge of compositional and comprehension skills.
5. Students would be able to develop the knowledge of various forms of English literature.

### Recommended Text Book

1. K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

### Recommended Reference Books

1. James Monaco: How to Read a Film
2. Angela Wadia: Television and Film Production; Kaniska Publisher
3. Satyajit Ray: Our Films Their Films
4. Renu Saran: History of Indian Cinema; Diamond Books
5. M. Madhava Prasad: Ideology of the Hindi Film: A Historical Construction; Oxford.

## Syllabus for BAJMC (Hons.)

**Course Title: HISTORY OF DOCUMENTERY &  
PRODUCTION PRACTICAL**

**Course Code: JMUCJM304P**

**Semester: III**

L	T	P	C
0	0	4	2

### **Objective:**

The aim of this practical is to teach the students theoretically as well as with more emphasized on practically for better understanding, skilling of the students with basic knowledge of principle and practices of Documentary film.

- Highlights mainly to practical oriented topics.
- Evaluation done not on the theory but on the basis of practical.
- Aim of study to practically skilled the student on the scale of Learning by doing.

### **Course Syllabus (Practical)**

#### **Practicals / Assignments**

- Students should start taking initiative to documentary film making on different issues.

## Syllabus for BAJMC (Hons.)

**Course Title: SOCIAL MEDIA**

**Course Code: JMUCJM305T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Objectives:

1. Identify major social media platforms and the role they play
2. Create content for various social media platforms
3. Create and maintain a blog
4. Use social media professionally and strategically
5. Have an online presence for their job search

Unit	Content	Hours
1	Social Media Past & Present, Clearly define social media, Communicate a solid understanding of social media and how it has changed over time, Identify various types of social media	6
2	Identify the basic uses of social media, Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole, and Discuss how Facebook and Twitter have evolved.	6
3	Identify the uses of Facebook and Twitter in personal, academic, and professional realms, Identify and use security features for each platform, Identify strategies for achieving academic and professional goals using Facebook and Twitter.	6
4	Discuss how LinkedIn, Google+, and Pinterest have evolved, Identify the uses of LinkedIn, Google+, and Pinterest in personal, academic, and professional realms. Identify strategies for achieving academic and professional goals using each platform.	6
5	Guest lectures on current and topical issues by leading practicing journalists	6

### Course Outcomes

1. Identify various types of social media outcasts.
2. Discuss the history and evolution of each social media outcast.
3. Identify some of the ways each social media outcast is used.
4. Identify strategies for implementing each social media outcast.
5. Discuss the overall impact the social media outcasts have had on academics, professions, and society in general.

### Recommended Text Books:

1. Social media simplified, author ,VijyendraHaryal ,Anandan Pillai
2. The art of social media:power tips for power users,GuyKawasaki&Peg Fitzpatrick

### Recommended Reference Books:

1. Social Media 2016 Edition by David Kelly , Lulu.com

## Syllabus for BAJMC (Hons.)

**Course Title: WEB JOURNALISM**

**Course Code: JMUCJM306T**

**Semester: III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Objectives:**

1. Impart knowledge of various aspects of Digital media.
2. To provide extensive hands on training in the Digital technologies.
3. To familiarize and equip them with a range of Technical skills.
4. Introduce students about significance and usage of New Media.
5. Introduce students about significance of Cyber ethics.

Unit	Content	Hours
1	New Media- meaning and scope, how does it differ from conventional mass media, Development of Information Technology, communication technology, impact of new technology on media. Application of computer.	6
2	Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, Convergence and New Media: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media	6
3	Characteristics, advantage over other mass media, how internet has changed the media landscape, reach and access of internet in India, World Wide Web, Types of websites, E-mail, Video conferencing, Webcasting, Advertising on Internet.	6
4	Online Communication : Definition, Meaning & Features of Online Communication, its tools, knowledge of HTML podcast and webcast, online journalism in India, Traditional vs Online Journalism-difference in news consumption, Online Writing & Editing.	6
5	The new breaking news medium, Citizen and participatory journalism, social activism & internet, Problem of Control, verification, accuracy and fairness, Cyber Laws & Ethics and the difficulty in enforcing them	6

**Recommended Text Books:**

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. —What is New Media? In The Language of New Media.
3. Cambridge: MIT Press. pp. 19-48.
4. Siopera, Eugenia. Understanding new media. Sage, 2011. Introduction.
5. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
6. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
7. Borderless World. Oxford University Press US.

