



# DEVI AHILYA VISHWAVIDYALAYA, INDORE

## School of Journalism and Mass Communication

### 1.1.1

### Syllabus of all programs



## **SCHOOL OF JOURNALISM & MASS COMMUNICATION**

**DEVI AHILYA VISHWAVIDYALAYA, INDORE**

**Bachelor in Journalism ( One Year)**

### **COURSE DESCRIPTION**

- (1)
- (2) The Course Contents intended to familiarize students about editorial Writing.
- (3) To familiarize students regarding Press related Constitutional prescription, Ethics and Laws.

### **COURSE OUTCOMES**

After completion of the course the students will be able to understand

- (A) How the editorials is written, its importance and impact.
- (B) In future they will be developed themselves as editorial or leader writer, specialized leader writer, columnist and authors of the books.
- (C) Study of ethics and press laws will trained them as responsible and smart journalists.
- (D) A journalist who understand limitations of profession.

- BJ01 : Mass Communication and Broadcast Journalism  
A : Mass Communication  
B : Broadcast Journalism
- BJ03 : Reporting and feature writing  
A : Reporting  
B : Feature Writing
- BJ04 : Editing and Photojournalism  
A : Editing  
B : Photojournalism
- BJ02 : Public Relations and Advertising  
A : Public Relation and  
B : Advertising
- BJ05 : History of the Press, Translation and Film Journalism  
A : History of the Press & Journalism  
B : Film Journalism

### **Viva Voce**

## **PAPER I**

### **Mass Communication and Broadcast Journalism**

**Course Outcome:** On completion of the course students should be able to: Explain the meaning of communication and why human beings communicate. Will be able to state how we communicate non-verbally and verbally. List and explain different types of communication. Discuss the meaning of self communication. Explain the importance of communication with others. Differentiate between Mass Communication and Mass Media. List various media of Mass Communication. List the main elements of speech personality. Explain the principles of writing to inform, report and persuade.

#### **Syllabus:**

Mass communication : Concept and definition: interdisciplinary nature: rational, and emergence; society and communication linkage: mediated vis-à-vis, interpersonal and group communications, basic principle and features of Mass Communications, Process of Communication and its components.

#### **Course Outcome:**

After completion of course students will understand the organizational structure of broadcast media, can established them selves as program organizer, interviewer, Radio-TV feature writer, news reporter and anchor. pass outs can use their talent in these sectors of broadcast media On completion of the course students should be able to : 1. Explain the salient features of TV as a medium 2. Describe the process of gathering news and report for TV. 3. List the stages of production of a video program 4. Describe the steps involved in editing of a video program.

#### **Syllabus**

Brief history of broadcasting in India (with Special. reference to SITE and INSAI'); brief historical reference to broadcasting in U.K. and U.S.A., Characteristics of radio and television as media of mass communication. Main recommendation of the Chanda, Verghese and Joshi Committees' reports; salient features of' the Prasar Bharati bill.

## **PAPER II**

### **Reporting and feature writing**

A : Reporting

#### **Course Outcome:**

Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality news reports. Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality feature articles. Understand the process of successful journalistic interviewing.

Understand how to pursue a career as a freelance journalist and to understand the key points around journalistic health and safety issues. Critically analyze online journalistic content and online media trends, displaying an understanding of the opportunities for the practical application of theoretical analysis. Produce high quality news reports and equip them with a practical and theoretical understanding of online and print based news reporting.

Produce high quality feature articles and equip them with a practical and theoretical understanding of online and print based feature writing. Attain the skills required for successful journalistic interviewing. Take advantage of theoretical grasp of how the internet has and is changing journalistic content, presentation, audience and revenue streams. Pursue a career as a staff or freelance journalist conscious of issues of personal conduct and safety. Upon completion of the course, students will be able to write a one-sentence, hard news/summary lede that incorporates.

Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story. Upon completion of the course, students will be able to write a complete hard news story using the inverted pyramid format. Upon completion of the course, students will be able to create a single-page feature package using software.

Students will be able to apply news judgment stories in order of most newsworthy to least newsworthy and create a production budget for a news publication using that ranking. Student will be able to copy edit a multi-item

calendar listing. Reporting is the most important step in the continuous cycle of learning assessment. It is the collaborative process through which programs use evidence of student learning to gauge the efficacy of collective educational practices, and to identify and implement strategies for improving student learning. Responses can range from curricular or pedagogical change to new faculty/staff development or student learning activities and from comprehensive revision to evidence-based affirmation of current practice.

This course teaches the learner the writing and editing skills required for reporting across media platforms. It deals with the purpose, process and technique of writing for the mass news media. It also deals with translation skills required for news Topics include news judgment and developing story ideas, news gathering, including interviewing, observation and other research techniques and methods of ensuring accuracy, and writing basic news and feature stories (story structure, narration Techniques, and the use of quotations). Students will learn how to cover meetings, speeches and other events, how to arrange and conduct a variety of in-person, Telephone, and email interviews, and how to research issue and policy stories.

## **Syllabus**

Concept & definition of news; values; sources of news; news gathering; structure of a news report; Leads : 5 Ws+ 1H; question lead, suspended interest quotation lead, staccato lead; nontraditional structure of a news report; concept & kinds of beat; categories of reports : City, special Correspondent, Foreign Correspondent, stringer, functions and responsibilities, in-depth, sports, crime accidents & disasters, legislature courts, follow-up story; Interview : Types, preparation and do's and don'ts. Press conferences: Importance, preparation and do's don'ts. Use of press Information Bureau, Indian and Foreign news agencies.

B : Feature Writing

## **Course Outcome:**

On successful completion of the course :Students will be able to expanded their knowledge and understanding of the role of journalism in Indian society; Developed their professional writing and research skills as applicable to features

journalism in print and online forms; Advanced their skills in critical reflection on professional practice; Further developed their professional communication skills; Analyze features of different non-fiction genres; Conduct research for a feature article; Develop a concept in the appropriate format for an identified market; Write articles in various non-fiction genres, creating original angles to story ideas appropriate to the target audience; Critically review other writers' work and provide constructive feedback; Acquire knowledge of writing and editing techniques; principles and practice of communication and writing for different audiences; emerging digital media and trends and developments in the publishing industry; Acquire and apply the skills to write works of fiction and non-fiction, edit professionally, create digital content, design print and web-based products, develop and manage writing and editing projects; Identify, analyze and reflect on relevant trends in writing and publishing in both local and international contexts; In-class lectures, which provide the framework for exploring different kinds of feature writing and developing your skills as a non-fiction writer.; Class exercises and activities designed to clarify course content and practice relevant skills; Writing workshops to assist development of writing techniques with feedback from peers and teacher independent research and study, working through the course requirements as presented in classes, online and through learning materials.

## **Syllabus**

Definition of a feature: features vis-à-vis fiction and literature; types of features: descriptive, historical, personality, distinction between a featurised news story and a feature article; search for topics and material that can sell, titles, leads and slant in features; planning a feature, importance of human interest in features, basic principles and do's and don'ts of reviewing books, films, stage plays and TV programmes; concept of photo-feature; scope of and approach to free-lancing for newspapers & magazines.

Paper III : Editing and Photojournalism

A : Editing

### **Course Outcome:**

Examine the editorial demands of various writing genres and publication formats. Practice methods for editing various materials for style, organization, substance, grammar, and length. Discuss and practice methods for rewriting print and electronic materials. Teach about the Use the copyediting and proofreading skills. Evaluate documents for content, structure, style, readability, and marketability. Practice creating a production timeline for print and/or Web material.

Look at the structural/stylistic editor's role in marketing and promotion. Communicate clearly and effectively with others involved in a project.

### **Syllabus**

Principles of editing; Editing; elements, precautionary measures and golden rules. Structure and organization of an editorial department; role of news editor, deputy news editor, chief sub-editor, shift in-charge and subeditor, qualities of a good sub-editor, Editing (a) Tele printer's copy (h) Reporter's Copy (c) Correspondent's copy (d) Stringer's / Liner's copy (e) an article (f) feature concept and principles of rewriting tele printers / reporters / correspondents / stringers / liners copy and news story received on telephone; interview-conversion of an interview into interpreted form, article and feature. Headlines : functions and types; headlining tele printer news story, reporter's news story or interview, correspondents news story or interview, stringer's liner's news story or interview, an article a feature. Intro: Purpose and types; ideal, conventional, quotation, question etc.



## B : Photojournalism

### **Course Outcome:**

Photo journalism is a particular form of journalism (collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. The combination of pictures with a written information has been coined in a new term i.e. photo journalism. Photo Journalism is distinguished form of photography.

Photography comes from two ancient Greek words i.e. Photo for light and graphy for drawing. In this subject student will learn more about photography like

- Landscape Photography
- Wildlife Photography
- Aerial Photography
- Sports Photography
- Portrait Photography
- Wedding Photography
- Fashion Photography

Other than this student will learn about the camera techniques i.e.

- About the lenses
- Aperture
- Shutter Speed
- Where and how to use Flash
- White balance

Other than these aspects, students will also learn about the framing and composition of photographs taken by a person which is known as Composition.

Composition is the placement of visual elements in a work of art, as distinct from subject of work. There are some elements of composition i.e.

- Rule of third: The rule of third or rule of thumb is a process of composing visual elements. The guide line proposes that the image shown be imagined into 9 equal parts by equally spaced 2 horizontal line and 2 vertical equally space lines. Compositional elements should be placed along with these lines or then intersections.
- Depth of Field: DOF is the amount of distance between the nearest and the furthest objects that appear in acceptably sharp focus in photography.
- Camera Angle: If the person picture should be larger than the camera should be keeping below the persons eye level. Similarly, taking a picture from above a person height also called top angle makes the person appear small.
- Balancing elements: While taking the picture the weight of the subject should be balanced by another object of lesser importance to fulfill the space.
- Leading Lines: There are different types of lines like straight, diagonal, curve, zigzag, radial etc and each line can be used to enhance own photos composition.

By learning this students will be learning techniques and principles of photography and photo journalism. Also they will be able to plan and create projects employing existing and emerging digital media formats. They will be able to exhibit effective leadership skills when working in multidisciplinary teams. Integrate knowledge of ethical and legal frameworks with effective business practices in dealings with clients, colleagues, suppliers and employees. Evaluate career opportunities based on knowledge of the industry and current trends. Apply project planning principles and processes in order to enhance business competitiveness. Incorporate a variety of networking skills in order to build and sustain a professional practice. Create a business plan to support the development and on-going operation of a photography business.

## **Syllabus**

Camera : types and parts, Lens : Different types of lenses : Normal, wide, Telephoto, Zoom, Fish eye lens, and Close up lens, Focal length, Aperture, Shutter Speed, Depth of field, focusing, Exposure, Exposure meter. Film: nature, Speed and types of film, Lighting: Different Light sources, electronic flash, shutter synchronization, lighting Principles. Composition: Basic elements of composition Rule of thirds, Visual perception, Print appreciation. Darkroom: Its Layout and equipments Chemicals: types and functions of Developer, HYPO. Marketing Negative: Exposing, developing, Defects in negatives and reasons of defects. Printing: Types of Printing paper, contact printing and projection printing glazing, washing of Prints. Photo editing: Basic elements of Photo editing enlarging, Reducing, Cropping, clubbing and grouping, photo editor, and photojournalist. Characteristics of News photo & feature photo Concept a development of photo-features. Principles of Caption Writing.

**Course Outcome:**

The objective of this course is to provide knowledge to the students about the various functions and concept of public relation. They will be able to assess the attitude of public towards organization. They will be able to apply tools and techniques for handling public through communication programs. The job of PR is to create a brand image and maintain transparency by designing strategies and policies for both the internal and external public. They will learn to use tools to promote good will of the organization. Because the public relations worker is often trying to reach larger audience, the printed word is an important tool for creating reports, newsletters, booklets, speeches, employee publications, shareholder reports etc. A sound clear style of writing that communicates effectively is must for public relation which they will learn and practice via this course. It will define and explain event management and its functions which are done to gain attention and acceptance of the organization. For this they require to learn how to plan and coordinate, pay attention to details, and prepare publicity reports. The skills of Public speaking are also required by a public relation officer which they will enhance through it. The course will explain the revenue generating process for an event.

**Syllabus:**

Definition of PR, distinguishing features of PR Communication; objectives and functions of PR; concept of publics; internal and external; The PR process : research, planning, communication and evaluation tools of PR

B : Advertising

**Course Outcome:**

On completion of the course students should be able to Define and explain advertising, its role and functions. They will know the difference between Publicity, Propaganda and Public opinion. They will be able to identify various

types of advertising: Commercial and Non-commercial advertising; Product and Consumer advertising; Classified and Display advertising; Public service and corporate advertising. The course will make student understand the key areas of advertising such as Advertising Process; Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing.

The course will provide understanding of various elements of advertising creative development such as Ad-headline, body copy- graphics and illustrations etc. They will gain knowledge about the principal components of visualisation, copy writing and copy formats for each kind of media such as print, radio, television and web. It will provide the basis for career choices in advertising. There are various steps involved in the process of a campaign which requires building strategy, creative development, developing the ad and testing the effectiveness of it. While designing a campaign one need to know the effects of advertising such as cultural values, economics, social and ethical issues of advertising for making it effective.

The advertising agencies are of various types and have different structure and management. The students will be having knowledge about the leading advertising agencies and its functions which will help them for better understanding of it in near future when they will be working as a part of the industry. They will also have knowledge about Advertising Agencies Association of India, The Advertising Standards Council of India.

At the end of this course, the students will be able to: Understand the role of advertising in marketing and the promotional mix; Identify the scientific and creative aspects of advertising as a business discipline; Explore the social, economic and ethical issues surrounding advertising in a free society; Work together and understand individual roles in taking a project from idea to implementation; Create solutions for ad strategies that are aligned with strong marketing plans; Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan; Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.

## **Syllabus**

Definition; communication and advertising; advertising vis-à-vis publicity, public relations and marketing, importance of trade marks and packaging in advertising.

Advertising media: Concepts of paid non-earner media and medium vehicle; characteristics: brief discussion on their application to newspapers, magazine television and out of home media.

Paper V : History of the Press, Translation and Film Journalism

A : History of the Press & Journalism

B : Film Journalism

## **PAPER V**

History of the Press, Translation and Film Journalism

A : History of the Press & Translation

### **Course Outcome**

History of media is deal with the components like Television, Radio, Web, Newspapers, Magazines, Films etc. where history of press is part of media. The First Media was developed in 16<sup>th</sup> century in Germany, where the first press was situated by Johann Guttenberg then later it was shifted to the Newspapers. In India Newspaper came in the name of “Announced” in 1776 then the complete scenario was started. In between this Magazines were started. Brahmnikal magazine, India today, Readers Digest etc started.

Hence this subject is very important for the student to make hierarchy on the field of history of media and students should make sure that the values lies between this form of media. On completion of the course students should be able to: Describe Indian Journalism in a pluralistic society; Enumerate the historical moments of print and broadcasting in India; Identify the contribution of press and broadcast in social communication

Understand typical conventions of technical and lab reports. Students will understand and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks. Students will be able to produce a set of documents related to technology and writing in the workplace and will have improved their ability to write clearly and accurately. Students will understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing. Write and edit clear, graceful, grammatically correct prose. The objective of the course is to familiarize the student with the evolution and use of language in different media; to familiarize the student with the theories and problems of translation; to train the student in media translation.

### **Syllabus**

Important developments in the history of the Indian press before and after independence; brief history of Hindi Press; significant developments in the growth of journalism in Madhya

Pradesh (with emphasis on prominent newspapers and personalities).Translation : Importance of Translation : Fundamental principles of translation; difference between translation, editing and précis writing, Translation of the following kinds of editorial matter: news story, features, articles, letter to the editor.

### **Film Journalism**

Film grammar, film history, variation in film production successive development of film, art language of films comes in the category of film aesthetics. Its history came with George Grifith and Maliece they give the language of films and the effects used in the film for audio and video. Ornamental language serves the writing skill of the beautiful film and also shows the creativity in the film. Art work is deals with the costumes, sets, production design, properties used and other in the film production. When we use the art or ornamental language, we use the aesthetic of film. At the end of this course, the students will be able to, 1. Learn the birth & Growth of cinema 2. Learn the elements & form of cinema 3. Learn how to write film appreciation

B : Film Journalism:

A short world history of world cinema, Indian Cinema, Film Language & Grammar, film institutions in India, Film & Television Awards, Film





## SEMESTER II

### **Mass Communication and Broadcast Journalism**

A : Mass Communication

#### Course Outcome

On completion of the course students should be able to: Explain the meaning of communication and why human beings communicate. Will be able to state how we communicate non-verbally and verbally. List and explain different types of communication. Discuss the meaning of self communication. Explain the importance of communication with others. Differentiate between Mass Communication and Mass Media. List various media of Mass Communication. List the main elements of speech personality. Explain the principles of writing to inform, report and persuade.

Theories and models of communication are very important subjects in relevance with the communication procedure and passing the information. Theory attempts to explain the production of information & how this information is transmitted, the method is use to convey the meaning. By learning communication theory, students will learn good communication skills and by skills they will learn good business. Good business gives them to how to thrive an organization.

#### **Syllabus**

Concept of selectivity, perception, exposure and retention.

Models-Agenda setting model, Lasswell Formula, Osgood and Schramms,

Uses and Gratification.

Introduction to some key issues-Free Flow, One way flow, Distortion of Contents, Cultural Alienation, Right to Communication, National Public Opinion.

#### **B: Broadcast Journalism**

After completion of course students will understand the organizational structure of broadcast media, can established them selves as program organizer, interviewer, Radio-TV feature writer, news reporter and anchor. Pass out can be successful program conductor at private radio channels like Radio *Mirchi*, FM

Radio etc. After completion of course can be placed in broadcast media organization like Akashvani and Doordarshan and also join Indian Information services. pass outs can use their talent in these sectors of broadcast media. A number of broadcaster are in search of qualified youth and course contents will help them for employment options and refining their professional skills. On completion of the course students should be able to : 1. Explain the salient features of TV as a medium 2. Describe the process of gathering news and report for TV. 3. List the stages of production of a video program 4. Describe the steps involved in editing of a video program

### **Syllabus**

AIR and Doordarshan: Organization and Programme Composition, News in news paper, radio and Television. Programming: News, features, interviews, group discussion and live coverage

## **Editorial writing and ethics and laws of the press**

A: Editorial Writing

### **Course Outcome**

On successful completion of the course :Students will be able to expanded their knowledge and understanding of the role of journalism in Indian society; Developed their professional writing and research skills as applicable to features journalism in print and online forms; Advanced their skills in critical reflection on professional practice; Further developed their professional communication skills; Analyze features of different non-fiction genres; Conduct research for a feature article; Develop a concept in the appropriate format for an identified market; Write articles in various non-fiction genres, creating original angles to story ideas appropriate to the target audience; Critically review other writers' work and provide constructive feedback; Acquire knowledge of writing and editing techniques; principles and practice of communication and writing for different audiences; emerging digital media and trends and developments in the publishing industry; Acquire and apply the skills to write works of fiction and non-fiction, edit professionally, create digital content, design print and web-based products, develop and manage writing and editing projects; Identify, analyze and reflect on relevant trends in writing and publishing in both local and international contexts; In-class lectures, which provide the framework for exploring different kinds of feature writing and developing your skills as a non-fiction writer.; Class exercises and activities designed to clarify course content and practice relevant skills; Writing workshops to assist development of writing techniques with feedback from peers and teacher independent research and study, working through the course requirements as presented in classes, online and through learning materials.

### **Syllabus**

The editorial page: Needs, Contents, Typography, Lay Out

Qualities and responsibilities of the editor and assistant editors.

Editorial policy: Concept, nature and applications

Editorial conference

Editorial: Definition, Types, Purpose and style of writing

Editorial comments, columns and special articles

Comparative study of edit page of local and national dailies

### **B: Ethics and laws of the press**

#### **Course Outcome:**

After completion of the course student will able to learn about introduction and development of press laws, Fundamental rights and directive principles, Difference between ethics and laws, Ethics of press.

Objectivity, sensation, secrecy, obscenity, Bribes/Gifts, accuracy and fairness, pre publication verification, caution against defamatory writing, public interest, comments against government, public sector undertakings and local bodies, critics of public figures and presentation in public function, right to privacy, caution against identification while reporting woman and child issues, interview and recording on phone, publication of proceedings of courts, legislature and assembly, critics of judicial proceedings, corrigendum, regrets, letters to editor, publication of indecency, communal conflicts, cast, religion and community, national interest is superior, investigative reporting, respect secrecy, cross commercialization, advertisement of prohibited material , Editorial and management relations, AIDS and Media. Elections issues, exit poles, traveling concessions to media person, media person and state guests, tax free imports of media related equipments.

#### **Syllabus**

Ownership and Newspaper control: Objectivity, responsibility and factors that interface with them.

Professional integrity: Yellow Journalism, Code of Ethics

Laws relating to the freedom of press

Salient features of following: Law of copy right, contempt of court, contempt of legislature, law of defamation, publication act, press and registration of books act, the working journalist act.

# GRAPHIC ARTS AND NEWSPAPER MANAGEMENT

## GRAPHIC ARTS

### Course Outcome

This curriculum is designed to enhance the student's ability to think critically about all media forms, to be able to design media solutions and to work with media development applications. By learning this subject students will learn about

- Website and Graphic Design: It is combine form and function on internet, creating websites that looks professional and private that provides clients with information they need to buy.
- Social Media Marketing: It is a type of platforms to enhance offline advertising, creating a branded message that is consistent in look and messaging.
- Online Storefronts: It is business online to the next level with a digital storefront, designed to make purchasing your product simple and seamless.  
So
- Mobile Website Design: It is providing mobile searchers with easy navigation and clear information.

