



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

For

Metric No. – 1.1.1

Programme Outcomes & Course Outcomes

Under the

Criteria - I

(Curriculum Design and Development)

Key Indicator - 1.1

In

Metric No. – 1.1.1

Bachelor of Journalism & Mass Communication)


Co-ordinator
Internal Quality Assurance Cell
CSJM University, Kanpur


(Registrar)
C.S.J.M. University
Kanpur
REGISTRAR
C.S.J.M. UNIVERSITY
KANPUR

BA(Journalism and Mass Communication)

Program Outcomes (PO's)

- **PO1:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- **PO2:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- **PO3:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- **PO4:** Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating them to solve live problems and challenges.
- **PO5:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.
- **PO6:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of **media professionals**.
- **PO7:** Identify, formulate, research, and analyse the literature and problems and reach **logical and innovative solutions and conclusions**.
- **PO8:** Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

Programme Specific Outcomes (PSO's)

- **PSO1:** Expertise in the field of Broadcast, Print, Electronic and Digital Journalism
- **PSO2:** Applied proficiency in the disciplines related to Mass Communication

Department of Journalism and Mass Communication
CSJM University, Kanpur

BAJMC Ist Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 101	Introduction to Journalism & Mass Communication	4	75	25	100
BAJMC 102	News Reporting and Editing	4	75	25	100
BAJMC 103	Introduction to computer	4	75	25	100
BAJMC 104	Understanding Society	4	75	25	100
BAJMC 105	Practical/Viva	4			100

BAJMC IInd Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 201	Indian Constitution and Media Laws	4	75	25	100
BAJMC 202	Writing for Electronic Media	4	75	25	100
BAJMC 203	Basics of Internet and Web Designing	4	75	25	100
BAJMC 204	Development Studies	4	75	25	100
BAJMC 205	Practical/Viva	4			100

BAJMC IIIrd Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 301	Radio Production	4	75	25	100
BAJMC 302	Graphic Design	4	75	25	100
BAJMC 303	Public Relations	4	75	25	100
BAJMC 304	Political Reporting	4	75	25	100
BAJMC 305	Practical/Viva	4			100

BAJMC IVth Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 401	Television Journalism	4	75	25	100
BAJMC 402	Specialised Reporting	4	75	25	100
BAJMC 403	Advertising	4	75	25	100
BAJMC 404	New Media	4	75	25	100
BAJMC 405	Practical/Viva	4			100

BAJMC Vth Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 501	Photo Journalism	4	75	25	100
BAJMC 502	Writing For Web	4	75	25	100
BAJMC 503	Cultural Communication	4	75	25	100
BAJMC 504	Multimedia and Animation	4	75	25	100
BAJMC 505	Practical/Viva	4			100

BAJMC VIth Semester

Paper code	Name of the paper	Credit	Theory	Internal	Total
BAJMC 601	Media Management	4	75	25	100
BAJMC 602	Introduction to Cinema	4	75	25	100
BAJMC 603	Sports Reporting	4	75	25	100
BAJMC 604	Production work for different media.	4	75	25	100
BAJMC 605	Practical/Viva	4			100

BAJMC Ist Semester

Paper-1

Paper code: BAJMC-101

Theory: 75

Course Outcome

1. **Students will understand the importance of communication.**
2. **They will learn effective way of communication.**
3. **They will learn where to communicate and where not.**

Introduction to Journalism & Mass Communication

Unit – I

Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Indian concepts of communication, Nard as a Communicator, Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication. Barriers in communication

Unit – II

Models of Communication: Aristotle Model, Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shannon-Weaver Model, Schramm Model, Communication flows: one step, two step, and multi-step. Diffusion of Innovation and other Relevant. Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model.

Unit – III

Theories of Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation, Sociological.

Unit – IV

Journalism: Meaning, Definition and Function of Journalism, Journalism as a Profession, Types of Journalism
Origin and Development of Media: Newspaper, Radio, Television and Digital Media, Pioneer Journalist of India. Duties, and responsibilities of a journalist. Values and Ethics of Journalism

Suggested Readings:

Malhan P.N. : 2017, Communication Media : Yesterday, Today and Tomorrow, New Delhi, Publication Division

Natrajan. J. : 2017, History of Indian Journalism, New Delhi, Publication Division

BAJMC Ist Semester

Paper-2

Paper code: BAJMC102

Theory: 75

Course outcome

1. They will understand News values.
2. They will learn how to write News.
3. They will learn effective way of writing.

News Reporting and Editing

Unit – I

News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news. Intro: Definition & Types Headline: Definition & Types Beat: Meaning and Importance and types: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women

Unit – II

Introduction to reporting, Principles of Reporting. Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting. Feature and articles.