## Syllabus for BAJMC (Hons.)

**Course Title:** MINOR PROJECT-JM(TELEVISION)

**Course Code:** JMUCJM307P

**Semester:** III

L	T	P	C
0	0	4	2

### Objectives:

5. To learn the format of News Writing
6. To learn how to suggest effective Headline
7. To know how to make Newsletter/Newspaper
8. To know Article Writing

### News Writing:

Cover 5 News Stories based on Campus activities or your neighboring areas for television.

### Effective Headline Writing

Watch 5 news headline from television news channel and change

### Making news for television)

Prepare two story for television news channel

### COURSE OUTCOME

Students could be capable to work in Television.

## Syllabus for BAJMC (Hons.)

**Course Title: TELEVISION JOURNALISM**

**Course Code: JMUCJM401T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To understand the working pattern of various TV platforms
2. To familiarize the students with the basics of writing of TV.
3. To create understanding of various electronic media content.
4. To develop the knowledge of news.

Unit	Content	Hours
6.	Evolution and development of TV, Television Broadcasting: Characteristics as a medium of communication, History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite Channel Distribution, MSO's, CAS, HITS, DTH, IPTV ,TV on Mobile 3G & Notebook, Prospects of 4G	9
7.	Organizational structure of TV news channels, Modern TV newsroom: Input/output and Assignment Desks ,TV news production desk and its functions, Visual sources: servers, graphics. archives. MSR and OB	9
8.	TV Reporters Tools and techniques, Locating TV stories ,Developing TV stories, Structuring a TV news report, V/O's, packages & story formats, PTC: Opening, Bridge and closing., The equipment. Field work. TV news interviews. shooting, recording and editing.	9
9.	The production team and the process, Line producers, field producers and their role, The production process, Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow. Back timing and going on air, News analysis and experts, Commercials and promo breaks	9
10.	Indian TV Industry, Public service TV broadcasting ,Commercial TV broadcasting Economics of TV broadcasting ,National and International TV news agencies , ITU, WARC, International Television agreements	9

### Course Outcomes:

1. Students would able to understand the working pattern of various Electronic media platform.
2. Students would be able to familiarize themselves with the basics of writing of TV.

### Recommended Text Book

- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, MaritaSturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by SunetraSen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by ArvindRajgopal, New York University Economics of Culture Industry.

## Syllabus for BAJMC (Hons.)

**Course Title:** TELEVISION  
PRACTICAL

**JOURNALISM**

**Course Code:** JMUCJM401P

**Semester:** IV

L	T	P	C
0	0	4	2

### Objectives:

1. To understand the working pattern of various print media platforms
2. To familiarize the students with the basics of writing of print media.
3. To create understanding of various print media content.

### Course Syllabus (Practical)

#### Practical's / Assignments

##### TV news (Practical)

- TV writing for different types of visuals
- Structuring TV news reports
- Reporting TV news stories
- Different types of PTC
- Interactive OB exercises
- Facing the camera and voice training
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features.
- Moderating studio news programmes

## Syllabus for BAJMC (Hons.)

**Course Title:** INDIAN CONSTITUTION, MEDIA LAW & ETHICS

**Course Code:** JMUCJM402T

**Semester:** IV

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
4	0	0	4

### Objectives:

1. To introduce students to legal and ethical issues related to mass media
2. To help students gain an understanding of media laws in India and their implications on the profession of Journalism
3. To identify and analyze ethical questions pertaining to Journalism

Unit	Content	Hours
1.	Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy	9
2.	: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information	9
3.	Press Council of India, PrasarBharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship	9
4.	IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation	9
5.	Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)	9

### LEARNING OUTCOMES

1. Students gain an understanding of laws pertaining to media
2. Students gain an analytical knowledge into ethical issues related to media
3. Students learn to apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media
4. Creating an understanding among students about the importance of responsible Journalism which works within the framework of laws and ethics

### Recommended Text Book

- Development of Media and Media Law – MittikaSingalBhushan, Aadi Publications, 2014
- Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
- Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
- Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
- Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011



## Syllabus for BAJMC (Hons.)

**Course Title:** INDIAN CONSTITUTION, MEDIA  
LAW & ETHICS PRACTICAL

**Course Code:** JMUCJM402P

**Semester:** IV

L	T	P	C
0	0	2	4

### Objectives:

4. To understand basics of Media Law.
5. To understand different media law.

### Practicals / Assignments

- Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments. [This activity helps student's insight into real-life ethical issues and applications of media laws.]
- At the end of the semester, students work in groups on a term paper on issues pertaining to media law
- And ethics under the guidance of a faculty member, who would mentor them and guide them through the process. [This activity helps student's gain in-depth understanding of a particular law or ethical consideration and how it affects society, as a whole.]