In this subject students will learn about

- Establishing the page structure: A magazine or newspaper have fixed page structure. The page structure refers to the type page, the number of columns, column width.
- Designing the pages: These pages are relatively constant like the cover page. These include the content page, editorial page, letters page and the pages with features. These pages have fixed formats of pages or magazines are easy reading. Also with makeup of pages.
- Typographical policy: The most important consideration for selecting type faces for magazines is easy reading. Traditional magazines used fixed type faces and policy provided continuity.

Also student will learn about the

- Photo-editing: It is alteration of image to make it more beautiful, meaningful and attractive.
- Proof-reading: Editing and proof-reading are often neglected, but they are the crucial final stages of writing process.
- Typography: Typography is composition of readable and usually satisfying entity that works without the complete awareness of the readers.

There are some principles of design and graphics which students are learning in this subject

- Balance: The visual weight of the page must be in equilibrium. I.e. balance of verbal and visual content in a page.
- Contrast: It means use of two or more elements that are in different in each other. This difference could be in color, font, shape, shade.
- Proportion: It is concerned with comparative relationship in terms of length, size, and shape. The most common proportion of newspaper is 2:3 and 3:5.
- Harmony: Harmony states that the satisfaction of over all age group people must be equal. There must be news information for every age group.
- Rhythme: The news or the contents must be flawless. There should not be any obstacle while reading the newspaper or content. The rhythme or flow of the news should be maintained.

## **Syllabus**

Concept and objectives of graphic arts: Brief history of printing

Types : Parts, faces, font, series, point system, elements of good typography

Composition—machine, hand, monotype, linotype and image, type setting

Kind of Proofs, Proof reading symbols

Printing Process, Types of Press, Hand Press, Jobbing single cylinder, two cylinder and rotary.

Desk Top Publishing, Features and use, functioning of the printing department of newspaper.

## **NEWSPAPER MANAGEMENT**

### **Course Outcome**

At the end of the course the students will be in a position to understand and manage the newspaper organization. They will not only in a position to manage editorial department but also every single desk of a newspaper. Pass outs can also be successfully performed as Coordinator in organization.

### **Syllabus:**

Definition of Newspaper, Newspaper as an industrial product, it's unique features

Basic principles of management, their applications,

Concept of Ownership: It's effect on management, Fundamental problems of Newspaper management.

Newspaper organization: Editorial department, Advertising, Circulation, Marketing department Discussion of a few patterns referred in first and second press commission reports.



## **DEVELOPMENT COMMUNICATION AND CURRENT AFFAIRS**

### **DEVELOPMENT COMMUNICATION**

#### **Course Outcome**

Development signifies growth or change for the better in every aspect of a social process. It is a process of growth of a systems capability to cope with new, of progressive political, economic and social objectives. It is analysis of what must be done and deliberate training of men for new task and news ways of behaviour.

On completion of the course students should be able to: understand the concept of development. It will explain the indicators of development such as Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator.

They will understand development issues, particularly in Indian perspective. To understand the concept of development one need to know characteristics of developing countries. At the end of this course, the students will know about the theories & Paradigm such as Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication. It will develop the Concept Approaches of development communication - Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication.

The process of development is needed to be understood which will help them to plan and strategies the communication process for empowerment, participatory and sustainable development communication, and folk media as a tool for development. The course introduces the students to the issues of development and the specific role played by the media in development support communication.

#### **Syllabus**

Concept of Development: Issues and problems of development

Developing counties and their problems: Social, economic, cultural and rural.

Definition of development communication: Difference between communication and development communication, Rural communication and mass communication

Role of communication in agriculture, forestry, environment, family planning and health

## **CURRENT AFFAIRS**

### **Course outcome**

After completion of this course student will be able to learn about the current scenario in media platforms as well as how to think intellectually on debates and on public platforms.

Syllabus:

World affairs: Concept of different worlds, Super powers, Geo-politics, Imperialism and neo-imperialism

Balance of power, world organization including UNO, and military pacts, their form, action and objectives

Contemporary crisis affecting nations such as wars etc.

National affairs: unique features of India as one nation, nature of political and economical structure

Salient features of the planning process

Brief introduction to the political parties formation, objectives and problems

Election: Kinds, Conduct, and Problems

Sports: Brief introduction to some important events held at the world and national level.

## ***PUBLIC RELATIONS AND ADVERTISING***

### **PUBLIC RELATIONS**

#### **Course Outcome:**

The objective of this course is to provide knowledge to the students about the various functions and concept of public relation. They will be able to assess the attitude of public towards organization. They will be able to apply tools and techniques for handling public through communication programs. The job of PR is to create a brand image and maintain transparency by designing strategies and policies for both the internal and external public. They will learn to use tools to promote good will of the organization. Because the public relations worker is often trying to reach larger audience, the printed word is an important tool for creating reports, newsletters, booklets, speeches, employee publications, shareholder reports etc. A sound clear style of writing that communicates effectively is must for public relation which they will learn and practice via this course. It will define and explain event management and its functions which are done to gain attention and acceptance of the organization. For this they require to learn how to plan and coordinate, pay attention to details, and prepare publicity reports. The skills of Public speaking are also required by a public relation officer which they will enhance through it. The course will explain the revenue generating process for an event.

The student will understand the two broad roles of public relations: the technician role and the manager role. The technician role represents the craft side of public relations which involves writing, editing, taking photos, handling communication production, running special events and making calls to media. The manager role focuses on activities that help identify and solve problems of public. Public relation manger advices senior managers about communication need and are responsible for broad organizational results.

The course will give them the understanding of various laws and ethics involved in public relation so that they can strategically plan the effective communication process for the organization and public. At the time of crisis they will be knowing what all steps should be taken and be prepared for emergency crisis situation. For proper planning they will require a complete knowledge research required in the field of Public relation for understanding public opinion. They will gain knowledge about how to maintain media relation, employee communication, community relations, consumer relation and marketing and investor relations.

The course will make them ready to practice relations with government via public affairs. The students will have an understanding of working culture in non profit organization and how they maintain their relation with their public. It will explain them how to handle corporate public relation and issues in public relations like crisis communication, social media and global advances.

## Syllabus

Public opinion and PR: Concept of public opinion, factors influencing public opinion, opinion leaders and flow of opinion, persuasion and public opinion

Definition and uses of persuasion: Factors in persuasive communications,

Features of PR publicity and PR advertising, Salient features of PR in industry, government and educational institutions

## **ADVERTISING**

### **Course Outcome:**

On completion of the course students should be able to Define and explain advertising, its role and functions. They will know the difference between Publicity, Propaganda and Public opinion. They will be able to identify various types of advertising: Commercial and Non-commercial advertising; Product and Consumer advertising; Classified and Display advertising; Public service and corporate advertising. The course will make student understand the key areas of advertising such as Advertising Process; Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing.

The course will provide understanding of various elements of advertising creative development such as Ad-headline, body copy- graphics and illustrations etc. They will gain knowledge about the principal components of visualisation, copy writing and copy formats for each kind of media such as print, radio, television and web. It will provide the basis for career choices in advertising. There are various steps involved in the process of a campaign which requires building strategy, creative development, developing the ad and testing the effectiveness of it. While

designing a campaign one need to know the effects of advertising such as cultural values, economics, social and ethical issues of advertising for making it effective.

The advertising agencies are of various types and have different structure and management. The students will be having knowledge about the leading advertising agencies and its functions which will help them for better understanding of it in near future when they will be working as a part of the industry. They will also have knowledge about Advertising Agencies Association of India, The Advertising Standards Council of India.

At the end of this course, the students will be able to: Understand the role of advertising in marketing and the promotional mix; Identify the scientific and creative aspects of advertising as a business discipline; Explore the social, economic and ethical issues surrounding advertising in a free society; Work together and understand individual roles in taking a project from idea to implementation; Create solutions for ad strategies that are aligned with strong marketing plans; Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan; Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.

## Syllabus

Advertising design : Importance, trends, vocabulary and basic principals

Advertising agencies : Concept, functions, departmental structures, role of account executive

Advertising campaign: Concept as marketing tool, Definition introduction and interconnection between and marketing

Concept of scheduling

Advertising testing: Importance, concept of pre testing, and post testing, testing methods

Ethics of advertising : need and issues related to ethics and code



**SCHOOL OF JOURNALISM & MASS COMMUNICATION**

**DEVI AHILYA VISHWAVIDYALAYA, INDORE**

**B.A. Journalism & MASS COMMUNICATION**

**Semester I (Total Credits 30)**

BAM101 English

BAM102 Hindi

BAM103 Introduction to mass communication

BAM 104 Economic Developments & Planning in India

BAM105 History of Media

BAM106 Photo Journalism

Viva-voce

**PAPER I**  
**ENGLISH**

**Course Outcome:**

**Syllabus:**

**Unit 1**

English Text Book (Prescribed) 20  
Que. Ans. and annotation

**Unit 2**

- A. Grammar: Tenses, modals, Infinitive, Parts & Speech, Active/Passive Voice,  
Direct/Indirect speech 10
- B. Communication skills 10

**Unit 3**

Comprehension 20  
Note Making

**Unit 4**

Creative Writing 20  
Paragraph, Article, Report, Letters to Editor, Business letters

**Unit 5**

Language of newspaper 20  
Editing Omission, Jumbled words  
Correction of sentences.



## PAPER II

### HINDI

#### Unit 1

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\*fgUnh BaaYaa dh fodkl ;k=k

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#### Unit 2

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#### Unit 3

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#### Unit 4

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#### Unit 5

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\*izeq[k iqLrdsa

ifjYd`r fgUnh O;kdj.k& cnjhukFk diwj

fgUnh BaaYaa dh /ofu lajpuk& HkksykukFk frokjh

fgUnh p`iSaxa.k& MkW- jkeiey ikaMs

lapkj ek;/eksa eas fgUnh& panz dqekj

vk/kqfud tulapkj vkSj fgUnh& izks- gfjeksgu

fgUnh BaaYaa vrhr ls vkt rd& MkW- fot; vxzoky  
fgUnh jpuk vkSj iz;ksx Hkkx 1& izks- x.ks'knRr f=ikBh  
fgUnh O;kdj.k vkSj jpuk& MkW- vtqZu frokjh

### **PAPER III**

#### **INTRODUCTION TO MASS COMMUNICATION**

##### **Course Outcome:**

On completion of the course students should be able to: Explain the meaning of communication and why human beings communicate. Will be able to state how we communicate non-verbally and verbally. List and explain different types of communication. Discuss the meaning of self communication. Explain the importance of communication with others. Differentiate between Mass Communication and Mass Media. List various media of Mass Communication. List the main elements of speech personality. Explain the principles of writing to inform, report and persuade.

Know the types of communication and gain knowledge on the various attributes of media and mass communication. Understand and use effectively the various models of communication and the techniques used in communication.

On completion of the course the student should be able to: understand the importance, functions & scope of communication and media. Describe the growth and development of communication and media. Understand the periodic changes in the media.

##### **Syllabus:**

###### **Unit-I**

Fundamentals of Communication. Meaning of communication, features, importance, patterns, Techniques of communication: formal/ informal, verbal/written, downward & upward. Barriers of communication, Essentials of communication, 7 C's of communication, Factors affecting process of communication.

###### **Unit-II**

Process of Communication. Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback).

### **Unit-III**

Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.

### **Unit-IV**

Oral Communication. Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews, preparation with reference to welcome, introduction and thanks.

### **Unit-V**

Listening skills: Listening, types of listening, barriers to listening, effective listening skills. Reading skills: Model of reading to learning, reading tactics and strategies, reading purposes – kind of purposes and associated apprehensions, reading for meaning, reading outcomes. Mass media and modern society, Mass media and democracy.

### **Suggested Readings:**

- 1.Communication C.S. Rayadu, Himalaya Publishing House, Mumbai)
- 2.Perspective Human Communication, Aubrey B Fisher, (Macmillan Publishing Co. New Delhi)
- 3.Communication-concepts & Process Joseph A Devito
- 4.Lectures on Mass Communication, S Ganesh
- 5.The Process of Communication, David K Berlo
- 6.Communication Facts & Ideas in Business L. Brown (Prentice Hall)
7. Business Communication - K.K.Sinha (Galgotia Publishing Company)
8. Communication – Asha Kaul (Prentice Hall India)
9. Communication – C.S.Rayadu (Himalaya Publication)

## **PAPER IV**

### **ECONOMIC DEVELOPMENT & PLANNING IN INDIA (GENERIC)**

#### **Course Outcome:**

Economic Development is the process in which a nation improves the economic, political and social well being of its people. The processes in which the country becomes wealthier, healthier, better educated and have greater access to good quality housing. Students will learn the basic concepts and techniques of economic growth and development. There are four main factors that influence economic growth within a country. Land i.e. natural resources, Human Capital and Physical Capital.

By learning this subject Students will particularly learn about

- Leadership
- Business Outreach Retention
- Strategic Planning
- New Business Attraction

Before knowing what economic development is, a student must know what economic growth is. So when we talk about economic growth it means it is expansion of the national income of any country i.e. the production is increasing in a particular time being comparatively time duration. In all economic growth is result oriented imagination. If student has started their own start up then economic growth creates more profit for business. As a result, stock prices rise. That gives company's capital to invest and hire more employees. As more jobs are created income rises.

Economic Growth is measured by GDP i.e. Gross Domestic Product. GDP is a domestic measurement because it measures only that is been produced in the

country. And so the country is producing their own goods and services to increase their GDP.

So the economic development is to get long term growth in the nation income. The objectives of economic development are:

- Increasing national income
- Changes in economic structure
- Lifestyle i.e. standard of the living of the public
- Their tradition
- Change in the vision
- Increasing the production of the country
- Development of the human being

When we talk about Planning in India, Planning mean Increase in income and control in expenses. The efforts which are done to achieve objectives of future are known as Planning. Usually a person thinks about future in two ways i.e.

- To fulfill the desire
- He wont face any problem in future

And if we talk in the context of our country then planning means economic planning. Usually the proper utilization of resources i.e. available in the country is called economic planning. There are some rational of planning like:

- Limitations of Market
- Need of Social Justice
- Resources mobilization & allocation in the context of over all development programs.

In this subject student will learn about the country economic development and economic growth and how economic planning is being done by our country.

## **Syllabus:**

### **Unit-I [Economic Fundamentals]**

1. Meaning of economy - Market, command and mixed economy
2. Impediments to development
3. Nature of Indian economy
4. Public sector in economic development

5. Economic planning in India: Objectives, centralized V decentralized planning, features of a planned economy
6. Privatization wave in the world and attempts at privatization in India
7. GDP as indicator of development
8. Infrastructure development, reforms in various sectors

### **Unit-II Economic development Theories**

Rostow's Stages of Growth, The Harrod-Domar Growth Model, The Lewis Theory of Development, The International-Dependence Revolution, The False-Paradigm Model, The Dualistic-Development Thesis, Supply and Demand (Invisible Hand), Keynesian Economics, Neo-Malthusian (Resource Scarcity) Marxism, Market Socialism, New Trade Theory

### **Unit-III [Financial Sector]**

1. Indian Financial System : An overview
2. RBI, Public Sector, Private, Cooperative and Regional Rural Banks
3. Reforms in banking sector
4. SEBI and Capital Market Reforms
5. Inflation and monetary policy
6. Foreign Exchange Reserve – its importance and use

### **Unit-IV [Revenue and Taxation]**

1. Different sources of revenue for public sector
2. Classification of taxes, Tax Reforms
3. New Economic Policy
4. VAT – The concept and implementation
5. The economic content of common minimum programme
6. An overview of budget – expenditure (Pay Commission, Finance Commission) and revenue
7. Disinvestment policy

### **Unit V [Foreign Trade]**

1. Importance of foreign trade for a developing economy, Composition and direction of India's Foreign Trade
2. BOP and new economic reforms of 1991
3. Export-Import Policy, FDI and FII policy in India

**Economic Development Reading List (kindly provided by Professor Alan McGregor, University of Glasgow)**

The best general texts are:

- Blair, J.P. (1995) *Local Economic Development*.
- Blakely, E.J. and Bradshaw, T.K. (2002). *Planning Local Economic Development: Theory and Practice*.
- Malecki, E.J. (1997) *Technology and Economic Development*. Longman

### ***The Context for Local Economic Development***

Blakely, E.J. and Bradshaw, T.K. (2002). *Planning Local Economic Development: Theory and Practice*, pp. 39-51, Sage Publications, London.

H.M. Treasury (2001). *Productivity in the UK: 3 – The Regional Dimension*, Ch. 1.

Porter, M. and Ketels, C. (2003). *UK Competitiveness: Moving to the Next Stage*, DTI Economics Paper No. 3., DTI/ESRC, London, Ch. 2.

The Economist (1997). *1897 and 1997: The Century The Earth Stood Still*, The Economist, December 20<sup>th</sup>, pp. 77-79.

### ***Theoretical Perspectives on Local Economic Development***

Bartik, T.J. (1990). 'The Market Failure Approach to Regional Economic Development Policy', *Economic Development Quarterly* Vol.4, pp. 361-370.

Bingham, R.D., and Mier, R. (eds.) (1993). *Theories of Local Economic Development: Perspectives from Across the Disciplines*, Sage Publications, Ch. 2.

Blakely, E.J. and Bradshaw, T.K. (2002). *Planning Local Economic Development: Theory and Practice*, Sage Publications, Ch. 3.

Porter, M. (1998). *On Competition*, Harvard Business School Press, Ch. 7.

### ***Innovation, Technology and the New Economy***

Botham, R. (1999). *Promoting Innovation: A Briefing Paper and Issues for Discussion*, TERU, University of Glasgow.

Kay, J. (2001). 'What Became of the New Economy?', *National Institute Economic Review*, No. 177.

Morgan, K. (1997). 'The Learning Region: Institutions, Innovation and Regional Renewal', *Regional Studies*, 31, 5.

Philpott, J. (2000). *The New Economy*, EPI Economic Report 14, 8.

Stockdale, B. (2002). 'UK Innovation Survey 2001', *Economic Trends*, 580, March.

### ***Education, Training and Human Resource Development***

Campbell, M. (2002). *Learn to Succeed: The Case for a Skills Revolution*, Policy Press, Ch 4.

DfES (2003). *Developing a National Skills Strategy and Delivery Plan: Underlying Evidence*, The Stationery Office.

HM Treasury (2002). *Developing Workforce Skills: Piloting a New Approach*, HM Treasury.

Machin, S. and Vignoles, A. (2001). *The Economic Benefits of Training to the Individual, the Firm and the Economy: The Key Issues*, Centre for the Economics of Education.

### ***Dynamics of Labour Markets***

Adnett, N. (1996). *European Labour Markets*, Longman, Chapter 2.

Dickens, R., Wadsworth, J. and Gregg, P. (Eds.) (2001). *The State of Working Britain – Update 2001*, Centre for Economic Performance, London School of Economics. Chs. 1 and 8.

HM Treasury (2003a). *A Full Employment Strategy for Europe*.  
HM Treasury (2003b). *Full Employment in Every Region*.

### ***Developing the Business Base***

Burns, P. (2001). *Entrepreneurship and Small Business*, Palgrave Publishers, Ch 1.  
Ernst and Young (2003). *European Investment Monitor 2003 Report*, Ernst and Young International Location Advisory Service.  
Pain, N. (2001). 'Inward Investment: Closing the Productivity Gap within the UK.' *New Economy*, September.  
Smallbone, D., Wyer, P. (2000). 'Growth and Development in the Small Firm' in Carter, S. and Jones-Evans, D. (eds). *Enterprise and Small Business: Principles, Practice and Policy*, Pearson Education.

### ***Creating Competitive Places***

Ashworth, G.J. and Voogd, H. (1994). 'Marketing and Place Promotion' in Gold, J.R. and Ward, S.V. (eds.) (1994) *Place Promotion: The Use of Publicity and Marketing to Sell Towns and Regions*, Wiley, Chichester, pp.39-52.  
Bailey N., with Barker, A. and MacDonald, K. (1995). *Partnership Agencies in British Urban Policy*, UCL Press, London, Ch.2, pp.5-37.  
Begg, I. (1999). 'Cities and Competitiveness', *Urban Studies*. 36 (5-6) pp.795-809.  
Gibb, K. et al. (2002). 'The Property Sector and Its Role in Shaping Urban Competitiveness: a Selective Review of Literature and Evidence' in Begg, I. (ed.) (2002), *Urban Competitiveness: Policies for Dynamic Cities*, The Policy Press, pp. 81-100.

### ***Tackling Economic Exclusion***

HM Treasury (1999). *Tackling Poverty and Extending Opportunity*.  
McGregor, A. et al. (2003). *Developing People – Regenerating Place: Achieving Greater Integration for Local Area Regeneration*, Joseph Rowntree Foundation.  
Social Exclusion Unit (2001). *Preventing Social Exclusion*, Chapters 1 – 6.  
Stewart, M. et al. (2002). *Collaboration and Coordination in Area-Based Initiatives*, Neighbourhood Renewal Unit and Regional Coordination Unit, ODPM, Sections 1, 2 and 9.