Unit – III

Editing: concept, process and significance, editing: Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols, Photo editing. Editorial Values: objectivity, facts, impartiality and balance. Proof reading and Translation.

Unit – III

Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions. Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof-reader.

Suggested Readings:

Tripathi, RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd edt.)

BAJMC Ist Semester

Paper-3

Paper code: BAJMC103

Theory: 75

Course Outcome

- Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

Introduction to Computer

Unit- I

Fundamentals of Computer. History of development of computers Computer system concepts. Characteristics Capabilities and limitations. Generations of computers. Basic components of a computer system – Control Unit, ALU, I/ O Devices, memory – RAM, ROM, EPROM, PROM, Flash Memory and other types of memory. Files and Folders concept, Data Processing etc.

Unit -II

Storage fundamentals – Primary Vs Secondary Data Storage and Retrieval methods – Sequential, Direct and Index Sequential. Various Storage Devices – Magnetic Tape, Magnetic Disks, Cartridge Tape, Data Drives, Hard Disk, SDD Drives, Floppy (Winchester Disk), Disks, Optical Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, SVCD.

Unit- III

Types of Software – System software, Application software, Utility Software, Demoware, Shareware, Freeware, Firmware, Free Software. Operating Systems – Functions, Types – Batch Processing, Single User, Multiuser, Multiprogramming, Multi-Tasking. Number System of computers – Binary, Octal, Hexa Decimal – Representation & their conversion. Computer Viruses

Unit- IV

Word Processing: MS Word, Worksheet: MS Excel, Presentation Graphics: MS Power Point.

Suggested Readings:

Verma,Deepika:2020, The Era of New Media, New Delhi, A. R. Publishing

Sinha, Pradeep and Priti: 2010, Computer Fundamentals, New Delhi, BPB Publications

BAJMC Ist Semester

Paper-4

Paper code: BAJMC104

Theory: 75

Course Outcome

1. Student will come to know about the Indian thinkers who influence our society.
2. Student will come to know about the western thinkers who influence our society.
3. Student will understand the concept and importance of family system.
4. They will understand the continuous changes updating in the society.

Understanding Society

Unit -I

Society, Introducing Society: Individuals and collectivises. Pluralities and Inequalities among societies. Social Groups Indian thinkers: Guryev, D.P. Mukherjee A.R. Desai, M.N. Srinivas. Western Sociologists: Karl Marx, Emile Durkheim and Max Weber

Unit- II

Understanding Social Institutions: Family, Marriage and Kinship, Work & Economic Life, Political Institutions, Religion as a Social Institution Dimensions of Culture Socialization Agencies of Socialisation

Unit- III

Social Structure, Social Stratification Social Processes: Cooperation, Competition, Conflict, Social Change: Types, Causes and Consequences Social Order: Domination, Authority and Law; Contestation, Crime and Violence Concepts: Village, Town and City Social Order and Social Change in Rural and Urban Areas

Unit- IV

Environment and Society: Ecology and Society, Environmental Crises and Social Responses, Sustainable Development, Environment protection efforts at the national and global level,

Suggested Readings:

Chandra, Bipin. (1989). 'India's Struggle for Independence 1857-1947'. New Delhi.

Chandra, Bipin; Mukherjee, Mridula and Mukherjee Aditya. (2008).

'India Since Independence' (Revised and updated edition). Penguin Books, New Delhi.

BAJMC Ist Semester

Paper-5

Paper code: BAJMC105

Practical: 100

Paper IIInd: News Reporting and Editing

Paper IIIrd: Introduction to Computer

BAJMC IInd Semester

Paper-1

Paper code: BAJMC201

Theory: 75

Course Outcome

1. Students will understand the constitutions.
2. They will learn Media Laws.
3. They will understand about the importance of freedom of Press.

Indian Constitution and Media Laws

Unit- I

Constitution of India, Fundamental rights, freedom of speech, Right to know & expression and their limitations. Right to know, Right to privacy. Brief history of press laws in India, emergency, and its impact on media

Unit -II

Provisions for legislature reporting, parliamentary privileges in reference to media. Contempt of Court, Defamation. Official secret act Press and registration of book act, working journalist Act 1955,

Unit- III

Cinematograph Act (1953), Information Technology Act, Film Censorship Prasar Bharati Act, Copyright Act, Copyright Provisions for online content. Press Council of India (PCI). Right to Information Act 2005. Pilgrism. Information Technology act and its various amendments.