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO COMMUNICATION RESEARCH**

**Course Code: JMUCJM403T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To understand the basics of media research.
2. To familiarize the students with different types of media research.
3. To create understanding of specialized research.

Unit	Content	Hours
1.	Introduction to Research, Definition and importance, Basic and Applied Research, Types of research, Research process.	9
2.	Methods of Media Research Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis	9
3.	Sampling, Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data, Observation, Interview, Questionnaire and schedule.	9
4.	Methods of analysis and report writing. Data Analysis Techniques; Coding and Tabulation, Writing Citations, Bibliography, Writing the research report.	9
5.	Research in print media, electronic media, advertising, public relations and online media	9

### Course Outcomes

1. Students would be able to understand the basics of research.
2. Students would be able to familiarize themselves with different types of research.
3. Students would be able to create understanding of media research.
4. Students would be able to develop the general understanding of media research

### Recommended Text Book

1. Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81; 83-98.
2. Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
3. John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
4. David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
5. Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

## Syllabus for BAJMC (Hons.)

**Course Title: INTRODUCTION TO COMMUNICATION RESEARCH PRACTICAL**

**Course Code: JMUCJM403P**

**Semester: IV**

L	T	P	C
0	0	2	4

### Objectives:

4. To understand the basics of media law.
5. To familiarize the students with different types of media research.
- 6.

### Practicals / Assignments

**Conducting surveys, interviews, brief introduction to statistical software'**

## Syllabus for BAJMC (Hons.)

**Course Title: COMMUNICATION SKILLS**

**Course Code: JMUCJM404T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Objectives:

1. To improve the student's Written and Oral expression of thought and teach them the effective use of Body-language and Voice tones.
2. To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills.
3. To develop the Presentation skills and enhance confidence to expand the potential of the students.
4. To prepare students to apply for jobs and write effective resumes.
5. To equip the students with knowledge and techniques to effectively tackle interviews

### Course Outcomes

Unit	Content	Hours
6.	Need and Importance of Effective Communication, Non-Verbal Communication- Personal Appearance Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Tips for Improving Non-Verbal Communication	9
7.	Effective Writing Skills, Elements of Effective Writing- Sentence, Phrases and Clauses, Understanding and Applying Vocabulary- Words Often Confused, One Word Substitutes, Synonyms and Antonyms, Word Formation: Prefixes, Bases and Suffixes	9
8.	Purpose and Process of Listening, Benefits of Effective Listening, Barriers to Listening, Measures to improve Listening, Active listening, Reading- Purpose, Process, Methodologies	9
9.	Oral Presentation and Public Speaking skills, Group Discussions, Presenting a Paper, Business Presentation- Purpose, Audience, Locale, Steps in making a Presentation, Technology based Communication, Writing emails, Power Point Presentation	9
10.	Identifying Job openings, Applying for a Job, Guidelines for writing Resume, Contents of a good Resume, Types of Resume, Cover letters- Formats and Types	9

1. Recognize the different aspects of communication and appreciate the role of body language and voice tone in ineffective communication.
2. Communicate their message in an effective and engaging way for the recipients.
3. Enhance the ability to accurately receive and interpret message in the communication process.
4. Build Presentations that create maximum impact.
5. The ability to highlight their achievements and prove their value added worth to prospective employees.

### Recommended Text Book

1. Communication Skills: Towards Better Writing 1st Edition 2019 by Jindagi Kumari, New Age International (P) Ltd Publishers.
2. Effective Communication Skills 1st Edition 2018 by Kul Bhushan Kumar, RS Salaria, Khanna Publishing House

## Syllabus for BAJMC (Hons.)

**Course Title: MEDIA INDUSTRY & MANAGEMENT**

**Course Code: CASCPJM405T**

**Semester: IV**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
2	0	0	2

### Objectives:

- i. To learn about media industry
- ii. To understand about media industry.