### ***Promoting Sustainable Economic Development***

Chatterton, P. (2002). "Be Realistic: Demand the Impossible. Moving Towards Strong Sustainable Development in an Old Industrial Region". *Regional Studies*, July.  
Lovins, A. et al. (1999). 'A Road Map for Natural Capitalism', *Harvard Business Review*, May-June. Online: [www.rmi.org/images/other/HBR-RMINatCap.pdf](http://www.rmi.org/images/other/HBR-RMINatCap.pdf).  
Pretty, Jules (1998). *Sustainable Development for Local Economies*, Centre for Environment and Society; University of Essex.

### ***Policies and Agencies for Economic Development***

Blakely, E.J. and Bradshaw, T.K. (2002). *Planning Local Economic Development* (3<sup>rd</sup> Edition), Sage, Ch 12.  
Scottish Executive (2004). *A Smart Successful Scotland*, Edinburgh.



## PAPER V

### BAM105-HISTORY OF MEDIA

#### Course Outcome:

History of media is deal with the components like Television, Radio, Web, Newspapers, Magazines, Films etc. where history of press is part of media. The First Media was developed in 16<sup>th</sup> century in Germany, where the first press was situated by Johann Guttenberg then later it was shifted to the Newspapers. In India Newspaper came in the name of “Announced” in 1776 then the complete scenario was started. In between this Magazines were started. Brahmnikal magazine, India today, Readers Digest etc started.

- Print Media or Press in continuously important by the days. Now in india more than 500 newspapers or magazines are publishing. In History of Newspaper, the Indian Political leaders like Mahatma Gandhi, Jawaharlal Nehru, Dr. B. R. Ambedhkar, Baal Gangadhar Tilak, Lala Lajpat Rai, Abdul Kalam Azzad etc have their own newspaper & magazines this are Young India, Nayak, Searchlight, Kesari, National Herald etc are involved.
- Hence the Value of Print/ Press is always Remarkable and Posses the Value of Information in the Name of Newspaper. This subject is deals with the history, geography and sociology of newspaper and magazines. Every and each student should learn the background of Newspaper and Magazines.
- Radio was started before Television, in 1921 Radio stations was started in Pennynslvia then it is shifted to all over the world. In india radio was setup in Calcutta first in 1923, after that Mumbai, Jalandhar, Lahore, Ladhak , Trivannantapuram, Chennai.
- TV was started by Germany as well as America. Philips was the first company who brought TV in India. Colour Tv came in 1984 and started telecasting Asian Games. Nowadays the Internet TV, TV Dish, Education Tv has started. In todays world public use to operate web for their Gratification and Use.

Hence this subject is very important for the student to make hierarchy on the field of history of media and students should make sure that the values lies between this form of media. On completion of the course students should be able to: Describe Indian Journalism in a pluralistic society; Enumerate the historical moments of

print and broadcasting in India; Identify the contribution of press and broadcast in social communication

## **Syllabus:**

### **Unit 1**

\* The Birth of Journalism in India

\*Important development in the History of the Indian Press before and after independence (in Brief)

### **Unit 2**

\* History of Hindi Journalism

\*Main News Papers, magazines & Personalities

### **Unit 3**

\* The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities)

### **Unit 4**

\* Development of News agencies in India

\* Changing role and nature of the Press

### **Unit 5**

\*Inception, growth and future of electronic media

\*International Electronic Media

\*National, State level & Local Electronic Media

## **Suggested Readings:**

1 Role of Press in the Freedom Movement. (Motilal Bhargav)

2.Journalism in India. (RangaSwamy ParthSarathi)

3.History of Journalism in India (J. Natrajan)

4.Battle for Freedom of the Press in India.(K..S.Padhy)

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15- -Modern Journalism & Mass Communication (Dr. Baldev Raj Gupta)

16. Modern Journalism issues & Challenges (Swati Chouhan)

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## PAPER VI

### PHOTO JOURNALISM

#### **Course Outcome:**

Photo journalism is a particular form of journalism (collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. The combination of pictures with a written information has been coined in a new term i.e. photo journalism. Photo Journalism is distinguished form of photography.

Photography comes from two ancient Greek words i.e. Photo for light and graphy for drawing. In this subject student will learn more about photography like

- Landscape Photography
- Wildlife Photography
- Aerial Photography
- Sports Photography
- Portrait Photography
- Wedding Photography
- Fashion Photography

Other than this student will learn about the camera techniques i.e.

- About the lenses
- Aperture
- Shutter Speed
- Where and how to use Flash
- White balance

Other than these aspects, students will also learn about the framing and composition of photographs taken by a person which is known as Composition.

Composition is the placement of visual elements in a work of art, as distinct from subject of work. There are some elements of composition i.e.

- Rule of third: The rule of third or rule of thumb is a process of composing visual elements. The guide line proposes that the image shown be imagined into 9 equal parts by equally spaced 2 horizontal line and 2 vertical equally space lines. Compositional elements should be placed along with these lines or then intersections.
- Depth of Field: DOF is the amount of distance between the nearest and the furthest objects that appear in acceptably sharp focus in photography.
- Camera Angle: If the person picture should be larger than the camera should be keeping below the persons eye level. Similarly, taking a picture from above a person height also called top angle makes the person appear small.
- Balancing elements: While taking the picture the weight of the subject should be balanced by another object of lesser importance to fulfill the space.
- Leading Lines: There are different types of lines like straight, diagonal, curve, zigzag, radial etc and each line can be used to enhance own photos composition.

By learning this students will be learning techniques and principles of photography and photo journalism. Also they will be able to plan and create projects employing existing and emerging digital media formats. They will be able to exhibit effective leadership skills when working in multidisciplinary teams. Integrate knowledge of ethical and legal frameworks with effective business practices in dealings with clients, colleagues, suppliers and employees. Evaluate career opportunities based on knowledge of the industry and current trends. Apply project planning principles and processes in order to enhance business competitiveness. Incorporate a variety of networking skills in order to build and sustain a professional practice. Create a business plan to support the development and on-going operation of a photography business.

## **Syllabus:**

### **Unit 1**

1-Meaning and Definition of photography

2-History of photography

- 3-Photojournalism and Importance
- 4-Tools of photography
- 5-Types of Camera ( Traditional & Digital )
- 6-Parts of Camera ( body and Lens )
- 7-Camera Control ( Shutter, Aperture, ISO,Focus etc )
- 8- Practical

## **Unit 2**

- 1-Types of FILM
- 2-Developing and printing (Black and White & Colour )
- 3- Types of paper ( B/W and Colour )
- 4-Branches of photography
- 5-Practical

## **Unit 3**

- 1-About Digital Photography
- 2-Digital Camera And Lens
- 3-Printing of Image (Photographic paper, Thermal Paper , Inkjet & Other )
- 4-Practical

## **Unit 4**

- 1-Flash Gun And Types of flash gun
- 2-Flash Photography
- 3-Different types of light and Its Uses
- 4How to take a good picture
- 5-Practical

## **Unit 5**

- 1-Post Processing (Photo editing Cropping Correction etc )
- 2-Final Finish before PRINTING
- 3-Uses of Printer, Scanner, Pen Drive , CD & DVD Burning etc
- 4-Practical

## **Suggested Readings:**

- 1-An Introduction to Photo Journalism(Hick & Wilson)
- 2-Photo Journalism-The Visual Approach (Hoy.Feank P)
- 3-Digital Photoraphy (Mukesh Shrivastava )
- 4-Photo patrikarita (Gulab Kothari)

## **Semester II (Total Credits 30)**

BAM 201 Communicative English

BAM202 Hindi

BAM203 Writing for mass media

BAM204 Theories & models of communication

BAM205 Introduction to general psychology

BAM206 Public Administration

# Communicative English

## Objectives

The students should be able to

1. identify parts of speech , use tenses, and use correct and standard English ( R. P. English)
2. Improve their language skills (Listening, speaking, writing and reading)
3. Develop telephone communication skills
4. Develop communicative competence.
5. Express effectively

## Pedagogy

The teaching practice involves the use of visual, aural and print matter. The various modes are :

News paper , articles from different kinds of magazines, podcasts etc.

## Speaking skills

1. Understanding the communication
2. Greeting and introducing
3. Making request
4. Asking for and giving permission
5. Offering help
6. Giving instructions and direction

## Listening Skills

1. Informational Listening ( Listening to Learn)
2. Critical Listening ( Listening to Evaluate and Analyse)
3. Empathetic listening (Listening to Understand Feeling and Emotion)

## Writing skills

1. Developing a paragraph
2. Types of paragraph
3. Writing functions : - A ) invitation b) disagreement c) refusal d) asking for direction d) giving direction

## Reading skills

Different kinds of reading

Skimming b) scanning c) extensive reading d) intensive reading.

## Telephone skills



## Understanding telephone communication

1. Handling calls
2. Leaving message
3. Making requests
4. Asking for and giving information
5. Giving instructions

## **Grammar**

1. Subject verb agreement
2. Tenses
3. Prepositions
4. Articles

## **Vocabulary**

### SUGGESTED BOOKS

- 1) English usage – Michel swan
- 2) Basic communication skills – P .Kiranmai Dutt
- 3) Developing reading skills – Deanne Milan
- 4) English grammar – Wren and Martin
- 5) Keep talking – Frederike Klippel \

व्यक्ति द्वारा क्तिक्त्तिन्न रूपों में बरती जाने िाली िाषा क्तिज्ञाक्तनयों ने स्थूल रूप से सामान्य और प्रयोजनमूलक इन दो िागो में क्तििि ककया है ।

प्रयोजनमूलक हहिंदी से तात्पयय हहिंदी के क्तिज्ञान, तकनीकी, क्तिक्ति, सिंचार णििं अन्य गक्ततक्त्तियों में प्रयुि होने िाली हहिंदी से है । हहिंदी केिल साक्तहत्य की िाषा ना रहे बक्तकक जीिन के क्तिक्तिि क्षेत्रों में प्रिािी रूप में प्रयुि हो । पत्रकाररता को केिल हहिंदी साक्तहत्य तक सीक्तमत ना रखकर हहिंदी के क्तिक्तिि आयामों से पररक्तचत कराना ही पाठ्यक्रम का उद्देश्य है ।

इकाई एक – पकलिन, सिंक्षेपण को पाठ्यक्रम में रखने का उद्देश्य क्तििार्थययों को समाज के प्रत्येक पहलू की गहनता तथा सूक्ष्मता से अध्ययन, क्तिस्तार से हचिंतन तथा गागर में सागर समाने की क्षमता को क्तिक्तसत करना है । पत्रकाररता में कम शब्दों में अक्तिकता को सिंप्रेक्तषत करना सबसे बडा गुण है, इसी गुण को अभ्यास के माध्यम से उनकी प्रिक्तत में समाक्तहत करना ही मूल उद्देश्य है । सिंक्ति और समास के माध्यम से क्तिद्यार्थययों में शाक्तब्दक सिंरचना की समझ क्तिक्तसत होगी ।

इकाई दो – शब्दािली, मुहािरें अथिा कहाितें, क्तिलोम शब्द णििं समानाथी शब्दों के द्वारा क्तिद्यर्थययो में ज्ञान के साथ - साथ शाक्तब्दक ििंडार बढेगा । मुहािरें तथा कहाितों के माध्यम से अथय तथा िाक्यों में प्रयोग करना सीख पाणेंगे । प्रारूप लेखन – शासकीय ि अियशासकीय पत्रों का दैक्तनक जीिन में व्ियाहररक रूप में िी प्रयोग करने में क्तिद्यर्थययो को की क्तहचककचाहट ना हो तथा िे आत्मक्तिश्वास के साथ पत्र लेखन का क्तडक्तजटल तथा कागज़ी रूप में प्रयोग कर पाणेंगे ।

इकाई तीन – पयाययिाची शब्द, तत्सम शब्द – तद्धि शब्द, शब्द युग्म के माध्यम से शब्दों का पयायय,क्त्तिक्त्तिन्न स्िरुप तथा उसका प्रयोग करना सीख पाएँगे । अपरित गद्यािंश से उक्तचत शीषयक का चयन, उक्तचत जिाब देने के साथ – साथ क्तिक्त्तिन्न प्रक्ततयोगी परीक्षाओं के क्तलए प्रत्यक्ष – अप्रत्यक्ष रूप से क्तिद्यार्थी तैयार हो पाणेंगे ।

इकाई चार – किराम कचन्ह, प्रकृतिदन, अनुिाद और कनबिंि लेखन के माध्यम से हहिंदी के क्तिक्त्तिन्न स्िरूपों से क्तिद्यार्थी अिगत हो पाएंगे साथ ही क्तिक्त्तसत िारत के साथ कदम से कदम क्तमलाने के क्तलए एक से अक्तिक िाषा को जानने का प्रयास अनुिाद के माध्यम से कर पाएंगे | किराम कचन्ह के द्वारा िाक्यों में पूणय किराम, अकप किराम,अिय किराम, कोष्ठक आकद का महत्त्ि एििं प्रयोग सीख पाएंगे | िूत तथा ितयमान की क्तिशेष घटना, प्रसिंग या क्तिषय के प्रमुख कायो के क्रमबद्ध क्तिरिण की अक्तिव्यक्ति प्रकृतिदन के माध्यम से सीख पाएंगे | क्तिद्यार्थययों के क्तिचारों एििं व्यक्ति को क्तनबिंि के माध्यम से और क्तनखारा जाएगा |

## lanHkZ xzaFk सूची

- प्रयोजनमूलक हहिंदी, मध्यप्रदेश हहिंदी ग्रिंथ अकादमी, िोपाल
- हहिंदी िाषा सिंरचना, मध्यप्रदेश हहिंदी ग्रिंथ अकादमी, िोपाल
- देिनागरी क्तलक्त्तप तथा हहिंदी ितयक्त्तनका मानकीकरण, केन्त्रीय हहिंदी क्तनदेशालय, मानि सिंसािन क्तिकास मिंत्रालय, िारत सरकार
- सामान्य हहिंदी, सिंपादक चिंचल जैन, महािीर पक्त्तब्लशसय एण्ड क्तडस्त्रीब्यूटर, इिंदौ

## PAPER III

### WRITING FOR MASS MEDIA

#### Course Outcome:

A long time ago, when man was entering into civilization, he wanted to intimate nature. Human beings lived in caves. The inside wall of the caves provided him a big canvas. Man collected natural dyes from the jungle and painted the cave-walls. The early drawings of man included things that he saw or did. These included scene of hunting, scenes of merry making and mostly scenes of daily chores.

Writing for Mass Media is all about creativity. Students will reveal their creativity by writing or putting his or her feelings into the events which are going in surroundings. Writing for Mass Media enlightens students and take them into the new plane. By learning mass media they will go through the basic fundamentals and working in Media Houses.

Students will learn the following points by this subject:

#### To Inform

- To inform audience about some thing
- To get audience understand how certain things are done
- To let audience learn about something
- The purpose of Writing for Mass Media is that student will achieve excellence in expository writing & will become analytical in his or her approach. In these days of media explosion, having good writing skills is must in a media student and so Writing for mass media will give them. They will learn all the techniques of writing of writing features, news story, articles, and news heading, sensational news, breaking news and all the content which is required for a newspaper, magazine, blogs and news scripts.
- 
- By learning Writing for Mass Media students will be able to create his own imagination and individual vision. For Example: What are the reasons of downfall of Shivraj Singh Chouhan? And what are the reasons of Kamalnath government in Madhya Pradesh? This type of practical example make students more capable and more energetic as by this they will come to know the how to write a article, feature or a news story.

- Writing for Mass Media also gives students an exposure on reality front in both perspective inside as well as outside also student will become a successful communicator. Also student will become a content marketer like this subject will frame their own stories with creative writing and can discover their own voice and style. On the other hand student will also learn how to demonstrate an awareness of journalism as an ethical practice. Content writing works for preparation for an entry-level position in the profession through a portfolio exhibiting their work. This course teaches the learner the writing and editing skills required for reporting across media platforms. It deals with the purpose, process and technique of writing for the mass media. It also deals with translation skills required for news Topics include news judgment and developing story ideas, news gathering, including interviewing, observation and other research techniques and methods of ensuring accuracy, and writing basic news and feature stories (story structure, narration Techniques, and the use of quotations).



#### To Entertain

- To entertain audience
- To get audience to pay attention to some thing or issue
- To arouse the interest of audience in something new

#### To Stimulate

- To reinforce audience's believe in something
- To inspire audience
- To revitalize audience's attitudes about something

#### To Convince

- To make audience believe in something
- To make audience stop believing in something
- To change the attitude of audience towards some things or issue

The purpose of Writing for Mass Media is that student will achieve excellence in expository writing & will become analytical in his or her approach. In these days of media explosion, having good writing skills is must in a media student and so Writing for mass media will give them. They will learn all the techniques of writing of writing features, news story, articles, and news heading, sensational news, breaking news and all the content which is required for a newspaper,

magazine, blogs and news scripts. By learning Writing for Mass Media students will be able to create his own imagination and individual vision

This type of practical example make students more capable and more energetic as by this they will come to know the how to write a article, feature or a news story. Writing for Mass Media also gives students an exposure on reality front in both perspective inside as well as outside also student will become a successful communicator. Also student will become a content marketer like this subject will frame their own stories with creative writing and can discover their own voice and style.

### **Syllabus:**

#### **Unit 1**

- \*Introduction to Writing
- \*Historical background
- \*Elements of language
- \*Fundamentals of Writing

#### **Unit 2**

- \*Characteristics of good Writing
- \*Lucidity & Directness
- \*Credibility & Objectivity
- \*Forms of Writing& Essay, Poetry, Feature, Articles, Novels.

#### **Unit 3**

- \*Structure of Writing: Content selection, Focus, Conclusion, Presentation, Introduction, Body, and Conclusion
- \*Writing Style
- \*Translation

#### **Unit 4**

- \*Art in Writing
- \*Art Symbols
- \*Situations
- \*Aesthetics Sense

#### **Unit 5**

- \*Data use & handling
- \*Preparing Glossary & Index
- \*Bibliography

## Paper IV

### Theories & Models of Mass Communication

#### Course Outcome:

Theories and models of communication are very important subjects in relevance with the communication procedure and passing the information. Theory attempts to explain the production of information & how this information is transmitted, the method is use to convey the meaning. By learning communication theory, students will learn good communication skills and by skills they will learn good business. Good business gives them to how to thrive an organization.

By learning communication theory, students can learn the fields of

- Information through mathematics and flow chart: Through communication theories information is broadcasted and flow charts are the easiest way of understanding.
- Structural and functional theories which believe that social structures are real & observed by objectivity: Through structural and functional theories students will come to know about what is going in a society.
- Process of information which led's to desirable outcome: When we broadcast some information, it always gives outcome and that is very easy for student to understand.
- Human Communication process i.e. SMCR (Sender, Message, channel, Receiver): human communication process is very well known by everyone and there are four basic aspects of human communication i.e sender, message, channel, and receiver.

#### Models of Communication

Models of communication refer to the conceptual model used to explain the human process. There are so many types of model which broadcast information are as follows: Linear Model: It is one way model to communicate with others. It consists of the sender encoding a message and challenging it to the receiver in the presence of noise. It displays no feedback from the receiver. Interactive Model: It is two linear model stacked on the top of the each other. There is feedback but it is not simultaneous.

- Transactional Model: It is the most effective communication both for communicators share the same meaning of the message.

By learning communication models, student will learn traditional thinking and stereotyping and also on human communication.

## PAPER V INTRODUCTION TO PSYCHOLOGY

### Course Outcome:

Psychology is the academic and applied study of the human mind and behavior. The course is primer, meant to provide substantive content through which to understand the human condition and to inspire students to continue their learning and growth. Psychology gives the answer to questions of students such as what people say & think, they do. How memories are formed? Well in this subject students can learn more about psychology through communication which include emotions, relationships & unconsciousness.

The term psychology comes from the Greek word psyche which means breath, spirit and soul and logia means study of.

General Psychology includes:

Perception: It is the process of recognizing & interpreting sensory stimuli. It is understanding and giving meaning to sensation. There are three process of

perception

- Selection
- Organization interpretation
- Extra-sensory perception

Learning: It can be defined as the process leading to relatively permanent behavioral change or potential behavioral change.

Characteristics of learning are:

1. It is a change in behavior for better or worse. If there is no change in behavior then there is no learning.
2. It is the effect of experience and practice.
3. The change brought about by learning may last for sometime and may not be transitory.

Motivation: It is a complex topic that involves identifying a number of personal and social factors that reflect some form of valued reward or incentive.

The concept of motivation includes such ideas as

- Innate desire
- Desire to achieve
- Level of aspiration



Psychology plays an important role in forming a person choices, behaviors and beliefs, attitudes & stereotypes. The main points what students will learn from this subject are:

- Student will Identify & analyze the social dimension of society as a context for human life, the process of social change and social continuity.
- Students will make contemporary developments in cultural, historical, environmental aspects.
- They will evaluate social science information, draw on different points of view, and formulate applications appropriate to social issues.

A major goal to introduce this subject for students is that students can predict behavior by understanding. Making predictions is difficult in part because people respond differently in different situations. Another reason that it is difficult to predict behavior is multiply determined or produced by many factors and these factors occur at different levels of explanation.

## **Syllabus:**

### **Unit I**

- 1) Introduction- Definition, Methods and Branches of Psychology.
- 2) Schools of Psychology – Behavioral and Gestalt

### **Unit II**

Perceptual Processes:

- a) Determinants of attention, shift, fluctuation, oscillation and distraction.
- b) Sensation and Perception; Attributes of sensation.
- c) Perception of form, space, movement and time. Optical illusions.