Unit -IV

Sedition and inflammatory writings, IPC, and CrPC Code of conduct for journalists. ASCI Code of Conduct, Ombudsman. Editor Gilds, IBF, BCCC.

Suggested Readings:

Trikha, NK: 2012, Press Vidhi, Varanasi, Vishvidyala Prakashan

Neelamdar, M: 2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.

R.S. Myneni: 2020, Media Law, New Delhi, Asia Law House

Bansi, Munna: 2014, Mass Media and Related Laws in India, Kolkata, Booksway

BAJMC IInd Semester

Paper-2

Paper code: BAJMC202

Theory: 75

Course Outcome

1. They will understand writing for Electronic Media.
2. They will learn video editing.

Writing for Electronic Media

Unit I

Language and Communication Meaning and definition of language, perception, Audio language symbols, signs, symbols, icons etc, Difference between written and spoken language, Instant script preparation, changing trends in media language.

Unit 2

Professional Scripting: meaning and types of script, Creative writing for the media: Introduction to Creative Writing, The Art and Craft of Writing, Modes of creative writing Role of a scriptwriter in media, Concept of content and form, Process of scripting: idea formation, research, sequencing, Opening and concluding.

Unit 3

Radio Scripting and Language: Concept of spoken language, Stages of scripting and editing, Writing for different program genre/ Adaptation, Talk, news, newsreel, documentary, drama music and news formats.

Unit 4

Television and Scripting and Language: Writing for visuals and visual communication, News packages writing, Relationship between narration and visuals, Script writing for Documentary, writing for fictional and non-fictional programmes, Types of script- Treatment, screen play, shooting script, break down script. Full page and split page script.

Suggested Reading :

Katheria, Naresh :2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan

Kumar, Prashant : 2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication

BAJMC IInd Semester

Paper-3

Paper code: BAJMC-203

Theory: 75

Course Outcome

1. Define the principle of Web page design
2. Visualize the basic concept of HTML.
3. Recognize the elements of HTML.
4. Student will be able to define important terms of digital world.

Basics of Internet and Web Designing

Unit – I

Internet Evolution, Protocols, Interface Concepts, Internet Vs Intranet, Growth of Internet, ISP, Connectivity Dial-up, Leased line, VSAT etc. URLs, Domain names, Portals, Application-Mail Concepts, POP and WEB Based E-mail, merits, address, Basic of Sending & Receiving, E-mail Protocols, Mailing List, and Free E-mail services, FTP.

Unit – II

World Wide Web (WWW) History, Working, Web Browsers, Its functions, Concept of Search Engines. Searching the Web, HTTP, URLs, Web Servers, Web Protocols.

Unit – III

Web Publishing Concepts, Domain name Registration, Space on Host Server for Web site, HTML, Design tools, HTML editors, Image editors, Issues on Web site creations & Maintenance, FTP software for upload web site.

Unit – IV

HTML- Concepts of Hypertext, Versions of HTML, Elements of HTML syntax, Head & Body Sections, Building HTML documents, Inserting texts, Images, Hyperlinks, Backgrounds and Colour controls, Different HTML tags, Table layout and presentation, Use of font size & Attributes, List types and its tags.

Practical:

Creating a 5-page static website and efficiently use colours and images to create Pages with Name, Home, About Us, Resume, Advertising and Contact Us. Developing and publishing of a website using Dream Weaver.

Suggested Readings:

Verma, Deepika, 2020: The Era of New Media, New Delhi, A.R. Publication (2nd Edition)

Talesra, Hemlata/Nagda, M.L., 2003 : Web Paged Learning, Delhi, Authors Press

BAJMC IInd Semester

Paper-4

Paper code: BAJMC-204

Theory: 75

Course Outcome

1. Student will learn the concept of Development.
2. They will aware regarding the gender and gender biasness.
3. Student will learn regarding the sustainable development and concept of survival in natural conditions.

Development Studies

Unit – I

Introduction to Development, States of Development, Indicators of Development Ecology and Sustainable Development. Social Exclusion and Inclusive Development Economics for Development Studies, Development Theories and Practices.