Unit	Conte	Hours
6.	Understanding management-Principles & Functions of management Media Management- definition, need, practices. Factors influencing media management. Profit making and social commitment.	6
7.	Media Industry: Role, Challenges & issues. Ownership patterns of media industries. Media industry as manufacturers- news, opinion pieces, entertainment. Content management. Market Forces, Performance evaluation (TAM, TRP, BARC and HITS)	6
8.	Media organization: Structure and functions of media organizations. Media organizations in India. Hierarchy & Workflow. Managing director, Managing editor, editor.	6
9.	Understanding Media Economics- Media as an industry & business. Issues and concerns of media economics and management- Capital inflow, Revenue generation, Budgeting, Financial management. Circulation, Advertising and Promotion.	6
10.	Structure and functions of l Newspaper, Television, AIR. Doordarshan. Student will be required to prepare a project report detailing the structure and functions of any one media organization to be submitted to the department before commencement 5th semester End term examination.	6

### Course Outcomes:

1. Students will be able to know the current trends in Media Management.
2. Students will gain understanding of various patterns of Ownership.
3. Understanding of professional and ethical responsibilities and commitment to them.
4. Acquires skills to commence new ventures in Media Industry and be able to work independently.
5. Analyze individual Media Businesses and understand the driving force of the Media Economics.

### Recommended Text Book

1. Vinita Kohli Khandeka, Indian Media Business, Sage
2. Pradip Ninan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

### Recommended Reference Books

1. Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. Lavine and Daniel B. Wackman, Managing Media Organisations

## Syllabus for BAJMC (Hons.)

**Course Title: MOBILE JOURNALISM**

**Course Code: JMUCJM406T**

**Semester: IV**

**L T P C**  
**2 0 0 2**

### Objectives:

This innovative certificate course in Mobile Journalism popularly known as MOJO is designed for students with passion for entrepreneurship in Journalism. The Course intends to provide the students with the necessary skills required to understand the history, economics, techniques and prospects of Mobile Journalism. The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms. Some new developments in technology are fascinating enough to attract anyone interested in journalism. The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobile journalism.

Unit	Content	Hours
1.	Mobile Journalism Basic concept – definition, nature and scope. Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism.	6
2.	Skills required for Mobile Journalism. Workflow of Mobile Journalism. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android.	6
3.	Mobile phone as audio recording and editing podcasting. Usage of Mobile camera for Photography and editing, Videography and editing. Video Uploading.	6
4.	Live streaming of audio and platforms. Live streaming of video and platforms. Recent trends mobile journalism apps.	6
5.	To have knowledge of Mobile Journalism. The students have to complete the following assignments: Practical component carries 50 marks. Practical Assignment- 30 marks. Practical Record- 1) Audio News package and audio Interview for podcasting 2) Video news package and video interview 3) Live streaming of Audio, Video.	6

### Course Outcomes

- Journalism of late has gone handy with your pocket-size mobile phone and a tripod. You can create a news story in just a few minutes from anywhere anytime if you know the real hacks of creating the news stories with this pocket-size instrument.
- Witness this transformative news generation process in a much compact way, replacing the old traditional heavyweight camera that paves the way for smooth journalism.

### Recommended Text Book

Mobile journalism, Dr. Rahul Dass 2001

Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st edt.) Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.) Harimohan 2002; Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxsilaprakashan (1st edt.)

Sharma, GK, Sharma, Hemant 2002,

Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.) Bansal, S.K. 2004:

## Syllabus for BAJMC (Hons.)

Course Title: MINOR PROJECT-JM(ADVERTISING)

Course Code: JMUCJM407P

Semester: IV

L	T	P	C
0	0	4	2

### Objectives:

5. To learn the style of advertising.
6. To gain knowledge about advertising.
7. To know how to write a advertising script.
8. To know creative use of mobile phones for advertising.

**Practical component of this paper includes preparing advertisements, advertisement campaign formulation for print and electronic media**

Each student will be required to prepare a record of practical assignments and submit it to the department before term end examination.

### COURSE OUTCOME

Students could be capable to work for advertising agency.