### **Unit III**

Basic psychological processes

Psycho-physics – concepts of sensory thresholds; Weber - Fechner Law, classical methods i) constant method ii) gradation method iii) method of average error.

- a) Learning processes: nature and factors of learning; theories: trial and error, conditioning – classical and operant; insight; transfer of training, programme learning.
- b) Memory: Nature of encoding, storage and retrieval; STM LTM, types of memory, Factors of Retrieval.

Motivation: Definition; Types – Biological and Social; Theories – Concept of Drive,

Incentive; Maslow's Need Hierarchy Theory and Mc Clelland's Theory of Motivation.

Intelligence: Definition, Nature, Classification; Theories – Spearman, Thurstone, Guildford.

Emotion- Nature, Theories: James Lange, Cannon-Bard, Schachter – Singer and Cognitive Appraisal.

#### **Unit IV**

Biological foundation of behaviour – Genetic Basis; The Structure and function of neuron, synapse and neurotransmitters.

2. Nervous system

a. Central – Structure and function of Brain and Spinal Cord

b. Autonomic Nervous System – Structure and function

c. Peripheral nervous system – Structure and neural control of behaviour

#### **Unit V**

Emotional behaviour: physiological correlates of emotion:. The role of cortex in emotion. Emotion and endocrine gland. Neurophysiology of Learning and Memory.

#### **Suggested Readings:**

- 1) Anastasi, A.: Psychological Testing, New York: MacMillan Co. 1990.
- 2) Atkinson, R.L., Atkinson, R.C., Smith, E.E., & Hilgard, E.R. : Introduction to Psychology, (Latest Edition). Harcourt Brace Java Publishers, Tokyo.
- 3) Baron, R.A. : Psychology: The Essential Science. Allyn and Bacon, New York, 1995.
- 4) Gallotti, K.M.: Cognitive Psychology – In and Out of the Laboratory. 2nd Ed, Int. Thomson Pub. Co. Bangalore, 2000.
- 5) Guilford, J.P. & Fruchter, B.: Fundamental Statistics in Psychology and Education, McGraw Hill New Delhi, ISE,1988.
- 6) Lahey, B.B.: Psychology: An Introduction, 6th Ed., Tata McGraw Hill, New York, 1965.

- 7) Lefton, L.A.: Psychology, Allyn and Bacon, Boston, 1985.
- 8) McGuigan, F.J.: Experimental Psychology: A Methodological Approach, Prentice-Hall, 1990.
- 9) Mohsin, S.M.: Research Methods in Behavioral Sciences, Orient Longman, Calcutta, 1981.
- 10) Morgan, C.T., King, R.A., Weisz, J.R., & Schopler, J: Introduction to Psychology (International Student Edition) McGraw Hill Book Co., 1986.
- 11) Munn, N.L., Fernald, L.D., and Ferhald, P.S.: Introduction to Psychology, Third Edition, Oxford IBH Publishing House Co., Calcutta 1972.
- 12) Olson, M.; Hergenhahn, B.R.: Introduction to the Theories of Learning, Prentice-Hall India, 2009.
- 13) Rathus, S.A.: Psychology in the New Millenium. Prism Books Pvt Ltd. Bangalore, 1999.
- 14) Woodworth, R.S. & Schlosberg, H.: Experimental Psychology (Latest Edition) Primlani, Oxford and MBH Publishing Co. Calcutta.
- 15) Woodworth, R.S., & Sheehan, M.R.: Contemporary Schools of Psychology, (Latest Edition) Methuen and Co. Ltd. London.
- 16) Woodworth, R.S., & Sheehan, M.R.: Contemporary Schools of Psychology, (Latest Edition) Methuen and Co. Ltd. London.
- 17) Zimbardo, P.G. & Weber, A.L.: Psychology, Harper Collins College Publishers. New York, 1997.

## PAPER IV

### PUBLIC ADMINISTRATION, SOCIETY AND MEDIA

#### Course Outcome:

Public Administration is an ancient activity common to just about all countries and all levels of government. Public administration is a wider field of administration. It has humble meaning i.e. the English word administer is derived from the Latin word ad and administrare which means to serve, to care for, and to look after. It is process of management which is practiced by all kinds' organizations from household to most complex system of government. The subject of Public Administration lends itself to two usages i.e. it is an activity and also refers to the discipline. It is defined as the organization and management of human and material resources to fulfill the objectives laid down by the government.

In this subject the student will come to know about the administration and Public Administration which is very necessary if he/she is studying Mass Communication. Administration is mainly control by the three body's i.e.

- Executive: Executive control is the most important for the positive development & enforcement of standards & safeguards in the actual operation of substantive departments. They give a positive and continuous guidance to the administrative operations and thus set up practical standards of work.
- Legislative: The legislative should mean the permanent services that are charged with the duty of implementing the policies approved by the parliament. It will be politically responsible; the administration will be technically accountable.
- Judiciary: The judicial control has become the new administrative law because court has proved more effective and useful than legislature in the matter. Without some kind of judicial power to control the administrative authorities, there is a danger that may commit excess and degenerate into arbitrary authorities.

These bodies play a very important role in country administrative work. Another main point of student learning is formation of Government in India. In Government of India the first body is Constitution, after Constitution Parliament, Parliament is constituted by two bodies i.e. Lok Sabha and Rajya Sabha and the members of Lok Sabha and Rajya Sabha elect the President. President is the first person of our country.

## **Syllabus:**

### **Unit 1**

Concept of administration

- \*Administration in historical perspective.
- \*What is Public administration?
- \*Public administration organizational principles

### **Unit 2**

Composition of administration

- \*Personnel administration
- \*Recruitment, Promotion, Training.
- \*Executive legislative and judicial control over administration.
- \*Administration reforming and their impacts.

### **Unit 3**

Forms and areas of administration.

- \* Public administration and its character in India.
- \*Public undertaking administration.
- \*Public administration in India: Administrative tribunals, intelligence administration, Law and order administration.

### **Unit 4**

Administration and society

- \*Administration of various levels central, state, district, panchayati raj and gram sarkar
- \*Lokpal and lok ayukta
- \*Administration and backward society.

### **Unit 5**

\*Press, society and administration

- \*Media understanding of administration, coverage and relation.
- \*Administration and freedom of press.

## **Semester III (Total Credits 30)**

BAM301 Reporting

BAM 302 Editing

BAM 303 Indian Government Politics and International Relations

BAM 304 Introductions to Sociology

BAM 305 Printing Technologies

Viva-voce

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# **PAPER I**

## **REPORTING**

### **Course Outcome:**

Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality news reports. Demonstrate the skills required to conceive of, research, write, edit and critically analyse their own high quality feature articles. Understand the process of successful journalistic interviewing.

Understand how to pursue a career as a freelance journalist and to understand the key points around journalistic health and safety issues. Critically analyze online journalistic content and online media trends, displaying an understanding of the opportunities for the practical application of theoretical analysis. Produce high quality news reports and equip them with a practical and theoretical understanding of online and print based news reporting.

Produce high quality feature articles and equip them with a practical and theoretical understanding of online and print based feature writing. Attain the skills required for successful journalistic interviewing. Take advantage of theoretical grasp of how the internet has and is changing journalistic content, presentation, audience and revenue streams. Pursue a career as a staff or freelance journalist conscious of issues of personal conduct and safety. Upon completion of the course, students will be able to write a one-sentence, hard news/summary lede that incorporates.

Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story. Upon completion of the course, students will be able to write a complete hard news story using the inverted pyramid format. Upon completion of the course, students will be able to create a single-page feature package using software.

Students will be able to apply news judgment stories in order of most newsworthy to least newsworthy and create a production budget for a news publication using that ranking. Student will be able to copy edit a multi-item calendar listing. Reporting is the most important step in the continuous cycle of learning assessment. It is the collaborative process through which programs use evidence of student learning to gauge the efficacy of collective educational practices, and to identify and implement strategies for improving student learning. Responses can range from curricular or pedagogical change to new faculty/staff development or

student learning activities and from comprehensive revision to evidence-based affirmation of current practice.

This course teaches the learner the writing and editing skills required for reporting across media platforms. It deals with the purpose, process and technique of writing for the mass news media. It also deals with translation skills required for news Topics include news judgment and developing story ideas, news gathering, including interviewing, observation and other research techniques and methods of ensuring accuracy, and writing basic news and feature stories (story structure, narration Techniques, and the use of quotations). Students will learn how to cover meetings, speeches and other events, how to arrange and conduct a variety of in-person, Telephone, and email interviews, and how to research issue and policy stories.

They will learn to work under the pressure of deadlines and be introduced to the ethics of reporting and writing. This course should also include instruction in computer functions and applications of importance to journalism research, writing and editing. The reporter on the job, what makes news, how to read a newspaper, how to follow news Components of a news story, the lead, and the story structure, what are features, long stories, series. Multimodal and multivalent narrative structures, newspaper as a pedagogical tool. Translating for the mass news media Writing news releases, Broadcast news writing Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes Reporting accidents and disasters, writing obituaries Writing a crime story, reporting on the courts Writing sports and business stories What is investigative journalism, principles and practices.

## **Syllabus:**

### **Unit 1**

Journalism: Concept, Types- Citizen Journalism, Embedded Journalism, String Journalism, Tingo Journalism. \* Concept of news, values, Sources of news. news—gathering. Structure of a news report. 5 W & 1 H

Lead: Meaning, Types question lead, suspended interest. quotation, non—traditional structure of a news report.



## **Unit II**

\* Concept and kinds of beat. Categories of reporters City, special correspondent, Foreign correspondent, stringer, Columnist, function & responsibilities, , follow-up story.

\*Headlines: Meaning, Types, Importance of headlines.

\*What is an Interview, Types of Interview, Interviewer & its Qualities.

\*Press conferences.

\*Press Release.

## **Unit III**

**Specialised reporting** : Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce.

\*Rural reporting- agriculture practice, problems, policies, caste, community, rural relation. Development reporting, development Programmes, implementation & impact, feedback, evaluation. Civic reporting- social, cultural, political, seminars, workshop.

## **Unit IV**

\*News Bureau : Functions of news bureau, special beats like embassies, ministries, public sector undertakings, national headquarters of political parties.

\*Parliamentary reporting : Coverage of the proceedings of Parliament and state legislature, municipal corporations and panchayats.

## **Unit V**

\*Book review, film review, TV programme & cultural reporting.

\*News Agencies: Indian and Foreign news agencies

## **Suggested Readings:**

1. KAMATH M V Hand Book of Journalism.
2. SRIVASTAVA K M News writing and Reporting.
3. Mc DOUGAL C D Interpretative Reporting.
4. SHEEHAN P V Reportorial writing.
5. SHERWOOD H C Journalistic writing.
6. KAMATH M V Professional Journalism.
7. CARL WARREN Modern news reporting.
8. RAMACHANDRA IYER Quest for news.

## **PAPER II**

### **EDITING**

#### **Course Outcome:**

Examine the editorial demands of various writing genres and publication formats. Practice methods for editing various materials for style, organization, substance, grammar, and length. Discuss and practice methods for rewriting print and electronic materials. Teach about the Use the copyediting and proofreading skills. Evaluate documents for content, structure, style, readability, and marketability. Practice creating a production timeline for print and/or Web material.

Look at the structural/stylistic editor's role in marketing and promotion. Communicate clearly and effectively with others involved in a project. Become aware of the tasks involved in managing different kinds of projects. Proof written materials to check for errors, omissions, type consistency, and other irregularities. Edit, rewrite, produce, and present a complex print or Web document. Upon successful completion the student will be able to plan, design, and create digital video projects incorporating graphic and audio elements. Student will be able to Transfer and capture digital video and audio from various cameras and external devices.

Edit and compress video for use in various delivery modes of digital media using standard digital video editing software. Evaluate digital video projects, identify items for improvement, and implement changes. Undertake basic copy editing using editing marks in manual mark-up, and Track Changes in Microsoft Word. Identify and correct common grammatical errors. Design a style guide appropriate for a publishing project. Undertake basic book design and layout. Demonstrate a critical understanding of ethical, theoretical and practical considerations of editing and publishing.

#### **Syllabus:**

##### **Unit 1**

\*Concept & Definition of Editing, Importance of Editing.

\*Editing Principles of editing elements of Editing, precautionary measures and golden rules.

##### **Unit II**

\*Structure of an editorial department.

\*Role of news editor, deputy news editor, chief sub-editor.

\*Qualities of a good sub-editor.

### **Unit III**

- \* Editing of broadsheet, Tabloid, Magazine.
- \*Rewriting the copy of mofussil correspondent, editing political and foreign copy.
- \* Re-writing, page make-up and layout

### **Unit IV**

- \*Photo editing, cropping, composition, colours, caption writing, placements of photographs, photo feature.

### **Unit V**

- \*On line editing, word processing spell check, page makeup on computers.

### **Books for Reference:**

1. BRUCE WESTLEY News Editing
2. BASKETT & SCISSORS The Art of Editing.
3. HAROLD EVANS Newspaper Design.
4. WOLSELEY & CAMPBELL Newsmen At Work.
5. GEORGE T J S Editing-A Handbook for Journalism.
6. HUNT A Newspaper Design.
7. SPENCER L M Editorial Writing.
8. McGRIFFERT R C The Art of Editing News.
1. Professional Journalism-M. V. Kamath
2. The Complete Reporter-
3. Practice of Journalism (A guide to reporting and writing the News)
4. Reporting & Editing (k.m.srivastav)
5. Modern newspaper(F.W.Hodgson)
6. Editing (Thomas R. Berner)
7. Editing(George T.J.S.)
- 8-Lkekpkj laiknu&izseukFk prqosZnh
- 9-laiknu dyk&MkW- gfjeksgu
- 10-laiknu dyk&MkW- vtqZu frokjh
- 11-lk=dkfjrk ds fofo/k vk;ke&MkW- osnizrki oSfnd
- 12-laiknu dyk&dey nhf{kr
- 13-laiknu dyk&,u-lh- iar

## **Paper III**

### **Indian Government Politics and International Relations**

#### **Course Outcome**

India is a democratic country and government of India is a democratic government. So basically students will learn all the basic concepts of Indian government and what type of politics is running in India so far. India is federal state with a parliamentary form of government. It is governed under the 1949 constitution (effective since Jan 1950).

#### **Indian Government**

Government of India officially known as the Union government and also known as the Central government was established by Constitution of India.

#### **Constitution of India**

- The constitution of India in simple terms is a collection of the legal rules providing the framework for the government of the country.
- The strength & stability of a constitution depends largely on its demands, facilitate the peaceful transformation of its peaceful and social transformation.
- The constitution of India is the longest in the world. It continued the constitutional development that took place under British, retaining the basic percepts of Government of India Act 1935, and taking it from approximately 250 articles.
- When India gained Independence, the constituent assembly, functioning under a modified Government of India of 1935, became the provisional Parliament. Its fundamental task however remained the framing of the constitution. Dr Ambedkar chaired the Drafting committee.

After learning Constitution of India, Student will learn about election commission. Elections in India are conducted by the election commission of India, the authority created by the constitution.

Election process is done by three steps i.e.

- Pre elections: Before the elections, the nomination, polling, & counting takes place. The code of conduct comes in force from the dates are announced. No party is allowed to use government

resources for Campaigning and is allowed to stop before 48 hours prior to polling days.

- Voting days: Campaigning ends the day before the voting day. Government schools and colleges are selected for voting stations. An indelible ink is applied usually on left index fingers of the voter as an indicator that the voter has casted his vote. This practice has been followed since 1962 general elections.
- Post days: After the Election Day, the EVM's are stored in a strong room under heavy security. After the different phases, the day is set to count the votes. The votes are tallied typically, the verdict is known within the hours. The candidate who has measured the maximum amount of votes is declared the winner of the constituency.

When the winner is declared by the constituency, the political government is formed. In this subject the student is going to learn everything about the Indian Government, Indian Politics and International Relation. International Relations are very necessary for the country growth and development. For Example: After becoming Prime Minister of India, Narendra Modi is doing the foreign trips to extend external affairs and growth of the country.

## Syllabus

### Unit I

Indian Political Thinkers Manu, Kautilya, MN Roy, Gokhle, Tilak, Gandhi, Nehru, Ambedkar and Periyar. Western Political Thinkers Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, JS Mill, Green, Hegel, Marx and Lenin.. Approaches to the Study of Political Theory Historical, Normative and Empirical.

### Unit II

Political Ideologies Liberalism, Socialism, Marxism, Fascism Anarchism and Gandhyism, Concepts Sovereignty (Monistic and Pluralise ) Liberty, Justice, Equality, Power, Legitimacy, Authority and Political Obligation. Democracy Theories of Democracy (Classical, Elitist and Contemporary). Behavioural Movement Behaviouralism and Post – Behaviouralism ,Decline of Ideology Debate.

### Unit III

Developmentalism Concept of Political Development, Approaches to Political Development (Gabriel Almond, David Apter, Lucian W. Pye, and Samuel P. Huntington). Modern Concepts Systems theory, Structural-Functionalism, Political

Culture, Political Socialization and Political Modernization. 10. Contemporary Theories Post modernism, Feminism (Liberal, Marxist, Radical), Environmentalism. Unit IV

Determinants of Foreign Policy - Domestic Compulsions, Geopolitics, Economic and Emerging Global order. Theories of International Politics - System, Realist, Idealist, Decision making, Game Theory and Marxist. Concepts of International Politics - Power, National Interest, Balance of Power, National Security and Collective Security.. Cold War and Post, Cold war, Disarmament and Arm's control.

Unit V

5. Non - Aligned Movement - Concept, Relevance in Contemporary Global order, South - South-Dialogue and North - South Dialogue. 6. International Organisation - U.N. and its specialized agencies (ICL, ILO and UNICEF) Restructuring of the U.N.

Reading List

Bhargava, R. (2008) 'What is Political Theory', in Bhargava, R and Acharya, A. (eds.) Political Theory: An Introduction. New Delhi: Pearson

Longman, pp. 2-16. Chapman, J. (1995) 'The Feminist Perspective', in Marsh, D. and Stoker, G. (eds.) Theory and Methods in Political Science. London: Macmillan, pp. 94-114.

Bannett, J. (2004) 'Postmodern Approach to Political Theory', in Kukathas, Ch. and Gaus, G. F. (eds.) Handbook of Political Theory. New Delhi: Sage, pp. 46-54.

Vincent, A. (2004) The Nature of Political Theory. New York: Oxford University Press, 2004, pp. 19-80.

Owen, D. (2003) 'Democracy', in Bellamy, R. and Mason, A. (eds.) Political Concepts. Manchester and New York: Manchester University Press, pp. 105-117.

Christiano, Th. (2008) 'Democracy', in Mckinnon, C. (ed.) Issues in Political Theory, New York: Oxford University Press, pp. 80-96.

Arblaster, A. (1994) Democracy. (2nd Edition). Buckingham: Open University Press.

Baral, J.K. et al.(2015), 'Political Theory: Concepts, issues and ideologies', Cuttack: Vidyapuri. Bhuyan, Dasarathy(2016), 'Understanding Political Theory', Cuttack: Kitab Mahal.

## PAPER IV

### INTRODUCTION TO SOCIOLOGY

#### **Course Outcome:**

To understand the discipline of sociology and the sociological perspective, and the contribution to our understanding of social reality such that the student will be able to: Describe how sociology differs from and is similar to other social sciences and give examples of these differences and similarities. Apply the sociological imagination and sociological concepts and principles to her/his own life. Participate actively in civic affair. Define theory and describe and illustrate its role in building sociological knowledge.

Compare and contrast basic theoretical orientations in reference to social phenomena. Understand and show how theories reflect the historical and social contexts of the times and cultures in which they were developed. Employ the sociological imagination to describe how an individuals' life experiences are shaped by social structures and categories (e.g., race, class, gender, sexuality) Identify and describe the theories and research methods that are foundational to sociological knowledge and research.

Apply sociological concepts and theories to understand contemporary social issues and/or public debates about these issues. Communicate sociological concepts and/or research in a manner that is appropriate for the intended audience (e.g., academic, lay audience). Apply sociological theories and/or research methods to generate a sociological understanding of a topic related to a main theme in the sociological curriculum (e.g., inter-sectionality, identity, social control, social power).

Prepare original works that meet American Sociological Association writing standards to convey sociological analyses; Acquaintance with social transactions, social relations, social formations, social control, social values and culture; Will Know the significance of social institution, caste system, religion, nationalism, integrity, equality and justice; Getting the knowledge of the works of social reformers all over the nation.