Unit – II

Psychological Perspectives on Development, Social Institutions and development, Economics for Development Studies Gender and Development, , Financial System and Development, Contemporary Policy Issues and Development.

Unit – II

Urban Governance and Development, Environmental Economics Poverty, Inequality and Human Development, Introduction to Critical Theories Understanding Rural Society and Rural Development

Unit – IV

Educational Psychology, Cognitive Development and Assessment, Psychometrics: Theory and Applications Corporate Social Responsibility, Trends and Issues in Tribal Studies, Globalization and Development Issues. Introduction to Development Communication.

Suggested Readings:

Narula, Uma:2004, Development Communication, Theory and Practices, New Delhi, Haranand Publication

BAJMC IInd Semester

Paper-5

Paper code: BAJMC205

Practical: 100

Paper IInd: Writing for Electronic media

Paper IIIrd: Basics of Internet and Web Designing

BAJMC IIIrd Semester

Paper-1

Paper code: BAJMC-301

Theory: 75

Course Outcome

1. Students will learn script writing.
2. They will learn how to speak for Radio.

Radio Production

UNIT 1

Characteristics of Radio: The medium: role of sound, characteristics, strengths and limitations, Radio broadcasting: main characteristics, Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio, Podcast.

UNIT 2

Radio Programme Formats: Radio format, Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

UNIT 3

Radio program production process: basic equipment - microphone-types, console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Sound forge, Neuendo, audacity and sony vegas). Packaging: music and sound effects.

UNIT 4

Community Radio: Role of Community, Radio in Community Empowerment, Community Radio and Contemporary Issues, Management of Community Radio stations, Challenges of Community Radio, Case study.

Suggested Readings:

Katheria, Naresh : 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakshan

Kumar, Prashant : 2015, Bharat Mein Radio Prasaran, New Delhi, A.R. Publication

BAJMC IIIrd Semester

Paper-2

Paper code: BAJMC-302

Theory: 75

Course Outcome

1. Students will learn concept of designing.
2. They will learn Layout of Newspaper.

Graphic Design

UNIT I

Introduction of fundamental elements and principles of visual design and its application. Geometrical and organic shapes, Texture, value, tone, negative space etc. Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.

UNIT II

The role of typography in design. Type face anatomy classification of typography -serif, san serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.

UNIT III

Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning. Graphic design application: Corel draw, Illustrator. Photoshop basics.

UNIT IV

Page making principles, Layout of the Front Page, Layout of Back Page and Interiors, Elements of page. Page making application: InDesign and Quark.

Suggested Readings:

User Guide of Various Software

Collins Wayne , Graphic Design and Print Production

BAJMC IIIrd Semester

Paper-3

Paper code: BAJMC-303

Theory: 75

Course Outcome

1. The students will be able to understand the different theoretical perspective of public relations.
2. Develop public relations materials, as demonstrated through Designing a set of press releases to address crisis scenarios and Creating a set of press releases to relay good news and Constructing a best practices press kit

Public Relations

UNIT-I

History, concepts, definitions, role and changing trends in PR , PR and Media – A symbiotic or adversarial relationship Publicity, public opinion, propaganda, Public affairs and lobbying. Target audience segmentation

UNIT-II

PR department/agency structure, role and functions, P.R. Campaigning, Media relations, Press Conferences, Media Tours, Exhibitions Preparation and Production of Printed/AV-Material Press Release/ Press-note, Minutes, Annual Report, Chair Persons Speeches, Ghost Writing.

UNIT-III

Public relations in public and private sector, Corporate Social Responsibility: Concepts, scope and case studies, Crisis communication, Social Marketing in Indian context, Influencer Marketing. Online Public Relations

UNIT-IV

Public Relations Officer: role, Duties and qualities. Laws and ethical issues in PR, Professional bodies in PR: PRSI, PRPA, professional codes of ethics PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication.

Suggested Readings:

Mehta, D.S., 1998, Handbook of Public Relations in India, New Delhi, Allied Publisher

Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

BAJMC IIIrd Semester

Paper-4

Paper code: BAJMC-304

Theory: 75

Course Outcome

1. They will learn about Indian political system.
2. Student will come to know about the fundamental duties.
3. They will aware regarding fundamental rights.

Political Reporting

UNIT-I

Introduction to political reporting, Types of Political News, Political communication, Political Propaganda, Political events Source of Political news, Public opinion, covering elections: parties, leaders and issues. Major Political Parties of UP.