Ability to follow new stream of thoughts and theories of social thinkers; Getting the deep knowledge about various social groups like tribal community, women bulk etc. Ability to deal with research in sociology; Introduction to the basic concept of Sociology, subject matter & importance of Sociology and origin and

development of sociology; Understanding in brief the knowledge of human Society and Sociology; Getting acquainted with the structure and changing nature of Indian society

## **Syllabus:**

### **Unit-I Rise & development of sociology**

Nature and Scope of Sociology

The Sociological Perspective

Origins and History of the Discipline

### **Unit-II Sociological Concepts**

Individual and Group, Culture

### **Unit-III Social Institutions**

Caste

Class

Tribes

Village

Kinship

Religion

### **Unit-IV Theoretical Orientations**

Functionalism

Marxism

Interpretive Sociology

### **Unit-V Social Change & social change**

Change and Resistance

Sanskritization and Westernization

The Dalit Movement in India

The Women's Movement in India

Peasant Movements

Middle Class Aspirations



## Reading List

- Beteille, Andre, 2002, *Sociology: Essays in Approach and Method*, Oxford University Press,
- Berger, Peter, 1963, *Invitation to Sociology*, Hamondsworth: Penguin,
- Ritzer, George, 2000, *Classical Sociological Theory*, New York: McGraw Hill,
- Giddens, Anthony, 2010, *Sociology*, Polity,
- Bierstedt- 1974, *The Social Order*, McGraw Hill,
- Durkheim E., 1952, *Suicide*, London, Routledge, Book 3,
- Ritzer, 2004, *The Mcdonaldisation of Society*, Pine Forge Press,
- Neubeck Kenneth J. and D.S. Glasberg- 2005, *Diversity, Conflict and Change*, McGraw Hill  
Boston,
- Radcliffe Brown, A.R., 1976, *Structure & Function in Primitive Society*, Free Press
- Merton, R., 1968, *Social Theory and Social Structure*, Free Press,
- Cohen, Percy, 1979, *Modern Social Theory*, Heinemann Educational, London,
- Bottomore, 1991. *Dictionary of Marxist Thought*, Blackwell, Entry on Historical Materialism.
- Marx & Engels, 1998, *The Communist Manifesto*, Signet Classic.

## PAPER IV

### PRINTING TECHNOLOGY

#### Course Outcomes

Print media is one of the oldest form mass communications. It includes newspapers, magazines, books, pamphlets, leaflets, weeklies, monthlies and other form of printed journals. It is also a form of advertising that uses physically to reach consumers, business customers and prospects. In this subject students will learn about the printing techniques such as

- Letters or Leaflets: A very primitive form of mass communication is found in centuries old approach to write letters which were in the common interest of the general people. These letters were written from the court of kings and sent to nobles and notables.
- Books: From writing letters to very many people on one subject, the next is to write books on social life, philosophies, religion, health and scientific advancements. The hand written books continued to rule the world for centuries by taking views of writers to hundreds and thousands of people across the countries. Major breakthrough in mass communication occurred when printing process was invented. The printing press is a mechanical process for printing many copies of a text paper. It was first invented in China. Gutenberg was credited for this invention.

#### Development of Printing Press

The original method of printing is block printing, presenting sheets of paper into individually carved wooden blocks. It is believed that block printing was invented in china and the earliest known printing text was Diamond Sutra (a Buddhist script) was also from china. Gutenberg refined the technique with the widespread use of the movable type, where the characters are separate parts that are inserted to make the text. Gutenberg is also credited for the first use of oil based ink. Printing revolutionized the communication in decades and is now a common medium of getting the information to publish. The impact of printing is comparable to development of alphabet, language and the invention of computer so far. By learning this subject student will learn about

- Authorship for a printing material
- Command over the language
- Composition of the content
- Writing and formulation of the content

Process of reading also changed to oral readings to silent and privacy reading. This increases that literacy level too. In general knowledge came closer to the general hands of the people. Since printed books can be sold for fraction of cost. Within 70 years of duration entire classical knowledge had been printed on to new process. The spread of works also led to the creation of copies by other parties than the original author, leading to the formulation of copyright laws and the books are spread easily to the hands of the people. This development was one of the keys to the creation of modern effects. Therefore, students will learn about

- How printing is done
- What are the techniques
- Through printing how production is done

## **Unit I**

Origin & development of Printing

## **Unit II**

Elements of Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance

Fundamentals of Creativity in Art - Logic - Style - Value -

Tools of Art - Illustrations - Graphs.

Basic elements & principles of Graphics, Design Lay-Out and Production;

Typeface families - Kinds - Principles of Good Typography; Spacing – Measurement - Point System.

Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo

## **Unit III**

DTP, Use of Computer Software(CDR, Quark express, PageMaker)

Use of Multi-Media.

Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making,

## **Unit IV**

Types of Papers

Magazine lay-out; Pagination; Designing and Printing of Cover Pages;

## **Unit V**

Safety measures in Printing Press , Types of printing machines

Colour Printing-Colour,Combinations-ColourScanning-Colour Separation-

Colour Correction - Colour Positives - Colour Negatives

## **Semester IV (Total Credits 30)**

- BAM 401 Media Law & Ethics (5)
- BAM 402 Media management
- BAM 403 Advertising
- BAM 404 Public Relations
- BAM 405 Editorial & Feature Writing
- Viva-voce (5)

## **PAPER I**

### **MEDIA LAWS AND INDIAN CONSTITUTION**

This course is designed to introduce students to the two most important contributors to responsible media behavior: law and ethics. If the theme of the course could be summed into one word, that word would be responsibility. Responsibility can be examined at various levels, from the societal level (e.g. journalism's responsibilities to an electorate) all the way down to the individual (your own responsibilities to your co-workers, your client, your source, your partner, yourself, etc.). We will be covering the entire range of these levels of analysis. And, of course there is a special category of responsibility: the legal rights and obligations of the media communicator.

Communicators have the legal freedom, for example, to express hatred and bigotry, to peddle obscenity, to advocate violence, to produce the most sensationalistic "news stories" imaginable. But is it enough to assert a legal right as justification for that behavior? Media law tells us where the courts and statutes draw the line between acceptable media behavior and punishable media behavior. But where do we, as ethically responsible media practitioners, draw the lines for ourselves and for our professions? The interplay of legal requirement and ethical obligation is what makes this course important, and, I hope, fascinating.

The course is organized around themes common in professional media work – and themes that directly involve both media law and media ethics. This course is designed to enable you to: Apply moral theories to real-life situations in professional media practice, in order to produce ethically sound solutions. Apply legal principles and legal doctrine to real-life legal disputes in order to predict the most likely legal outcome.

Understand and explain the differences and the synergies between ethical obligations and legal imperatives, in any problematic situation involving media practice. Comprehend original court opinions and original scholarly articles on ethics, and represent their main ideas and arguments to classmates. Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.”

## **Syllabus**

### **Unit 1**

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

### **Unit 2**

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2).

### **Unit 3**

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

### **Unit 4**

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

### **Unit 5**

Press Council of India, Press Commissions of India.

### **Books for References:**

- 1.DURGADAS BASU Laws of the Press in India
- 2.RA YUDU C S Communication Laws.
- 3.UMRIGAR O M Journalist and the Law.
- 4.Pll The Law and the Press.
- 5.DURGADAS BASU Indian Constitution,6.S0MESWARA RAO B Journalism: Ethics, Codes and The law.
- 7.RADHAKSRISHNAMURTHY B Indian Press Laws.
- 8.REPORTS 1) First Press Commission Report.  
2) Second Press Commission Report.  
3) Press Council Act

## **Paper II**

### **MEDIA MANAGEMENT**

#### **Course outcome:**

At the end of the course the students will be in a position to manage the media organization. They will not only in a position to manage editorial department but also other departments like Human Resource Management (HRM), Sales and Development (S and D), Space Marketing (advertisement), Administration etc. Pass outs can also be successfully performed as Coordinator in organization. The pass out will fully understood the registration of organization under different acts such as Indian Companies Act 1956, Indian trust Act, Multistate of State cooperative acts, Firms and Societies act or Proprietary establishments.

Pass outs will understands regulatory compliance of Employees Provident Fund Organization (EPFO), Employees Scheme Insurance (ESI), Labor Department, Pollution Control Board, Income Tax, Commercial Tax Department etc. Pass outs can execute responsibility of recruitment process, interview, selection, postings, induction, appraisal, promotion, transfer, salary calculations and payment to employees accounts, leave sanction, leave encashment, bonus, EPF, ESI and Income tax deduction and transfer through NEFT/RTGS to concerning bank accounts.

#### **Syllabus:**

##### **Unit 1**

\*Management

Concept & Meaning of Management

6 m' of Management

Importance of Management for newspaper Industry

##### **Unit 2**

\*Definition of Newspaper

\* Newspaper as an Industrial Product, its unique features.

\* Fundamental Problems of Newspaper Management.

\* Basic Principles of Management and their application.

##### **Unit 3**

\*Newspaper & Periodical Organization.

- \* Structure and operation of Editorial department.
- \* Business Department.
- \* Advertising Department.

#### **Unit 4**

- \* Circulation Department, its importance and basic activities.
- \* Concept of ownership
- \* Its effect on Management.
- \* Newspaper printing department and its multiple activities.

#### **Unit 5**

- \*Problems of small and language Newspapers.
- \* Conducting Local Surveys of Weekly, Small and Evening Newspaper
- \*Press Commission Report I & II

#### **Reading List**

The Elements of Journalism, Bill Kovach & Tom Rosenstiel (Atlantic Books/The Guardian, 2003)

Ethics for Journalists, Richard Keeble (Routledge, 2001) Ethics & Journalism, Karen Sanders (Sage, 2003)

Power without Responsibility, James Curran & Jean Seaton, (Routledge, 7th edition, 2009)

The New Media Monopoly, Ben H. Bagdikian (Beacon Press, 2004)

My Trade: A Short History of British Journalism, Andrew Marr (Macmillan, 2004)  
And if you can bear it.... Press Gang:

How Newspapers Make Profits from Propaganda, Roy Greenslade (Pan paperback, 2004)

Digital News Report 2016; Nic Newman / Reuters Institute for the Study of Journalism Available for free download:

Journalism, Media and Tech Predictions 2016  
<http://www.digitalnewsreport.org/publications/2016/predictions-2016>



## **PAPER III**

### **ADVERTISING**

#### **Course Outcome:**

On completion of the course students should be able to Define and explain advertising, its role and functions. They will know the difference between Publicity, Propaganda and Public opinion. They will be able to identify various types of advertising: Commercial and Non-commercial advertising; Product and Consumer advertising; Classified and Display advertising; Public service and corporate advertising. The course will make student understand the key areas of advertising such as Advertising Process; Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing.

The course will provide understanding of various elements of advertising creative development such as Ad-headline, body copy- graphics and illustrations etc. They will gain knowledge about the principal components of visualisation, copy writing and copy formats for each kind of media such as print, radio, television and web. It will provide the basis for career choices in advertising. There are various steps involved in the process of a campaign which requires building strategy, creative development, developing the ad and testing the effectiveness of it. While designing a campaign one need to know the effects of advertising such as cultural values, economics, social and ethical issues of advertising for making it effective.

The advertising agencies are of various types and have different structure and management. The students will be having knowledge about the leading advertising agencies and its functions which will help them for better understanding of it in near future when they will be working as a part of the industry. They will also have knowledge about Advertising Agencies Association of India, The Advertising Standards Council of India.

At the end of this course, the students will be able to: Understand the role of advertising in marketing and the promotional mix; Identify the scientific and creative aspects of advertising as a business discipline; Explore the social, economic and ethical issues surrounding advertising in a free society; Work together and understand individual roles in taking a project from idea to implementation; Create solutions for ad strategies that are aligned with strong marketing plans; Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and

develop a production plan; Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.

## **Syllabus**

### **Unit 1**

\*Advertising design — Importance of Trend. Vocabulary. Basic Principles, Birth & Development of advertising in India

### **Unit 2**

Types of advertising.

Advertising strategies: appeals. Advertising spiral. Market and its segmentation, sales promotion

### **Unit 3**

\*Advertising Campaign — The Concept. As Marketing Tool. Definition. Types and

\*General objectives. concept of scheduling.

### **Unit 4**

\*Advertising Testing : Importance. Concept of Pre-testing. Post Testing. \*Some Testing Methods.

\*Ethics of Advertising : Need, Essence of Code \*Ethics: Issues related to Ethics and Code.

### **Unit 5**

\*Advertising Agency: Structure & function, Media Selection- Newspaper, Magazines, Radio, Television, Media Budget, Role of account Executive.

### **Books Recommended:**

1. Advertising Principles and Practice, [Gupta Ruchi](#), 2012, S.Chand & Company
2. Advertising , Jefkins Frank , Pearson
3. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
4. Fundamentals of Advertising, Neeru Kapoor Pinnacle Learning 2017
5. Advertising: Concept and Copy (Third Edition) Third Edition, [George Felton](#) , W. W. Norton & Company-2013
6. Advertising Principles & Practice by Chunawala and Sethia, Himalaya publication-2016
7. Advertising Management by David A. Parker, Rajiv Batra, Practice Hall M 97, Connaught Circus, New Delhi.

## **Paper IV**

### **PUBLIC RELATIONS**

#### **Course Outcome:**

The objective of this course is to provide knowledge to the students about the various functions and concept of public relation. They will be able to assess the attitude of public towards organization. They will be able to apply tools and techniques for handling public through communication programs. The job of PR is to create a brand image and maintain transparency by designing strategies and policies for both the internal and external public. They will learn to use tools to promote good will of the organization. Because the public relations worker is often trying to reach larger audience, the printed word is an important tool for creating reports, newsletters, booklets, speeches, employee publications, shareholder reports etc. A sound clear style of writing that communicates effectively is must for public relation which they will learn and practice via this course. It will define and explain event management and its functions which are done to gain attention and acceptance of the organization. For this they require to learn how to plan and coordinate, pay attention to details, and prepare publicity reports. The skills of Public speaking are also required by a public relation officer which they will enhance through it. The course will explain the revenue generating process for an event.

The student will understand the two broad roles of public relations: the technician role and the manager role. The technician role represents the craft side of public relations which involves writing, editing, taking photos, handling communication production, running special events and making calls to media. The manager role focuses on activities that help identify and solve problems of public. Public relation manger advices senior managers about communication need and are responsible for broad organizational results.

The course will give them the understanding of various laws and ethics involved in public relation so that they can strategically plan the effective communication process for the organization and public. At the time of crisis they will be knowing what all steps should be taken and be prepared for emergency crisis situation. For proper planning they will require a complete knowledge research required in the field of Public relation for understanding public opinion. They will gain knowledge about how to maintain media relation, employee communication, community relations, consumer relation and marketing and investor relations.

The course will make them ready to practice relations with government via public affairs. The students will have an understanding of working culture in non profit organization and how they maintain their relation with their public. It will explain them how to handle corporate public relation and issues in public relations like crisis communication, social media and global advances.

## **Syllabus:**

### **Unit 1**

- \*Definition of Public relations
- \*Nature, Characteristics of Public relations
- \*Objectives and functions of Public relations
- \*History of Public relations

### **Unit 2**

- \*Importance and scope of Public relations
- \*Concepts of Internal & External Public
- \*Tools of Public relations

### **Unit 3**

- \*Media Relations
- \*Difference between public relations, Advertising, publicity, propaganda
- \* Public relations Campaign.

### **Unit 4**

- \* Public relations Process: Research, Planning, Communication and Evaluation
- \* Public relations Publicity, Public relations Advertising
- \*PRO: Qualities & Duties.

### **Unit 5**

- \* Public relations Transfer process.
- \* Making of Public relations Advertisement.
- \* Making of Corporate or Institutional Advertisement.

### **Books Recommended:**

1. The Public Relations Handbook, Alison Theaker, Routledge, 20-May-2016 - 2016
2. Public Relations Principles and Practices, Iqbal S Sachdeva, S Chand-2009
3. Handbook of Public Relation and Communication : K.R. Balan and C.S. Rayudu, Himalaya Pub.House-New Delhi-2015
4. Public Relations: Strategies and Tactics, Dennis L Wilcox and Glen T. Cameron, Pearson-2014
5. The practice of public relations, Fraser P. Seitel, Pearson-2016
6. Public Relations: Theory and Practices, John Johanston, Clara Zawawi, Allen & Unwin-2014

## **PAPER V**

### **EDITORIAL & FEATURE WRITING**

#### **Course Outcome:**

After completion of course students will be able to understand issues of the editorial, editorial writing techniques, importance of editorials and impact. After successful completion of course, students will develop themselves as editorial/leader writer, article writer, columnist, specialized writer and book author. It the course will certainly increase employment opportunity for pass outs.

On successful completion of the course :Students will be able to expanded their knowledge and understanding of the role of journalism in Indian society; Developed their professional writing and research skills as applicable to features journalism in print and online forms; Advanced their skills in critical reflection on professional practice; Further developed their professional communication skills; Analyze features of different non-fiction genres; Conduct research for a feature article; Develop a concept in the appropriate format for an identified market; Write articles in various non-fiction genres, creating original angles to story ideas appropriate to the target audience; Critically review other writers' work and provide constructive feedback; Acquire knowledge of writing and editing techniques; principles and practice of communication and writing for different audiences; emerging digital media and trends and developments in the publishing industry; Acquire and apply the skills to write works of fiction and non-fiction, edit professionally, create digital content, design print and web-based products, develop and manage writing and editing projects; Identify, analyze and reflect on relevant trends in writing and publishing in both local and international contexts; In-class lectures, which provide the framework for exploring different kinds of feature writing and developing your skills as a non-fiction writer.; Class exercises and activities designed to clarify course content and practice relevant skills; Writing workshops to assist development of writing techniques with feedback from peers and teacher independent research and study, working through the course requirements as presented in classes, online and through learning materials.

#### **Unit I**

- \* The Editorial Page: Its Importance
- \* Main Contents of Editorial page
- \* Editorial Policies.

## **Unit II**

- \*Definition of Editorial
- \* Style of Writing
- \* Purpose of Editorial

## **Unit III**

- \*Ethics of Editorial Writing
- \*Eminent editors
- \*Editor's Guild

## **Unit IV**

- \* Definition of a feature
- \*Features vis-a vis fiction and Literature
- \*Types of features- Descriptive, Historical, Personality
- \* Distinction between a featurised news story and a feature article
- \* Search for topics and material for feature

## **Unit V**

- \* Titles, Leads and Slant in features
- \* Planning a feature
- \* Importance of human interest in features.
- \* Concept of photo feature
- \* Scope and approach to free lancing for newspapers and magazines.

## **Semester V**

BAM 501 Indian Society, Mass media & culture

BAM502 BASIC AUDIO VISUA MEDIA I

BAM503 Radio Production

BAM504 Content writing

BAM505 Media Research

Bam506 Web journalism

Viva-voce

## **PAPER I**

### **INDIAN SOCIETY, MASS MEDIA & CULTURE**

#### **Course Outcome:**

Our world today is increasingly driven by a mass media due to the explosion of different means of communication, especially electronic communication such as satellite TV and Internet. The media is viewed as a source of power that influences, controls, and promotes new standards in the society and reinforces the existing ones. As the media increases in use as our prime source for information and values, there is a great need to critically evaluate inherent socio-political and cultural barriers.

The basic objective of this course is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses. At the end of this course, the students will be able to explore the functions of mass media on society. Analyze the significance of an audience

#### **Unit-I**

Culture: concept, definition

Diversity of culture: concept, genesis and importance

Plurality in culture: concept, genesis and importance

Unity in diversity and diversity in unity: concept, genesis and importance

#### **Unit-II**

Cross cultural communication: concept, genesis and process

Methods of cross cultural communication

Barriers in cross cultural communication

Imperialism and colonization

#### **Unit-III**

Glassnost & Prestraika

Globalisation of communication

Information imbalances

Digital divide

#### **Unit-IV**

International newsflow of newspapers

International television

Web and cross cultural communication

Nitizens and universal fraternity



## **Paper II**

### **BASIC AUDIO, VISUAL MEDIA**

#### **UNIT I**

Brief history of Radio, Evolution of Radio in India. Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.

#### **UNIT II**

Impact of Radio on Society: Developed countries and Developing countries. Types of programs on Radio- Yuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.

#### **UNIT III**

A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium.

#### **UNIT IV**

Types of Television Programmes. Basic Production Techniques, Writing for Television, Recent Trends in Indian Broadcasting Journalism.

#### **UNIT V .**

A brief history of Indian Cinema. ,New trends in Indian cinema. Status of Kannada Cinema. Censorship in India.

#### **Books for Reference:**

1. MEHRA MASANI Broadcasting and the People.
2. SRIVASTAVA K M Radio and TV Journalism.
- 3; BLISS AND PA TTERSON Writing News for Broadcasts.
4. KAUSHIK S Introduction to TV Journalism.
5. GERALD MILLER SON Techniques of Television Production.
6. MULLICK K R Tangled Tapes.
7. BARNOU & KRISHNASWAMY Indian Film
8. GARGA B D So many Cinemas: The Motion Picture in India.

## PAPER III

### RADIO PRODUCTION

#### **Course Outcome:**

Broadcasting word came from agriculture field. Later in technology when signals are transmitted and collected by the receiver, output was collected. In this whole process, the elements like PCR, Reader, Antenna, EMF, Receiver, oscillator, tuner and more are used.

In the field of Radio production, we learn about program format, Am, FM, Band, Frequencies, writing for programs, bulletin making, radio headlines, talk shows, program for special audience, spoken language [program, radio commercial, radio copy, spotlight, radio reports etc.

Radio production defines the field of ears where no visuals are required. Hence we need to work on imagination. A specific language is emphasis by the radio that is not only for the single person but for the mass audience. Radio production shows the simple and standard language and also broadcast the program for the basic and real audience.

This subject is necessary for the students who work in radio in the field of mass communication. AM, FM, Akashvani, Vividh Bharti, Prasar Bharti etc in radio shows the requirement of skilled performer and this performer possess the value on writing, voice-over, audio console, instrumentation and equipment, transmission etc. Hence the student will learn about the content development for verities of radio program and deal with various radio production techniques. For student this course will be a great help to understand the boundaries and cover map of radio by the means of different frequencies, band and techniques.