UNIT-II

Objectives, Ideals and Making of Indian Constitution, Constituent Assembly Important Debates, Last Speech of Ambedkar. Fundamental Rights, Fundamental Duties and Directive Principles of State. Introduction to various Political Systems.

UNIT-III

Federal and Unitary Nature, Centre-State Relationship. Citizens and governance, Legislative bodies, Panchayat Raj, Cooperative movement, Semi government and voluntary organizations.

UNIT-IV

Election, Electoral Reforms, Role of Election Commission. Indian Judicial System, Lok Adalat, PIL Emergency Powers, Amendments to Constitution

Suggested Readings:

Basu, D.D. : 2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India

Jain, Pukhraj : 2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan

BAJMC Ist Semester

Paper-5

Paper code: BAJMC305

Practical: 100

Paper Ist: Radio Production

Paper IInd: Graphic Design

Paper IIIrd: Public Relation

Paper IVth: Political Reporting

BAJMC IVth Semester

Paper-1

Paper code: BAJMC-401

Theory: 75

Course Outcome

1. Students will be able to illustrate the basics of TV genres and essentials of TV Journalism.
2. The students will memorize basic evolution of TV industry and its growth in India.
3. Students will be able to explain the handling and operating video camera and sound controlling equipments used in TV production

Television Journalism

UNIT-I

Television Broadcasting: main characteristics. Indian TV Industry: Public service TV broadcasting, Challenges and future, Commercial TV broadcasting: News and Non-News sectors News Television industry: Main features, trends and challenges

UNIT-II

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. TV camera Introduction, Types of camera and Lighting.

UNIT-III

TV Reporters Tools and Techniques: Locating TV stories: Sources of news, ideation, and Developing TV stories: Process and planning, structuring a TV news report, V/Os, packages and story formats, PTC: Opening, bridge and closing. Camera shots and composition rules,

UNIT-IV

News Anchoring and News reading, Postproduction for News: Video editing, Graphics for news and TV programme.

Suggested Readings:

Singh, Mahaveer : 2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

Sinha, P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st ed.)

BAJMC IVth Semester

Paper-2

Paper code: BAJMC-402

Theory: 75

Course Outcome

1. Write various types of features for magazines
2. Write different leads, the body text and ending
3. Demonstrate interviewing and newsgathering skills.

Specialised Reporting

Unit-1

Covering Crime: Types and definitions. The ethics of crime and justice coverage: Fairness and objectivity, sensationalism, and integrity. Law enforcement machinery, Police Investigation techniques. News values: new, unusual, interesting, and significant. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Covering Courts: Structure of judicial system in India. Hierarchy. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc.

Unit-2

Education Reporting – Formal and Non-Formal Education. Primary Education, Secondary Education Higher Education, Educational Institutes, Education Policy. Reporting on Science, Technology & Research, Scope of Science & Technology Reporting, Science Project, Organizations.

Unit-3

Health Reporting – Area of Health Reporting, Public and Private Sectors, Government Schemes and Policy, Medical Education, Hospitals, Research and Reports etc. Challenges of reporting during pandemic.

Unit-4

Rural and Agricultural Reporting - Problems of Rural and Agriculture, Green revolution, Operation Flood, Swaminathan Report. National Commission on Farmers. Role of IT in Agricultural and Rural Development, Agriculture and Rural Development Schemes, BT Seeds & GM Food

Suggested Readings:

Prem Prakash : Reporting India : My Seventy Year Journey as a Journalist, 2020

Keval J Kumar : Mass Communication in India, 2020

Pat Murphy : BBC Sports Report, Bloomsbury Publishing, 2022

BAJMC IVth Semester

Paper-3

Paper code: BAJMC-403

Theory: 75

Course Outcome

1. The students will be able to understand the different theoretical perspective of advertising
2. The student will be able to identify and define the advertising concepts and will review the advertising media.
3. The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.

Advertising

Unit-I

Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency. Structure of an Advertising Agency, Advertising Research

Unit-II

Advertising Objectives, Understanding Persuasive Messages Advertising Copy and Design strategy: Introduction, Advertising Copy, Types of advertising copy; Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, developing a layout, Power of synergy

Unit-III

Media Planning: Introduction, Media Objectives; Media Options; Measuring Media Audiences. The Role of a Media Planner and a Media Buyer; Media Trends Advertising Budgets: Introduction, Factors Influencing Budget Setting, Budgeting Methods.

Unit-IV

Rural Advertising: Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth. Ethics in Advertising: Introduction, Perceived Role of Advertising; the Advertising Standards Council of India (ASCI).

Suggested Readings:

Kumar, Prashant: 2020: Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

Gupta, U.C.:2012, Aadhunik Vigyapan Aur Jansampark, NewDelhi, Arjun Publishing House

BAJMC IVth Semester

Paper-4

Paper code: BAJMC-404

Theory: 75

Course Outcome

1. To make students understand the dynamic role of the media in society
2. To enable the understanding of the need for financial planning through Budgets and their benefits.

New Media

Unit-I

New media: Introduction, Definition and Characteristics, Convergence and Journalism, News on the web, changing paradigms of news; emerging news delivery vehicles integrated newsroom, Challenges in the digital age: fake news, misinformation and disinformation. Challenges and opportunities for a newsperson - gatekeepers to news guides.

Unit-II

Awareness regarding techniques of digital marketing: search engine optimization, search engine marketing and email marketing, Data Journalism Tools for Data Visualization, Data Visualization-Infographics and Interactives, Content Management system.

Unit-III

Social networking; Introduction to social profile management products, Social Collaboration: virtual community, instant messaging, collaborative office and crowd sourcing, social publishing. E-Newspaper, e-Magazine. Search engine optimization, Social media marketing.

Unit-IV

Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinion leader, Content writing, editing, reporting and Content management system management Structure of a web report Planning and designing of WebPages, Blogs, web channels, Creative Presentations.

Suggested Readings:

Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co.

Ahmad, Tabraj, 2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication

BAJMC Ist Semester

Paper-5

Paper code: BAJMC405

Practical: 100

Paper Ist: TV Journalism

Paper IInd: Specialised Reporting

Paper IIIrd: Advertising

Paper IVth: New Media

BAJMC Vth Semester

Paper-1

Paper code: BAJMC-501

Theory: 75

Course Outcome

1. Describe the fundamental concept of the medium of photography; Combine the science and art on photography
2. Relate the history of the medium, Design storytelling through this visual medium

Photo Journalism

Unit-I

Introduction to Photojournalism Elements of Visual news story telling, History of photojournalism Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Coordination among photojournalists, editorial and page design colleagues Principles and Ethics and of photojournalism. Media laws and Intellectual Property Rights.

Unit-II

Basic Concepts of Photography and photojournalism, Photography, its emergence and growth What is camera, its functions, and introduction to different types of camera, Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Introduction to different types of lenses, Lighting, composition

Unit-III

Photo-editing: Need for Editing, Ways to Edit. Reading the mistakes in photos (noise in photographs, over exposure etc.) Caption Writing, Management of photographs and Digital archives. Introduction to photo-editing software such as Adobe Photoshop, Light room, Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit-IV

Fields of Photojournalism: Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Photographs for photo features, photo stories and photo essays. Photography for specialized, niche publications. Developing flair for news photos

Suggested Readings:

Dilwali, Ashok: 2018, All About Photography, New Delhi, National Book Trust

BAJMC Vth Semester

Paper-2

Paper code: BAJMC-502

Theory: 75

Course Outcome

1. Students will be able to illustrate the basics of Web genres and essentials of Web Journalism.
2. The students will memorize basic evolution of Social Media industry and its growth in India.
3. Students will be able to explain the handling and operating Web Technology and sound controlling equipment's used in Web production

Writing for Web

Unit-1

Basics of News Writing, Traditional News Writing V/s Writing for the web, Web, content writing rules – Refer Web Writing Style Guide, Interacting with the text, Importance of Great intro. Writing Headlines, Writing with hyperlinks, Writing for the Web - Readability and Tone, Scan ability, Length, Hyperlinks, Search Engine Optimized Writing, Editorial Standards, Cultural Sensitivities (language, colloquialisms, acronyms, etc.), Writing with Style and Good Grammar - Style or Grammar, Choosing Your Style, Grammar Rules, Challenges

Unit-2

Use of Graphics & Images in Writing for Web, Web content, writing & its relation with Search Engines, Search Engine, Optimization – Need and advantages, SEO best practices, best practices for organizing and delivering web content, Writing Nonlinear, Interactive Stories - Managing Content,, Adding Links, Nonlinear, Interactive Stories, Challenges Information Architecture & Navigation – Navigation Styles, The Footer - Useful Information on Every Page, Graphic & Visual Design, Color Palette, Main Color Palette, Alert Colors, Tertiary Accent Colors, Content Elements ,Fonts, Why This Font, Headers,, Photograph & Images, Graphics, Videos, Layout, Considerations - Primary & Secondary Content