On completion of the course students should be able to: Describe the characteristics of radio as a medium of mass communication and its limitations. Identify different modes of broadcasting and types of radio stations Describe different formats of radio programmes List basic inputs and main elements of radio production-Human Voice-Music-Sound Effects and Silence. Distinguish & describe the qualities of different types of microphones used in radio production. Identify the right kind of music and sound effects for different formats of radio programmes. Write effectively for the ear. Define radio news. Describe characteristics of radio news 10.Speak effectively extempore and with a written script

## **Syllabus:**

### **Unit 1**

- Broadcast spectrum management in India
- The Medium: Role of Sound, Characteristics, Strengths & Limits
- Radio Broadcasting: Main Characteristics

### **Unit 2**

- Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting, Web Radio Evolution and Growth of Broadcasting
- Airwaves –Public or Private Property
- Pre-Independence and Post-Independence broadcasting

### **Unit 3**

- Public Service Broadcasting Broadcasting policy
- Broadcasting code and limitations
- Roles of AIR and private broadcasters
- Commercial broadcasting policy
- Community Radio policy

### **Unit 4**

- Contemporary Broadcasting FM Broadcasting
- Organization and structure • Various functionaries and their roles • Planning and organizing the content
- Music clock
- Positioning the channel

### **Unit 5**

- Broadcast laws and ethics for music broadcasting FM technology and software
- Management of FM Radio stations Community Radio
  - Role of Community Radio in Community Empowerment
- Community Radio, Culture and Society • Community Radio and Contemporary Issues
  - Management of Community Radio stations Challenges of Community Radio

## **Suggested Reading:**

Radio Journalism: Style Book AIR Broadcasting in India, GC Awasthy, Allied, Bombay, 1965

Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987

Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985  
Radio Production, Robert Mcleish, Focal Press, Oxford, 2005 Writing for  
Broadcast Journalists, Rick Thomson, Routledge, New York, 2010  
Radio Programme Production: A Manual for Training, Richard Aspinall,  
UNESCO, Paris, 1971 Modern Radio Production: Production, Programming and  
Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010  
The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press,  
Oxford, 2010 Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford,  
2003  
Broadcast Journalism: Techniques of Radio and TV News (Media Manuals),  
Andre Boyd, Focal Press, London, 1997  
Radio Communication at Close Range, PK Bandopadhyay, BR Publishing  
Corporation, 2010.  
Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and.  
Kanchan K. Malik, Sage, New Delhi, 2007  
Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000  
आकाशवाणी एवं िरूिशचनः उदभव तथा ववकास, िा. ओम प्रकाश जमलोकी, अरावली  
बुक्स इंटरनेशनल, नई दिल्ली, 2002  
अजूबे आकाशवाणी के, महावीर जी ससघं ल, पत्रकार पररवार  
Broadcast and CableSat IMPACT  
PITCH [www.allindiaradio.org](http://www.allindiaradio.org) [www.aiir.com](http://www.aiir.com) [www.exchange4media.com](http://www.exchange4media.com) [www.mib.gov.in](http://www.mib.gov.in) [www.airwaves.net](http://www.airwaves.net)

#### PAPER IV

## CONTENT WRITING

### Course Outcome:

A long time ago, when man was entering into civilization, he wanted to intimate nature. Human beings lived in caves. The inside wall of the caves provided him a big canvas. Man collected natural dyes from the jungle and painted the cave-walls. The early drawings of man included things that he saw or did. These included scene of hunting, scenes of merry making and mostly scenes of daily chores.

Writing for Mass Media is all about creativity. Students will reveal their creativity by writing or putting his or her feelings into the events which are going in surroundings. Writing for Mass Media enlightens students and take them into the new plane. By learning mass media they will go through the basic fundamentals and working in Media Houses.

Students will learn the following points by this subject:

#### To Inform

- To inform audience about some thing
- To get audience understand how certain things are done
- To let audience learn about something

#### To Entertain

- To entertain audience
- To get audience to pay attention to some thing or issue
- To arouse the interest of audience in something new

#### To Stimulate

- To reinforce audience's believe in something
- To inspire audience
- To revitalize audience's attitudes about something

#### To Convince

- To make audience believe in something
- To make audience stop believing in something
- To change the attitude of audience towards some things or issue

### Unit I

## **Essentials of Writing**

- Why Become a Writer?
- Do I have Writing Talent? It's a Mistaken Question
- Ways to get inspired to create content – Break through the Block

## **Unit II**

### **Before You Write**

- Introduction to Writing – Different types of information
- Planning Your Writing
- Guidelines to Write
- What is a reader centric document?
- Reading for Writing
- Referencing and Plagiarism

## ▪ **Unit III**

### **Write Right**

- Reading for Writing, Writing Effective Paragraphs, Pre-writing
- Effective writing, Communication with Subject Matter Expert
- Grammar for Writers
- Common Grammatical Errors

## ▪ **Unit IV**

### **After You Write**

- Proof Reading
- Editing
- Communication with Graphic Artist
- Rewriting

## **Unit V**

### **Publishing – Project Work**

- Writing for Web
- Publishing – Project Work
- Career Development for Writers
- Professional Development Skills

## **PAPER V**

## **MEDIA RESEARCH**

### **Course Outcome:**

The course will demonstrate knowledge of research literacy. The students will be have a sound knowledge of basic research methods. It will make them an understanding of the significant risk and ethical issues raised by the conduct of media research. It will demonstrate familiarity with research into media audiences and users. They will develop a high level of written and oral communication skills. They will develop an understanding of media industries and institutions, particularly the role that research plays within the knowledge economy and future career development. It will demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood. It will make the Steeped in research methods and rigor. It will be based on empirical evidence and the scientific approach to knowledge development. It will be demonstrated through appropriate and relevant assessment. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.

Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. It is to develop understanding of the basic framework of research process. It will develop an understanding of various research designs and techniques. This course is to identify various sources of information for literature review and data collection. To develop an understanding of the ethical dimensions of conducting applied research. Appreciate the components of scholarly writing and evaluate its quality.

### **Syllabus:**

**Unit I** Concept, Nature and Scope; Research steps and its types; Objectivity, Reliability and Validity in Research;

**Unit II** Variables and Hypothesis: type of hypothesis, Characteristics of good hypothesis, hypothesis testing

**Unit III** Survey research, Content analysis, Market and Advertising research, Case study method; Source Analysis, Message Analysis, Channel analysis, Audience Analysis, Effect Analysis; Sampling and its types; Tools and Techniques of Data Collection - Questionnaire, Schedule, Interview and Observation

**Unit IV** measures of central tendency (mean, mode and median), measures of dispersion, (standard deviation), correlation and chi-square; Level of Measurements : Nominal, Ordinal, Ratio and Interval.

**Unit V** Data processing, Analysis, presentation and interpretation of data. Use of graphics in data presentation. Research writing - Research proposal, research report: Components and style, Preparation of Bibliography, Index.

### **Practical**

The students will give a written proposal to the coordinator. The proposal may be in the following format:

- Tentative title
- Introduction
- Reasons for the choice of the research area
- Objective
- Methodology
- Limitations, if any

### **Reading List**

Research Methodology Methods and Techniques, C.R. Khotari.

Mass Media Research: An Introduction, Rogers D. Wimmer and Joseph R. Donmadi, Worth Pub. Company Belmont.

Introduction to Mass Communication Research, Ralph. O. Nafziger and David M. Greenwood Press New York.

Media Research: Cross Sectional Analysis, Author Press, New Delhi.

Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi.

## **PAPER VI**



## **WEB JOURNALISM**

### **Course Outcome:**

Web journalism is a convergence process in which web and journalism is continuously spreading their wings in all over the world today. Web journalism is a form of less time, more information schedule.

Today people have less time to read newspaper and to watch TV but they have mobile in there hands so they can read the news and send the news wisely by the mobile phones. Mobile journalism and MOZO is very fascinating these days and when we carry mozo journalism we are taking the help of internet. Hence mozo and web journalism is also connected by means of operation.

Web journalism is work on www, html, DTP and Protocols. This journalism is not performing without the use of web. Hence to operate web journalism we need to work on information as well as web performing devices. There are so many web journalism companies are situated who comes in the category of web journalism industry this are Inshotrs, DB Web, ABP MOJO, Lallantop etc.

Students needs to work on web journalism because its time forecasting, the values mobile, web and information will gather together and they will stand together to perform also. People will choose finger our mobile over information. Hence the language and future of web journalism is forecasting so far.

### **Syllabus:**

#### **Unit-I**

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio

#### **Unit-II**

Advantages and Disadvantages of Cyber Journalism, Circulation of Web Newspapers,

#### **Unit III**

Web advertising, Future of Web Journalism, Analysis of important Indian News-Based Web-sites

#### **Unit-IV**

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

#### **Unit-V**

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends

#### **SUGGESTED READINGS:**

1. The Information, James Gleick
2. Cyberspace Aur Media, Sudhir Pachauri
3. Fundamentals of Information Technology, Deepak Bharihoke
4. Multimedia Systems, Ramesh Agarwal & Bharat Bhushan Tiwari
5. IT in the new millennium, V D Dudeja
6. Electronic Media & the Internet, Y K D'souza
7. The Spy in the Coffee Machine, O'Hara and Shadbolt

## **Semester VI (Total Credits 30)**

BAM601	Development Communication
BAM602	Film Aesthetics
BAM603	Radio Production II
BAM 604	Audio Visual Productions
BAM605	Project TV Production
Viva voce	

# **PAPER I**

## **DEVELOPMENT COMMUNICATION**

### **Course Outcome:**

Development signifies growth or change for the better in every aspect of a social process. It is a process of growth of a systems capability to cope with new, of progressive political, economic and social objectives. It is analysis of what must be done and deliberate training of men for new task and news ways of behaviour.

On completion of the course students should be able to: understand the concept of development. It will explain the indicators of development such as Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator.

They will understand development issues, particularly in Indian perspective. To understand the concept of development one need to know characteristics of developing countries. At the end of this course, the students will know about the theories & Paradigm such as Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication. It will develop the Concept Approaches of development communication - Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication.

The process of development is needed to be understood which will help them to plan and strategies the communication process for empowerment, participatory and sustainable development communication, and folk media as a tool for development. The course introduces the students to the issues of development and the specific role played by the media in development support communication.

### **Syllabus:**

#### **Unit 1**

- \* Concept of development
- \* Development Indicators
- \* Approaches to development
- \* Problems of development
- \* Development Policy and Planning

## **Unit 2**

- \* Development Journalism: concept & relevance
- \* Development communication: Meaning
- \* Strategies in development communication

## **Unit 3**

- \* Social, cultural and economic barriers of development communication
- \* Use of media and inter-personal communication

## **Unit 4**

- \* Traditional media
- \* Awareness in Tribal & weaker sections

## **Unit 5**

- \* Areas of rural journalism: health, agriculture, Panchayati raj, Population
- \* Campaigns and their evaluation

‘Good Strategy, Bad Strategy: The difference and why it matters’ by Richard P. Rumelt This book explains the logic of good strategy and the sources of power that talented strategists have tapped as well as the pitfalls to avoid. ‘Organisational Listening: The Missing Essential in Public Communications’ by Professor Jim MacNamara Jim MacNamara argues that improved organisational listening is a key to citizen, customer, and stakeholder engagement. Internal Communications ‘The Culture Builders’ by Jane Sparrow The Culture Builders takes a very practical approach for leaders, managers and professionals that explores the levels of engagement required to build a high-achieving culture. ‘From Cascade to Conversation’ by Katie Macaulay This book looks at how to really connect with your organisation in two-way conversation in a digital age. It includes case studies from BT, Sainsbury's, Oxfam, B&Q, Post Office, Crossrail, HSBC, Waitrose and Coca-Cola Enterprises Media and Campaigns ‘Nudge: Improving Decisions about Health, Wealth and Happiness’ by Richard Thaler and Cass R. Sunstein Nudge is about choices—how we make them and how we can make better ones. Drawing on decades of research in the fields of behavioural science and economics, authors Richard H. Thaler and Cass R. Sunstein offer a new perspective on the choices we make. ‘Risk Issues and Crisis Management in Public Relations: A casebook of best practice’ by Michael Regester and Judy Larkin This book defines reputation, explores how to value it and provides practical guidelines for effective reputation management. Digital ‘Dataclism - what our online lives tell us about our offline selves’ by Christian Rudder Drawing on data from OKCupid, Google, Facebook, and more, Christian Rudder reveals our hopes, fears, dreams and desires.

## **FILM HISTORY, ART, LANGUAGE - GRAMMAR & APPRECIATE**

### **Course Outcome:**

Film aesthetic is the process to select the phenomena to present or display in front of the mass audience. It deals with the ornamental change of film, colour association of film, effect used in film, and originality of film.

Film grammar, film history, variation in film production successive development of film, art language of films comes in the category of film aesthetics. Its history came with George Griffith and Maliece they give the language of films and the effects used in the film for audio and video. Ornamental language serves the writing skill of the beautiful film and also shows the creativity in the film. Art work is deals with the costumes, sets, production design, properties used and other in the film production. When we use the art or ornamental language, we use the aesthetic of film. At the end of this course, the students will be able to, 1. Learn the birth & Growth of cinema 2. Learn the elements & form of cinema 3. Learn how to write film appreciation

Now a day's variety of subjects and variety of concept focusing on the aesthetics of films. This aesthetic is used by the student to learn the aesthetics. Hence today elements of aesthetics are used broadly in the films. The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are introduced to the techniques and stages of short filmmaking.

### **Syllabus:**

#### **UNIT-I**

The birth of cinema

- Film & Modern men
- Lumier brother's package
- The Grand father of Indian cinema: Dada Saheb Phalke
- The silent era (1896-1930)
- The talkie era and decade wise trend up to 1931-1950

Prabhat Film Company

New Theaters

Bombay Talkies

#### **UNIT -2**

Film as an art ● Film and painting ● Film and theatre ● Film and literature  
● Film and music ● Film language and grammar

- (A) Shot, scene & cut,
- (B) Camera Distance,
- (C) Camera Angles,
- (D) Camera movements
- (E) Lighting
- (F) Sound in films
- (G) Film Editing devices

### **UNIT-3**

Economics of Indian cinema

Department of Film making & Persons.

Film Production, Distribution & Exhibition.

Film Publicity: Press, Radio, Satellite Channels.

Multiplex Corporate Culture.

NRI, NITICH, Cross over, Pop Corn cinemas.

### **UNIT-4**

- Film institutions in India
- Film festivals (National and International)
- Film awards
- Film censorships
- Enrichment of human life a social-cultural values through films.
- Future of films.

## UNIT-5

Case studies of contemporary films

Audience Research & Survey

Detail review & analysis of current films as a projects.

### Reading list

1. Indian Film. (OUP Second Edition.)
2. How Films are made (National Book Trust.)
3. Film as an art and film appreciation (NCERT. New Delhi)
4. Cinematography Censorship Rules Govt. of India Pre Nasik.
5. Cultural Heritage of India. (Basham. A.L.)
6. Hindi cinema ka itihas (Manmohan Chaddha)
7. Indian Films (Krishna Swamy, Eric Bournon)
8. Frames of mind reflections on Indian cinema (Aruna Vasudev)
9. So Many cinemas (B.D. Garg)
10. Camera ke peeche mahilayen (Nirmala Buradia)
11. The Kapoors (Madhu Jain)
12. Bhartiya Cinema ka antahkaran (Vinod das)
13. Raj Kapoor Speaks (Ritu Nanda)
14. Dilip Kumar: Star leader & Indian cinema (Bunney reuben)
15. The Art of cinema: an insider story through fifty years (B.G.Garg)
16. Cinema & the Indian Freedom struggle (Gautam kaul)
17. Bhartiya cine siddhant (Anupam ojha)
18. Bhartiya naya cinema (Surendra nath tiwari)
19. cinema kal, aaj aur kal (Vinod Bhardwaj)
20. How to read a film (James Monaco)
21. Shyam benegal (Sangita dutta)

### Suggested Reading

Stam, R. (2000). *Film Theory: An Introduction*

The Moving Image: Kishore Vallicha., Orient Longman, New Delhi

Partha Chatterji. The Nation and its Fragments: Colonial and Post-Colonial Histories. Princeton: Princeton University Press, 1993.

Ashis Nandy. The Intimate Enemy: Loss and Recovery of Self under Colonialism. Bombay, Calcutta, Madras: Oxford University Press. 1983.

Michel Foucault. The Foucault Reader, ed. P Rabinow. Harmondsworth: 1984.

The Oxford History of World cinema: Oxford university Press

Indian Popular Cinema: A Narrative of Cultural Change. K. Moti Gokulsing, K. Gokulsing, Wimal Dissanayake - Trentham Books – Revised and Updated -2004

Cinema Studies – Susan Hayward – Routledge 2007

Pleasure and the Nation – Rachel Dwyer and Christopher Pinney – OUP



Film as Social Practice – Graeme Turner – Routledge – London -2006

Islamicate Cultures of Bombay Cinema -Ira Bhasker & Richard Allen -Tulika Press -2009

Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema -Ashish Nandy, Vinay Lal – OUP -2007

Indian Popular Cinema: Industry, Ideology and Consciousness –Manjunath Pendakur -Hampton Press, Inc. 2003.

Encyclopedia of Hindi Cinema –Govind Nihalani and Saibal Chatterjee – Encyclopedia Britannica (India) Pvt Ltd -2003

Virdi, J. (2003). *The Cinematic ImagiNation: Indian Popular Films as Social History* . New Delhi : Permanent Black .

Shrivastava, S. (2007). *Passionate Modernity: Sexuality, Class and Consumption in India*. Routledge .

Neale, S. (1980). *Genre*. London: British Film Institute.

Athique, A. (2011, July). From cinema hall to multiplex: A public history. *South Asian Popular Culture*, 9(2), 147-160.

Bakhtin, M. (1968). *Speech genres and other late essays*. (V. W. McGee, Trans.) Texas: University of Texas Press.

Benegal, S. (2007). Secularism and Popular Indian Culture. In A. S. Needham, & R. S. Rajan (Eds.), *The crisis of secularism in India*. Durham: Duke University Press.

Bharucha, R. (1994, January 15). Somebody's Other: Disorientations in the Cultural Politics of Our Times. *Economic and Political Weekly*, 105-110.

Bhasker, I., & Allen, R. (2009). *Islamicate Cultures of Bombay Cinema* . New Delhi: Tulika Books .

Bordwell, D., Staiger, J., & Thompson, K. (1988). *The classical Hollywood cinema: film style & mode of production to 1960* . London: Routledge.

Branston, G. (2000). *Cinema and cultural modernity*. Buckingham: Open University Press.

Chakravarty, S. (1993). *National Identity in Popular Indian Cinema 1947-1987*. Austin: University of Texas Press.

Chowdhury, P. (2000). *Colonial India and the Making of Empire Cinema: Image, Ideology and Identity* . Manchester: Manchester University Press.

Daiya, K. (2008). *Violent belongings: Partition, gender and national culture in postcolonial India*. Philadelphia: Temple University Press. 13

- Hansen, A., & Cottle, S. (1998). *Mass Communication Research Methods*. New York: NYU Press.
- Hansen, K. (1999, May). Making Women visible: Gender and Race Cross-Dressing in the Parsi Theater. *Theatre Journal*, 51(2), 127-147.
- Hayward, S. (2006). *Cinema Studies: The Key Concepts* (Third ed.). London: Routledge.
- Holquist, M. (2010). *Dialogism: Bakhtin and his world*. London: Routledge.
- Kasbekar, A. (2001). Hidden pleasures: Negotiating the Myth of the female ideal in popular Hindi cinema. In R. Dwyer, & C. Pinney (Eds.), *Pleasure and the nation: The history, politics and consumption of public culture in India* (pp. 286-308). New Delhi: Oxford University Press.
- Mehta, M. (n.d.). *Censorship and sexuality in Bombay cinema*.
- Monaco, J. (2009). *How to Read a Film*. London: Oxford University Press.
- Niranjana, T. (1995, June 3). Banning Bombay: Nationalism, Communalism and Gender. *Economic and Political Weekly*, 30(22).
- Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Delhi: Oxford University Press.
- Prasad, M. M. (2004). The natives are looking: cinema and censorship in colonial India. In L. J. Moran, E. Sandon, E. Loizidou, & I. Christie (Eds.), *Law's Moving Image*. London: The Glasshouse Press.
- Ramaswamy, S. (2001). Maps and Mother Goddesses in Modern India. *Imago Mundi*, 53, 97-114.
- Srivastava, S. (2007). *Passionate Modernity: Sexuality, class and consumption in India*. New Delhi: Routledge.
- Stam, R. (2000). *Film Theory: An Introduction*

## **PAPER III**

### **RADIO PRODUCTION II**

#### **Course Outcome:**

Broadcasting word came from agriculture field. Later in technology when signals are transmitted and collected by the receiver, output was collected. In this whole process, the elements like PCR, Reader, Antenna, EMF, Receiver, oscillator, tuner and more are used.

In the field of Radio production, we learn about program format, Am, FM, Band, Frequencies, writing for programs, bulletin making, radio headlines, talk shows, program for special audience, spoken language [program, radio commercial, radio copy, spotlight, radio reports etc.

Radio production defines the field of ears where no visuals are required. Hence we need to work on imagination. A specific language is emphasis by the radio that is not only for the single person but for the mass audience. Radio production shows the simple and standard language and also broadcast the program for the basic and real audience.