Unit-3

Tags and Keywords, File Naming, Digital Story Format, Format of Web report, Writing an audience profile, Blog Writing: DIY Journalism, Story Boarding and Planning, Writing Techniques, Headlines, Blurbs and Briefs, Image use with text, Things to avoid, The art of good caption Writing, Digital, Story Telling, embedding photographs in your story, Best practices for using Images online- Plagiarism,

Unit-4

Writing for Online Media, creating slideshow, Feature Writing for Online Media, Use of graphs, Info graphics, Maps and Cartoons on Digital, Use of Signs, symbols and Abbreviations, Story Idea, Development and News Updates, writing e-mails, best practices & tips for writing effective e-mail writing. Use of blogs, tweets, etc. for story generation and development, Writing for Twitter, Writing on Face book – Tips & Tactics for Writing the Best, Writing for Wiki- Style Guide, Best practices for Writing, Blog writing, Writing Blogs, Choosing Topics and Themes, composing a Succession of Stories, Sustaining Readership, Challenges.

Suggested Readings:

Boyd, Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th ed.)

Sinha, P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi, Anmol Publication (1st ed.)

BAJMC Vth Semester

Paper-3

Paper code: BAJMC-503

Theory: 75

Course Outcome

1. Student will come to know about their cultural.
2. They will understand regarding gender biasness.
3. They will learn how science influence folk and tribal cultural.

Cultural Communication

Unit-I

Introduction to Cultural, Cultural Theory: Key Concepts Folklore and Cultural Exploring North East India, Society and Culture. Popular Culture, Culture and Heritage. Culture: Perspectives from the West.

Unit-II

Basics in Cultural Theory, Ethnicity, Identity & Culture. : Understanding Gender. Gender and Culture Introduction to Performance Studies. Cultural Heritage Management. Gender & Visual Art & Culture.

Unit-III

Digital Culture. Visual Cultural Expressions, Cultural Policy. Cultural Memory. Culture, Science and Society. Culture for Social Change Folk and Tribal Art in Contemporary time.

Unit-IV

Cultural Studies and Media: The Basics. Cross Cultural Studies Intercultural Communication Contemporary Cultural Phenomena: Spectacles and Infotainment, India through the Cinematic Lens. Cultural Documentation Fundamentals of Photography and Documentary Production.

Suggested Readings:

Gupta, N.L.: 1998, Cross Cultural Communication, New Delhi Concept Publishing Co

Kumar, Kaval J.: 2015: Mass Communication in India, Mumbai, Jaico Pub.

BAJMC Vth Semester

Paper-4

Paper code: BAJMC-504

Theory: 75

Course Outcome

1. Understand multimedia components using various tools and techniques.
2. Justify the right way of manipulating multimedia systems.
3. Understand and apply various techniques of drawing for animation.

Multimedia and Animation

Unit-I

Foundation Art, Visual Elements: Line, Shape, Form, Mass, Value, Colour, Texture Principles of Design: Balance, Unity, Variety, Emphasis, Direction, Movement, Scale/Proportion/Repetition. Visual Perception, Digital Art, Introduction to Adobe Illustrator

Unit-II

Pre-Production and Post Production, Introduction to Digital Image Processing, Digital Film Production, Television & Film Production Analysis, Cinema. Web Technology.

Unit-III

Introduction to animation, Types of animation, Classical animation, Theory of Animation, Technique of animation. 2D and 3D Design & Modelling, Animation Techniques, Introduction 3DMax and Maya. Cinema 4D

Unit-IV

Concept Visualization Visual Effects (VFX) concept and theory, VFX design and Motion graphics, Video & Sound Editing. Final cut Pro, Premier and After effects.

Suggested Readings:

Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co

Chakravarthy, Jagdish, 2004 : Net, Media and the Mass Communication, New Delhi, Author Press

BAJMC Vth Semester

Paper-5

Paper code: BAJMC505

Practical: 100

Paper Ist: Photo Journalism

Paper IVth: Multimedia and Animation

BAJMC VIth Semester

Paper-1

Paper code: BAJMC-601

Theory: 75

Course outcome

1. Bhavai is the folk form that involves both verbal and non-verbal communication.
2. They learn different modes of communication from development perspective.

Media Management

Unit-I

Management – Definition, Nature, Principles and Need for Management , Management Functions, Responsibility, Authority and Accountability of Management Planning – Definition, process and importance, organizing, directing and controlling, Human Resource Planning.

Unit-II

Foundations of behaviour – Attitudes, Personality and Learning Leadership – Importance and major types, Motivation and Conflict management Business Communication role and importance of communication, Meaning and purpose of agenda, business circulars, office memos, sales letter. Speaking skills, making presentation: oral and power point, Group discussion, participation in conferences.

Unit-III

Media Organisations: Meaning, Nature, process and importance. Ownership patterns of media organizations. Organisational structure of media organizations: Print/Electronic and their functions. Cross media ownership, conglomerates

Unit-IV

Economics of newspapers, Electronic and Print media organization – cost and revenue relationship, FDI in media, Establishing a media organization – steps involved, Importance of entrepreneurship and fund-raising

Suggested Readings:

Shama, Jainarayan, 2007, Research Methodology, New Delhi, Deep & Deep Publication , Pvt. Ltd

Joshi, Uma:2002,Media Research, Delhi, Author Press

BAJMC VIth Semester

Paper-2

Paper code: BAJMC-602

Theory: 75

Course Outcome

- 1.** Students will select the Language of Cinema and fundamentals of film form and content
- 2.** Students will be classify various fascinating aspects of Cinema
- 3.** Students will be able to define the crucial fine points that make Cinema

Introduction to Cinema

Unit-I

Cinema: Introduction, Definition. History and Development of world and Indian cinema Parsi Theatre, Silent Era. The Talkie, Studio System. Narrating the Nation in Cinema. Golden Age of Indian cinema.

Unit-II

Language of Cinema: Visual Language, Cinematography, Mise-en-scene, Colour as storytelling device
Editing - History and Development Continuity Editing, Soviet Montage.

Unit-III

Indian new wave, Parallel Cinema - Decline and Legacy Liberalisation and Indian Cinema, Rise of Multiplex Cinema.

Unit-IV

Reginal language cinema, Introduction to (Bhojpuri, Assamese and Bangla) Contribution and Impact of Regional Cinema. Film Criticism for various media. Documentary, Modes and Types of Documentary. Production of Documentary

Suggested Readings:

Ravindran,R.K. :1999 :Hand Book of Radio T.V and Broadcast Journalism, New Delhi,AnmolPublication (1st edt.)

Boyd,Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th edt.)

BAJMC VIth Semester

Paper-3

Paper code: BAJMC-603

Theory: 75

Course Outcome

1. Students would be able to develop the general understanding of sports reporting.
2. Student will know the fundamentals of sports rules.

Sports Reporting

Unit-I

History of sports and its media coverage in the modern era, Concept of sports journalism, Sports as a part of culture, international and indigenous games, Functioning of a sports newsroom including hierarchies, Amateur and professional sports, Basic understanding of the different kinds of popular sporting activities in India and around the world

Unit-II

Elementary knowledge of sports policymaking in India, Sports ministry and various sports governing bodies and bodies governing other major sports. International sporting organizations and regulatory bodies, The Indian government's sports budget and allocations to various sports, Budget for creation of sports infrastructure, corporate promotion of sports like Tata Football Academy

Unit-III

Understanding various beats in sports reporting in India, Cricket reporting and written commentaries, the role of corporates in cricket, Reporting football, hockey, tennis, athletics both national and international and other games, Learning to analyse performance of sports persons and teams, Writing for print media and websites and use of graphics.

Unit-IV

Personnel and hierarchies in sports production – role and functions: reporters anchoring for sports, Coverage of malpractices and corruption in sports

Suggested Readings:

Harimohan 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd edt.)

Tripathi, RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

BAJMC VIth Semester

Paper-4

Paper code: BAJMC-604

Course Outcome

1. Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical Knowledge.
2. They will learn professional photography, TV, Radio and Documentary production.
3. They will be able to translate News from Hindi to English and English to Hindi.
4. They will use Graphics, Animations, Web Designing for advertising and PR campaign.

Production work for different Media

Anyone of the below

1. Newspaper Production
2. Radio Program Production
3. TV News Production
4. Documentary Production
5. Web based Content Development
6. Advertising and PR Campaign
7. Photography Production
8. Graphic and Animation Production
9. Translation Project

Project : 75

BAJMC Ist Semester

Paper-5

Paper code: BAJMC605

Practical: 100

Paper Ist: Introduction to Cinema

Paper IIIrd: Sports Reporting