This subject is necessary for the students who work in radio in the field of mass communication. AM, FM, Akashvani, Vividh Bharti, Prasar Bharti etc in radio shows the requirement of skilled performer and this performer possess the value on writing, voice-over, audio console, instrumentation and equipment, transmission etc. Hence the student will learn about the content development for verities of radio program and deal with various radio production techniques. For student this course will be a great help to understand the boundaries and cover map of radio by the means of different frequencies, band and techniques.

On completion of the course students should be able to : Prepare an audio brief. Use different types of microphones for radio/audio productions. Apply various elements of radio production for producing different radio formats. Write effectively for radio. Record and edit radio programs; Produce radio interviews, discussions, features and documentaries; Cover events outside the studios 8. Effective presentation of programmes

# **Syllabus**

## **Unit 1**

Basic concepts of Audio production

- Microphones – Designs, Categories and Applications.
- Digital Studio Mixer. Portable Audio Mixers.
- Recording formats. Understanding sound recording / Perspective of sound

## **Unit 2**

Sound transfer, Editing and post-production. Editing softwares □

- OB recording equipment
- Audio Workstations – Nuendo, Avid Pro tools and others Studio recording : Off air / On air studios and their working
- Online Sound editing
- Online Sound editing software

## **Unit 3**

Newsroom software- Dalet, phone –in & radio bridge

- FM broadcast softwares – RCS, etc. Part C Broadcast News 30 marks Radio newsroom organization & structure • Newsroom organization and structure and functions
- Different editorial positions in newsroom and their roles and responsibilities
- Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation
- Managing and Allocating Editorial Resources, Team work
- Editorial Co-ordination: Managing Different Desks Types of news bulletins 15-minute bulletin, 5 minute, news-on-phone, headlines
- Radio News Magazine • New Format News Writing for Radio
- Thinking audio

## **Unit 4**

Planning and structuring the copy for various audio inputs

- Rewriting the printed and agency copy for broadcasting
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox-Pops, Interviews Compiling Radio news bulletins
- Production of different formats of news - 2-minute headline bulletin to one hour news show

## **Unit 5**

Handling of news run down, last minute changes and on air changes in the news  
Headline writing • Role and Importance of Headlines

- Different types of Headlines
- Checking Language, Spelling and Grammar
- Following Style Book Writing for radio programmes Radio features/documentaries Radio commentaries Spotlight/Talks, etc Part D Practical

Exercises: 25 marks

- Preparing a Music clock for FM channels
- Drawing up fixed point chart for community radios • Compiling short news bulletins
- Production of field based Radio features
- Production of Studio based Radio programmes in different formats

## **PAPER IV**

### **AUDIO VISUAL PRODUCTIONS**

#### Course outcome

Audio Visual Production is the branch of electronic media. It deals with the technology which is used to telecast or broadcast signal and performing program in a TV set or receiver.

Since from the editor to the Director, TV is necessary to learn, and also useful to understand the Audio-Visual Production, where audio is pre-recorded and mixed by mixture and monitor, where the video is pre edited by the editor and this two can merge in a editing process where it is called video audio editing. Visualization with audio is important for the picturization, this audio video shows the simultaneous property and bring a valuable mirror to the society.

On completion of the course students should be able to: Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera. Describe techniques of lighting for video production. Describe the methods of recording and mixing of sound in video production.

For students, It is important to learn about audio video, TV and production of them they need to work on News room, TV Industry, Advertisement Agency and other places. Hence to learn this they can achieve the benchmark they want. On completion of the course students should be able to: Develop the competency to handle video camera; Compose shots; Shoot appropriate visuals for video programmes; Use lights effectively inside and outside the studio; Use audio equipment appropriately; Conceive and produce a video programme

#### **Syllabus:**

##### **Unit 1**

###### **Writing for audio visual productions**

Definition, type, categories of various writing format for audio visual productions & quick productions for news media . skill and techniques for writing . ethics of writing & audio visual productions .Writing exercises for various types of script writing of a/v prod.

##### **Unit 2**

**types of audio visual productions ,a/v news productions. news producer : working & responsibilities :**

Definition & categories of audio visual productions ,Type of news media a/v prod., type of documentaries ,making of news productions, news control room ,responsibilities of input desk-output desk , news producer –working & responsibilities ,prod. related other task , exercises as a news producer.

**Unit-3**

**Reporting, interview for a/v news media:**

Reporting-various type, definition, working . script writing , skill of a reporter, techniques . co ordination with technical crew, camera shot compositions for news reporting ,5W rules, news sourcing, ENG, PCR ,MCR .other media sourcing ,exercises as reporter & interviewer ,project presentation As PPT.

Interview :

Type, working, writing, technique, skill of interviewer, co ordination with technical team.

Voice culture for radio-audio-video productions :

Voice modulation, pitching , precautions ,compatibility with video and text.

**Unit-4**

**Latest audio-visual production technology, equipments, function, operations, making of productions :**

Camera- Type, uses, compatibility, function, operation, care, basic maintenance, single-malty cam setup, ENG co ordination, syncing, camera operation for news reporting, interview & other format of news prod.

**Unit-5**

**Light & sound , prod. crew-communication.**

Lighting- type, equipments ,uses ,precautions ,controlling of lights ,mixed lighting, Sound-natural sound, selection of mike, capturing of better sound ,noise control ,phone sound ,line in sound,

Crew Communication – walky-talky, p-a, earphone & mobile-communication between prod.team.

### **Suggested Reading:**

- The Moving Image: Kishore Vallicha., Orient Longman, New Delhi
- Partha Chatterji. *The Nation and its Fragments: Colonial and Post-Colonial Histories*. Princeton: Princeton University Press, 1993.
- Ashis Nandy. *The Intimate Enemy: Loss and Recovery of Self under Colonialism*. Bombay, Calcutta, Madras: Oxford University Press. 1983.
- Michel Foucault. *The Foucault Reader*, ed. P Rabinow. Harmondsworth: 1984.
- The Oxford History of World cinema*: Oxford university Press
- Indian Popular Cinema: A Narrative of Cultural Change*. K. Moti Gokulsing, K. Gokulsing, Wimal Dissanayake -Trentham Books – Revised and Updated -2004
- Cinema Studies – Susan Hayward – Routledge 2007*
- Pleasure and the Nation – Rachel Dwyer and Christopher Pinney – OUP*
- Film as Social Practice – Graeme Turner – Routledge – London -2006*
- Islamicate Cultures of Bombay Cinema -Ira Bhasker & Richard Allen -Tulika Press -2009*
- Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema - Ashish Nandy, Vinay Lal – OUP -2007*
- Indian Popular Cinema: Industry, Ideology and Consciousness –Manjunath Pendakur -Hampton Press, Inc. 2003.*
- Encyclopedia of Hindi Cinema –Govind Nihalani and Saibal Chatterjee – Encyclopedia Britannica (India) Pvt Ltd -2003*
- Virdi, J. (2003). *The Cinematic ImagiNation: Indian Popular Films as Social History* . New Delhi : Permanent Black .
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- Bhasker, I., & Allen, R. (2009). *Islamicate Cultures of Bombay Cinema* . New Delhi: Tulika Books .
- Bordwell, D., Staiger, J., & Thompson, K. (1988). *The classical Hollywood cinema: film style & mode of production to 1960* . London: Routledge.



- Branston, G. (2000). *Cinema and cultural modernity*. Buckingham: Open University Press.
- Chakravarty, S. (1993). *National Identity in Popular Indian Cinema 1947-1987*. Austin: University of Texas Press.
- Chowdhury, P. (2000). *Colonial India and the Making of Empire Cinema: Image, Ideology and Identity*. Manchester: Manchester University Press.
- Daiya, K. (2008). *Violent belongings: Partition, gender and national culture in postcolonial India*. Philadelphia: Temple University Press.
- 13 nsen, A., & Cottle, S. (1998). *Mass Communication Research Methods*. New York: NYU Press.
- Hansen, K. (1999, May). Making Women visible: Gender and Race Cross-Dressing in the Parsi Theater. *Theatre Journal*, 51(2), 127-147.
- Hayward, S. (2006). *Cinema Studies: The Key Concepts* (Third ed.). London: Routledge.
- Holquist, M. (2010). *Dialogism: Bakhtin and his world*. London: Routledge.
- Kasbekar, A. (2001). Hidden pleasures: Negotiating the Myth of the female ideal in popular Hindi cinema. In R. Dwyer, & C. Pinney (Eds.), *Pleasure and the nation: The history, politics and consumption of public culture in India* (pp. 286-308). New Delhi: Oxford University Press.
- Mehta, M. (n.d.). *Censorship and sexuality in Bombay cinema*.
- Monaco, J. (2009). *How to Read a Film*. London: Oxford University Press.
- Niranjana, T. (1995, June 3). Banning Bombay: Nationalism, Communalism and Gender. *Economic and Political Weekly*, 30(22).
- Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Delhi: Oxford University Press.
- Prasad, M. M. (2004). The natives are looking: cinema and censorship in colonial India. In L. J. Moran, E. Sandon, E. Loizidou, & I. Christie (Eds.), *Law's Moving Image*. London: The Glasshouse Press.
- Ramaswamy, S. (2001). Maps and Mother Goddesses in Modern India. *Imago Mundi*, 53, 97-114.
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**School of Journalism & Mass Communication**  
**D.A.V.V., Indore**  
**M.A. MASS. COMMUNICATION MC5A**  
First Semester

SCHEME OF PAPERS

MA01	Mass Communication
MA02	History of Press, Translation & Basic Writing Skill
MA03	Photo Journalism
MA04	Film- History, Art, Language, Grammar & Appreciation
MA05	Reporting & Editing

Photo Journalism Practical

Viva Voce

## **PAPER—I**

### **MASS COMMUNICATION**

#### **Course Outcome:**

On completion of the course students should be able to: Explain the meaning of communication and why human beings communicate. Will be able to state how we communicate non-verbally and verbally. List and explain different types of communication. Discuss the meaning of self communication. Explain the importance of communication with others. Differentiate between Mass Communication and Mass Media. List various media of Mass Communication. List the main elements of speech personality. Explain the principles of writing to inform, report and persuade.

Theories and models of communication are very important subjects in relevance with the communication procedure and passing the information. Theory attempts to explain the production of information & how this information is transmitted, the method is use to convey the meaning. By learning communication theory, students will learn good communication skills and by skills they will learn good business. Good business gives them to how to thrive an organization.

By learning communication theory, students can learn the fields of : Information through mathematics and flow chart: Through communication theories information is broadcasted and flow charts are the easiest way of understanding; Structural and functional theories which believe that social structures are real & observed by objectivity: Through structural and functional theories students will come to know about what is going in a society ; Process of information which led's to desirable outcome: When we broadcast some information, it always gives outcome and that is very easy for student to understand.; Human Communication process i.e. SMCR (Sender, Message, channel, Receiver): human communication process is very well known by everyone and there are four basic aspects of human communication i.e sender, message, channel, and receiver.

## **Syllabus:**

### **UNIT-1**

Meaning, concept and definition of communication.

Types of communication.

Intra personal Communication, Inter Personal Communication, Group Communication,

Mass Communication, Non Verbal Communication, and Verbal Communication.

### **UNIT-2**

Models of Communication

Arisotal model

SMRC model

LASWELL model

Shanen & Weaver model

Osgood & Schrrame model

Gerbner model

Gate Keeping model

Newcomb model

### **UNIT- 3**

Theories of communication

Impact of mass communication, Limitations of mass communication

Future Trends in mass communication

### **UNIT-4**

Barriers to communication

Concept of selective perception, exposure, retention.

### **UNIT-5**

- Brief study of communication technologies.

Telephone, Radio, Computer, Fax, E. Mail, Internet, mobile.

## READING LIST

1. Understanding Mass Communication- De Fleur
  2. A Dictionary of Communication & Media Studies- Bittner John
  3. Mass Communication in India- Keval j Kumar
  4. Mass Communication- Wilbur Schramm
  5. Mass Communication Theory & Practice- Narula Uma
  6. Communication- S.S. Chabra
  7. Understanding media- Marshall McLuhan
  8. Mass Communication & Society- K. Kulkarni
  9. Mass Communication & Society- Jhdkar
  10. Mass Communication & Society- V. K. Mehta
  11. Mass Communication & Society- V. K. Mehta
- Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
  3. Mass Communication Journalism in India D S Mehta
  4. Mass Communication Theory Denis Mc Quail

## **PAPER II**

### **REPORTING & EDITING**

#### **Course Outcome:**

Upon completion of the course, students will demonstrate the ability to research and evaluate appropriate sources and background materials for a news story. Upon completion of the course, students will be able to write a complete hard news story using the inverted pyramid format. Upon completion of the course, students will be able to create a single-page feature package using software.

Students will be able to apply news judgment stories in order of most newsworthy to least newsworthy and create a production budget for a news publication using that ranking. Student will be able to copy edit a multi-item calendar listing. Reporting is the most important step in the continuous cycle of learning assessment. It is the collaborative process through which programs use evidence of student learning to gauge the efficacy of collective educational practices, and to identify and implement strategies for improving student learning. Responses can range from curricular or pedagogical change to new faculty/staff development or student learning activities and from comprehensive revision to evidence-based affirmation of current practice.

Examine the editorial demands of various writing genres and publication formats. Practice methods for editing various materials for style, organization, substance, grammar, and length. Discuss and practice methods for rewriting print and electronic materials. Teach about the Use the copyediting and proofreading skills. Evaluate documents for content, structure, style, readability, and marketability. Practice creating a production timeline for print and/or Web material.

Look at the structural/stylistic editor's role in marketing and promotion. Communicate clearly and effectively with others involved in a project. Become aware of the tasks involved in managing different kinds of projects.

#### **Syllabus:**

#### **UNIT-I**

Journalism: Concept, Types- Citizen Journalism, Embedded Journalism, String Journalism, Tingo Journalism.

Structure of a news report.

Intro: Types & Structure

## **UNIT- 2**

Concept and kinds of beat: in depth reporting sports. Crime, accidents & disasters legislature. Courts, follow-up story

Categories of reporter: City, special correspondent, Foreign correspondent, stringer, function & responsibilities,.

## **UNIT-3**

Headlines : Functions and types, Headlining TP news story. Reporters news story or interview, correspondent news story. Editing of an article, a feature. Intro purpose & types, ideal conventional quotation, question etc.

Interview : Definition, Types, preparation and do's & don'ts, Press conferences.

## **UNIT- 4**

Editing Principles of editing elements of Editing, precautionary measures and golden rules.

Structure and Origination of an editorial department. Role of news editor, deputy news editor, chief' sub-editor. Qualities of a good sub-editor, Editing Online

## **UNIT-5**

News Agencies: Indian and Foreign news agencies

## **READING LIST**

1. Professional Journalism-M.V.Kamath
2. The Complete Reporter-
3. Practice of Journalism (A guide to reporting and writing the News)
4. Reporting & Editing (k.m.srivastav)
5. Modern newspaper(F.W.Hodgson)
6. Editing (Thomas R.Berner)
7. Editing(George T.J.S.)
8. Lkekpkj laiknu&izseukFk prqosZnh
- 9-laiknu dyk&MkW- gfjeksgu
- 10-laiknu dyk&MkW- vtqZu frokjh
- 11-lk=dkfjrk ds fofo/k vk;ke&MkW- osnizrki oSfnd
- 12-laiknu dyk&dey nhf{kr
- 13-laiknu dyk&,u-lh- iar

## **PAPER III**

### **PHOTO JOURNALISM**

#### **Course Outcome:**

Photo journalism is a particular form of journalism (collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. The combination of pictures with a written information has been coined in a new term i.e. photo journalism. Photo Journalism is distinguished form of photography.

Photography comes from two ancient Greek words i.e. Photo for light and graphy for drawing. In this subject student will learn more about photography like Landscape Photography, Wildlife Photography, Aerial Photography, Sports Photography, Portrait Photography, Wedding Photography, Fashion Photography

Other than this student will learn about the camera techniques i.e. about the lenses, Aperture, Shutter Speed, Where and how to use Flash, White balance etc. Other than these aspects, students will also learn about the framing and composition of photographs taken by a person which is known as Composition. Composition is the placement of visual elements in a work of art, as distinct from subject of work.

By learning this students will be learning techniques and principles of photography and photo journalism. Also they will be able to plan and create projects employing existing and emerging digital media formats. They will be able to exhibit effective leadership skills when working in multidisciplinary teams. Integrate knowledge of ethical and legal frameworks with effective business practices in dealings with clients, colleagues, suppliers and employees. Evaluate career opportunities based on knowledge of the industry and current trends. Apply project planning principles and processes in order to enhance business competitiveness. Incorporate a variety of networking skills in order to build and sustain a professional practice. Create a business plan to support the development and on-going operation of a photography business.



## **Syllabus:**

### **Unit 1**

1. Photo Journalism its Role & Importance
2. Meaning, Definition of Photography & History of photography
3. Tools of photography
4. Types of Camera (Traditional & Digital)
5. Parts of Camera (Lens, Aperture, Shutter speed, Film).
6. Camera Control & Creativity.
7. About Digital Photography
8. Automatic all the Way
9. Working of Digital Camera & Comparison
10. Selecting Image Size & Quality & File Format

### **Unit 2**

1. Lighting (Role of Lighting, Different types of lighting & it's uses)
2. Role of subject
3. Quality of Photographs (Types of Paper)
4. Role of Visualization
5. Shots
6. How to take a good picture

### **Unit 3**

1. Development of Photographs (Printing Process- Black & White, Lab Printing, Thermal, Inkjet)
2. Editing & Cropping
3. Composition of Photography
4. Filters
- 5.

### **Unit 4**

Branches of Photography A. Photographing People : Photography Aesthetics of people (Male, Females, Couples, Groups & Child Photography) in Studio & Outdoor & Available light. B. Product Photography : Using selective Focus, Exposure Affects your Images, Controlling Brightness & Contrast C. Interior & Exteriors : Architectural Photography, Industrial Shooting (Internal & External) Use of various wide range Lenses, Landscape Photography; Scienceshots. D. Action & Sports Photography : To Capture the action in different ways to know the game first , Selecting the game first, Selecting the Equipment According to the game (Use of various Zoom & Tele Lenses & Tripods) E. The PhotoShoot from Start to Finish : Photography of the given theme to selecting subject to select the equipment the location & Final Shooting. 2. Final Finish Before printing , work on softwares (Photoshop

## **Unit 5**

Uses of Printer, Scanner, PAN Drive(Media)

Special Effect (Panning, Zooming etc.)

Practical (Outdoor/Indoor)

### **Reading Suggetions:**

1. An Introduction to Photo Journalism- (Hicks & Wilson
2. Photo Journalism- The Visual Approach (Hoy. Frank P.)
3. News paper Photography, A Professional view of Photo Journalism. Today, (John Alun)
4. The History of Photography (Newhall.B.)
5. Photography & The La (Durernet. Christopher).
6. Successful Freelance Photo Journalism (Mcintosh. I)
7. Book Ref. Tom Ang : Digital Photography an Introduction  
Publisher's Name: Dorling Kindersiey Ltd.
- 8.QksVsk Ik=dkfjrk&xqykc dksBkjh

## **PAPER IV**

### **HISTORY OF PRESS, TRANSLATION & BASIC WRITING SKILL**

History of media is deal with the components like Television, Radio, Web, Newspapers, Magazines, Films etc. where history of press is part of media. The First Media was developed in 16<sup>th</sup> century in Germany, where the first press was situated by Johann Guttenberg then later it was shifted to the Newspapers. In India Newspaper came in the name of “Announced” in 1776 then the complete scenario was started. In between this Magazines were started. Brahmnikal magazine, India today, Readers Digest etc started.

Hence this subject is very important for the student to make hierarchy on the field of history of media and students should make sure that the values lies between this form of media. On completion of the course students should be able to: Describe Indian Journalism in a pluralistic society; Enumerate the historical moments of print and broadcasting in India; Identify the contribution of press and broadcast in social communication

Understand typical conventions of technical and lab reports. Students will understand and know how to follow the stages of the writing process (prewriting/writing/rewriting) and apply them to technical and workplace writing tasks. Students will be able to produce a set of documents related to technology and writing in the workplace and will have improved their ability to write clearly and accurately. Students will understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing. Write and edit clear, graceful, grammatically correct prose. The objective of the course is to familiarize the student with the evolution and use of language in different media; to familiarize the student with the theories and problems of translation; to train the student in media translation.

#### **Syllabus:**

##### **Unit- I**

- Early beginning of Journalism: Pre printing period Verbal Journalism hand written news sheets.
- A Brief History of printing & Typography
- The Birth of Journalism in India: Early Anglo— Indian News papers Hickys Gazette.

## **Unit II**

- Birth of Language journalism Development of Bengali and hindi newspapers.
- Social reform movement and journalism
- History of Hindi journalism.

## **UNIT- III**

- Role of the Press during the freedom struggle.
- Significant Developments in the growth of Journalism in Madhya Pradesh.
- Prominent personalities of the Indian Journalism.
- The Press in India after 1947, Current trends in English and language journalism in India.

## **UNIT- IV**

Hindi Journalism during 1990-2008

Pioneers of Journalism Trends

Characteristics of Important Indian newspapers

## **UNIT- V**

- Concept of Translation. • Fundamental principles of translation; difference between translation. • Translation of the following kinds of editorial matter, news story, features, articles, letter to editor. • Language and meaning : Difference between spoken and written. • Language function . Expressive informative, Vocative. • Qualities of good writing Clarity, brevity, flow, readability, Sentence and paragraph. Structure Beginning, development, focusing and conclusion.
- Diversity and uniformity of Media language, style book.

## Reading List

1. Role of Press in the Freedom Movement. (Motilal Bhargava)
2. Journalism in India. (Ranga Swamy Parth Sarthi)
3. History of Journalism in India (J. Natrajan)
4. Battle for Freedom of the Press in India. (K.S. Padhy)
5. Translation through Media in New Millennium (K.K. Rathi)
6. Good Writing An Informal Manual of Style (Vrooman Alnh.)
7. Improve your Writing. (Arora & Chandra)
8. fgUnh lk=dkfjrk dk o`gn bfrgkl % MkW- vtqZu frokjh
9. Hkkjrh; Lora=rk vkSj fgUnh lk=dkfjrk% ca'kh/kj yky
10. fgUnh lk=dkfjrk bfrgkl o iz'u% d".kfcgkjh feJ
11. fgUnh lk=dkfjrk ds dhfrZeku % txnh'k izlkn
12. lk=dkfjrk dk bfrgkl% ,u-lh- iar
13. vuqokn dyk fl)kar o iz;ksx% dSyk'kpUnz HkkfV;k
14. lk=dkfjrk esa vuqokn% ftrsUnz xqlrk
15. vuqokn ds fofok vk;ke% iqjupanz VaMu
16. e/;izns'k esa fgUnh lk=dkfjrk% dSyk'k ukjn
19. fgUnh lk=dkfjrk fofok vk;ke% MkW osnizrki oSfnd
20. Modern Journalism & Mass Communication (Dr. Baldev Raj Gupta)
21. Modern Journalism issues & Challenges (Swati Chouhan)
22. fgUnh lk=dkfjrk fodkl vkSj fofok vk;ke% "kSys" k tks"kh

## **PAPER V**

### **FILM HISTORY, ART, LANGUAGE - GRAMMAR & APPRECIATE**

#### **Course Outcome:**

Film aesthetic is the process to select the phenomena to present or display in front of the mass audience. It deals with the ornamental change of film, colour association of film, effect used in film, and originality of film.

Film grammar, film history, variation in film production successive development of film, art language of films comes in the category of film aesthetics. Its history came with George Griffith and Maliece they give the language of films and the effects used in the film for audio and video. Ornamental language serves the writing skill of the beautiful film and also shows the creativity in the film. Art work is deals with the costumes, sets, production design, properties used and other in the film production. When we use the art or ornamental language, we use the aesthetic of film. At the end of this course, the students will be able to, 1. Learn the birth & Growth of cinema 2. Learn the elements & form of cinema 3. Learn how to write film appreciation

Now a day's variety of subjects and variety of concept focusing on the aesthetics of films. This aesthetic is used by the student to learn the aesthetics. Hence today elements of aesthetics are used broadly in the films. The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are introduced to the techniques and stages of short filmmaking.

#### **Syllabus:**

##### **UNIT-I**

The birth of cinema

☐☐ Film & Modern men

☐☐ Lumier brother's package

☐☐ The Grand father of Indian cinema: Dada Saheb Phalke

☐☐ The silent era (1896-1930)

☐☐ The talkie era and decade wise trend up to 1931-1950

Prabhat Film Company

New Theaters

Bombay Talkies

## **UNIT –2**

Film as an art   ??Film and painting   ??Film and theatre   ??Film and literature   ??Film and music   ??Film language and grammar

- (A) Shot, scene & cut,
- (B) Camera Distance,
- (C) Camera Angles,
- (D) Camera movements
- (E) Lighting
- (F) Sound in films
- (G) Film Editing devices

## **UNIT-3**

Economics of Indian cinema  
Department of Film making & Persons.  
Film Production, Distribution & Exhibition.  
Film Publicity: Press, Radio, Satellite Channels.  
Multiplex Corporate Culture.  
NRI, NITCH, Cross over, Pop Corn cinemas.

## **UNIT-4**

??Film institutions in India  
??Film festivals (National and International)  
??Film awards  
??Film censorships  
?Enrichment of human life a social-cultural values through films.  
??Future of films.

## **UNIT-5**

Case studies of contemporary films  
Audience Research & Servey  
Detail review & analysis of current films as a projects.

## Reading list

1. Indian Film. (OUP Second Edition.)
2. How Films are made (National Book Trust.)
3. Film as an art and film appreciation (NCERT. New Delhi)
4. Cinematography Censorship Rules Govt. of India Pre Nasik.
5. Cultural Heritage of India. (Basham. A.L.)
6. Hindi cinema ka itihās (Manmohan Chaddha)
7. Indian Films (Krishna Swamy, Eric Bournon)
8. Frames of mind reflections on Indian cinema (Aruna Vasudev)
9. So Many cinemas (B.D. Garg)
10. Camere ke peeche mahilayen (Nirmala Buradia)
11. The Kapoors (Madhu Jain)
12. Bhartiya Cinema ka antahkaran (Vinod das)
13. Raj Kapoor Speaks (Ritu Nanda)
14. Dilip Kumar: Star leader & Indian cinema (Bunney reuben)
15. The Art of cinema: an insider story through fifty years (B.G. Garg)
16. Cinema & the Indian Freedom struggle (Gautam kaul)
17. Bhartiya cine siddhant (Anupam ojha)
18. Bhartiya naya cinema (Surendra nath tiwari)
19. cinema kal, aaj aur kal (Vinod Bhardwaj)
20. How to read a film (James Monaco)
21. Shyam benegal (Sangita dutta)



SCHOOL OF JOURNALISM & MASS COMMUNICATION  
DEW AHILYA VISFIWAVIDYALAYA, INDORE  
M.A. IN MASS COMMUNICATION  
Second Semester  
Syllabus- January-May

MA06	Advertising
MA07	Public Relations
MA08	Broadcast Journalism
MA09	Editorial Writing & Feature Writing
MA10	Media Management

Tele News/ online editing  
Viva voce

## **PAPER I**

### **BROADCAST JOURNALISM**

#### **Course Outcome:**

After completion of course students will understand the organizational structure of broadcast media, can establish themselves as program organizer, interviewer, Radio-TV feature writer, news reporter and anchor. Pass out can be successful program conductor at private radio channels like Radio *Mirchi*, FM Radio etc. After completion of course can be placed in broadcast media organization like Akashvani and Doordarshan and also join Indian Information services. Pass outs can use their talent in these sectors of broadcast media. A number of broadcasters are in search of qualified youth and course contents will help them for employment options and refining their professional skills. On completion of the course students should be able to : 1. Explain the salient features of TV as a medium 2. Describe the process of gathering news and report for TV. 3. List the stages of production of a video program 4. Describe the steps involved in editing of a video program

#### **Syllabus:**

##### **UNIT -I**

- \*Evolution of broadcasting. Characteristics of radio & Television as mass Media.
- \*Development of radio & television in India.

##### **UNIT-II**

Three ages of broadcast

Radio,(2)Television,(3)Cable & Satellite transmission. Prasar Bharati (Akashwani & Doordarshan)

##### **UNIT III**

- \*Chanda Committee, Verghese Committee, Joshi Committee.

#### **UNIT- IV**

\*Radio News: Role & function of radio news, sources of news, Radio news values, organization of the radio, Newsroom, News Service division of All India, Radio, Skills for radio news reporter and editors, Skills for radio news readers, Structure and types, Of radio news bulletins. News reels, hourly and Special, national, regional, local, external, planning and conducting various types of Interviews, Talks, Discussions, Radio feature, live coverage.

#### **UNIT-V**

Television News: \*Role & function of TV News. Television News script format. Structure and types of TV News bulletins. Television news values. Organization of television newsroom. Sources of TV News, Skills for TV News reporter and editor. Skills for TV News caster. Planning & conducting various types of interviews. Group discussion, live coverage. Comparing news on different channels.

#### **Reading List**

Broadcasting in India. (Awasthy,G.C.)

Broadcasting in India age (Chattarjee. P.C.)

Broadcast News-The inside out. (C.V. Moshy.& Hunter J.K.& Gross L.S)

Broadcasting and people. (Masani Mehar)

National Broadcast trust Publication Division Akash Bharati

Radio & T.V.journalism. (Srivastav K.M.)

Indian Broadcasting (H.R.LUTHRA)

## **PAPER -II**

### **MEDIA MANAGEMENT**

#### **Course Outcome:**

At the end of the course the students will be in a position to manage the media organization. They will not only in a position to manage editorial department but also other departments like Human Resource Management (HRM), Sales and Development (S and D), Space Marketing (advertisement), Administration etc. Pass outs can also be successfully performed as Coordinator in organization. The pass out will fully understood the registration of organization under different acts such as Indian Companies Act 1956, Indian trust Act, Multistate of State cooperative acts, Firms and Societies act or Proprietary establishments. Pass outs will understands regulatory compliance of Employees Provident Fund Organization (EPFO), Employees Scheme Insurance (ESI), Labor Department, Pollution Control Board, Income Tax, Commercial Tax Department etc.

Pass outs can execute responsibility of recruitment process, interview, selection, postings, induction, appraisal, promotion, transfer, salary calculations and payment to employees accounts, leave sanction, leave encashment, bonus, EPF, ESI and Income tax deduction and transfer through NEFT/RTGS to concerning bank accounts.

#### **Syllabus:**

##### **UNIT-I**

Media scene in India-Private & Public Sector.  
Traditional Media and their use in Mass Communication.  
Foreign Media in India.

##### **UNIT-II**

Organizational Structure of newspapers & magazines.  
News Print Policy. Organization Structure of Radio & TV,AIR. Doordarshan & Private TV Channels. Cinema Industry in India-Structure, Organization & Economics.

##### **UNIT-III**

Economics of newspaper & magazine production.

#### **UNIT -IV**

News Agencies of India- Structure & Functioning.

#### **UNIT-V**

Important Media Organizations of the world  
BC,VOA,ABC,CNN,NBC,AP,AFP,Katar,TASS,Reuters.

#### **Reading List**

Newspaper Management Goulden.John

News Paper Management in the multimedia Age Ed. Mehra

News Paper Organization & Management Ruckerr F.V.&Williams H.L.

Management Tasks.Responciability Practice. Drucker.Peter

## **PAPER — III**

### **ADVERTISING**

#### **Course Outcome:**

On completion of the course students should be able to Define and explain advertising, its role and functions. They will know the difference between Publicity, Propaganda and Public opinion. They will be able to identify various types of advertising: Commercial and Non-commercial advertising; Product and Consumer advertising; Classified and Display advertising; Public service and corporate advertising. The course will make student understand the key areas of advertising such as Advertising Process; Marketing Mix: Meaning and components; Factors Determining Marketing Mix; Advertising as a tool of Marketing.

The course will provide understanding of various elements of advertising creative development such as Ad-headline, body copy- graphics and illustrations etc. They will gain knowledge about the principal components of visualisation, copy writing and copy formats for each kind of media such as print, radio, television and web. It will provide the basis for career choices in advertising. There are various steps involved in the process of a campaign which requires building strategy, creative development, developing the ad and testing the effectiveness of it. While designing a campaign one need to know the effects of advertising such as cultural values, economics, social and ethical issues of advertising for making it effective.

The advertising agencies are of various types and have different structure and management. The students will be having knowledge about the leading advertising agencies and its functions which will help them for better understanding of it in near future when they will be working as a part of the industry. They will also have knowledge about Advertising Agencies Association of India, The Advertising Standards Council of India.

At the end of this course, the students will be able to: Understand the role of advertising in marketing and the promotional mix; Identify the scientific and creative aspects of advertising as a business discipline; Explore the social, economic and ethical issues surrounding advertising in a free society; Work together and understand individual roles in taking a project from idea to

implementation; Create solutions for ad strategies that are aligned with strong marketing plans; Incorporate research techniques in design evolution: determine client marketing objectives, target market definition, use appropriate media, and develop a production plan; Write, design, and assemble an advertising campaign using multiple different types of media for a specified product or service.

## **Syllabus:**

### **UNIT-I**

Definition, Types, functions & importance of advertising.

Advertising vis-à-vis publicity, public relations and marketing, Economic & Social implications of Advertising, Corporate Advertising

### **UNIT-II**

Ad Design: Importance & trend, Vocabulary, Basic, Principles & structure, Budget, Ad appeals, Ad Trends. AIDA Principle,

### **UNIT-III**

Advertising media: Concept of carrier & non carrier medium vehicle, Media scheduling & selection.

### **UNIT-IV**

Ad Campaign: Concept, Planning, Positioning, Product Perceptual mapping, Brand Perceptual mapping.

### **UNIT-V**

Ad testing: Importance Concept of Pre testing, Post testing.

Testing Methods, DAVP, ABC, AAI, Legal Aspect of Advertising.

## **Reading List**

Advertising New Concept S.S.Kaptan

Advertising in Print media Sanjay Kaptan

Advertising Management B.Narayan

Advertising Media Planning Z.Jack

Advertising Management Batra & Myers

Advertising Aaker

Fundamentals of Advertising Choonawala

Advertising Principles & Practices Wells/ Burnett / Moriarty

## **PAPER -IV**

### **PUBLIC RELATION**

#### **Course Outcome:**

The objective of this course is to provide knowledge to the students about the various functions and concept of public relation. They will be able to assess the attitude of public towards organization. They will be able to apply tools and techniques for handling public through communication programs. The job of PR is to create a brand image and maintain transparency by designing strategies and policies for both the internal and external public. They will learn to use tools to promote good will of the organization. Because the public relations worker is often trying to reach larger audience, the printed word is an important tool for creating reports, newsletters, booklets, speeches, employee publications, shareholder reports etc. A sound clear style of writing that communicates effectively is must for public relation which they will learn and practice via this course. It will define and explain event management and its functions which are done to gain attention and acceptance of the organization. For this they require to learn how to plan and coordinate, pay attention to details, and prepare publicity reports. The skills of Public speaking are also required by a public relation officer which they will enhance through it. The course will explain the revenue generating process for an event.

The student will understand the two broad roles of public relations: the technician role and the manager role. The technician role represents the craft side of public relations which involves writing, editing, taking photos, handling communication production, running special events and making calls to media. The manager role focuses on activities that help identify and solve problems of public. Public relation manger advices senior managers about communication need and are responsible for broad organizational results.

The course will give them the understanding of various laws and ethics involved in public relation so that they can strategically plan the effective communication process for the organization and public. At the time of crisis they will be knowing what all steps should be taken and be prepared for emergency crisis situation. For proper planning they will require a complete knowledge research required in the field of Public relation for understanding public opinion. They will gain knowledge



about how to maintain media relation, employee communication, community relations, consumer relation and marketing and investor relations.

The course will make them ready to practice relations with government via public affairs. The students will have an understanding of working culture in non profit organization and how they maintain their relation with their public. It will explain them how to handle corporate public relation and issues in public relations like crisis communication, social media and global advances.

### **Syllabus:**

#### **Unit-I**

Definition of PR, distinguishing features of PR Communication

#### **Unit-II**

Objectives and functions of PR, concept of public; internal and external

#### **Unit-III**

The PR process: research, planning , communication and evaluation

#### **Unit-IV**

Tools of PR. Public opinion and PR : Two step of Theory of opinion, Feature of PR  
Publicity and PR Advertising

#### **Unit-V**

Salient Feature of PR in Industry, Govt. and Educational Institution ,Society, NGO's  
Corporate Communication.

### **Suggested Readings:**

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth- 15 Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.

## **PAPER - V**

### **EDITORIAL WRITING & FEATURE WRITING**

#### **Course Outcome:**

After completion of course students will be able to understand issues of the editorial, editorial writing techniques, importance of editorials and impact. After successful completion of course, students will develop themselves as editorial/leader writer, article writer, columnist, specialized writer and book author. It the course will certainly increase employment opportunity for pass outs.

On successful completion of the course :Students will be able to expanded their knowledge and understanding of the role of journalism in Indian society; Developed their professional writing and research skills as applicable to features journalism in print and online forms; Advanced their skills in critical reflection on professional practice; Further developed their professional communication skills; Analyze features of different non-fiction genres; Conduct research for a feature article; Develop a concept in the appropriate format for an identified market; Write articles in various non-fiction genres, creating original angles to story ideas appropriate to the target audience; Critically review other writers' work and provide constructive feedback; Acquire knowledge of writing and editing techniques; principles and practice of communication and writing for different audiences; emerging digital media and trends and developments in the publishing industry; Acquire and apply the skills to write works of fiction and non-fiction, edit professionally, create digital content, design print and web-based products, develop and manage writing and editing projects; Identify, analyze and reflect on relevant trends in writing and publishing in both local and international contexts; In-class lectures, which provide the framework for exploring different kinds of feature writing and developing your skills as a non-fiction writer.; Class exercises and activities designed to clarify course content and practice relevant skills; Writing workshops to assist development of writing techniques with feedback from peers and teacher independent research and study, working through the course requirements as presented in classes, online and through learning materials.

## **Syllabus:**

### **Unit-I**

The Editorial Page: Its needs, concept

Typography and Layout, Qualities and Responsibilities of the Editor and Assistant Editors.

### **Unit-II**

Concept and Application of Editorial Policy: Concept Nature and Need of Editorial Conference. The Editorial: Definition. Types, Purpose and Style of Writing: Concept and Nature of Editorial Comments. Columns and Special Articles, Comparative study of the Edit Page of a few Local and national Dailies.

### **Unit-III**

Definition of a feature

feature vis-à-vis fiction and literatures

types of features

### **Unit-IV**

Distinction between a News feature and a feature article

Search for topics and material that can sell, titles, leads and slant in features;

Importance of human interest in feature,

### **Unit-V**

Basic principles and do's and don't of reviewing books, films, stage plays and TV programs.

concept of photo-feature.

scope and approach to free lancing for newspaper & magazines.

SCHOOL OF JOURNALISM & MASS COMMUNICATION  
DEVI AHILYA VISHWAVIDYALAYA, INDORE  
MA. IN MASS COMMUNICATION  
SYLLABUS  
III SEMESTER

MA11	Media Law
MA12	Media Research
MA13	Global Media
MA14	Television Production I
MA15	Applied Psychology for mass media

Viva –Voce

## **Paper I**

### **Media Laws & Ethics**

#### Unit I

Salient Feature of Indian Constitution.

Law Relating to the Freedom of press

Right to Information.

Media Laws & Requirements & Implementations

#### Unit II

Contempt of Court and contempt of Legislature

Official Secrets Act

Press & Books Registration Act

Copy Right Act

Press Council of India

#### Unit III

Acts and Committees related to wages of Working Journalists

AIR and DD's code of Broadcasting News and Advertising

Prasar Bharti Act

Cinematograph Act and Film Censorship

#### Unit IV

Ethics and controversies in Advertising

Code of Ethics for Advertising by Advertising Council of India

DAVP's code of Advertising

Various Laws of Advertising in India

#### Unit V

Codes and ethics and Public Relations

PRSI Code of Ethics, IPRA Code of Ethics

Editorial Ethics(Editor's Guide)

## **Paper II**

## **Global Media**

### Unit I

Political, economic and cultural dimensions of international communication.

Communication and information as a tool of equality and exploitation.

Problems and prospect of international communication

### Unit II

UNO's Universal Declaration of Human Right and communication. UNESCO's Mass Media declaration.

Imbalance in international News Flow-reasons behind.

controversy on the free flow vs. balance flow

### Unit III

UNESCO's efforts in removal imbalance in news flow.

New International Information and Economic order

Demand for NWICO.

Non Allied Movement (NAM).

NANAP-operations, success and failure.

### Unit IV

Democratization of information flow and media systems.

Media imperialism.

Cultural imperialism - criticism.

Effects of globalization on media systems.

Transnational media ownership.

Internet-effect and impact.

### Unit V

ICT and global communication-changing shades.

Global Village-concept and Reality.

Information super highway.

Information society.

Knowledge society.

## **Paper III**

### **MEDIA RESEARCH**

**Course Outcome:** The course will demonstrate knowledge of research literacy. The students will have a sound knowledge of basic research methods. It will make them an understanding of the significant risk and ethical issues raised by the conduct of media research. It will demonstrate familiarity with research into media audiences and users. They will develop a high level of written and oral communication skills. They will develop an understanding of media industries and institutions, particularly the role that research plays within the knowledge economy and future career development. It will demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood. It will make the Steeped in research methods and rigor. It will be based on empirical evidence and the scientific approach to knowledge development. It will be demonstrated through appropriate and relevant assessment. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.

Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. It is to develop understanding of the basic framework of research process. It will develop an understanding of various research designs and techniques. This course is to identify various sources of information for literature review and data collection. To develop an understanding of the ethical dimensions of conducting applied research. Appreciate the components of scholarly writing and evaluate its quality.

## **UNIT I**

Need, Role, Importance of Media Research.

- Concept of Research-Role, Function and Importance.
- Social Research & Communication Research.
- Basic Elements & Media Research.

## **UNIT II**

• Methods of Media Research (Census, Survey, Observation, Clinical Studies, Case Studies, Interviews).

- Theory and practice of sampling.

## **UNIT III**

- Research Design.
- Questionnaires-Preparation and administration.
- Handling data.
- Collection of data from various sources.

## **UNIT IV**

- Tabulation.
- Content Analysis — qualitative & quantitative.
- Feed back and Feed forward.
- Report Writing.

## **UNIT V**

- Media Research as a tool of reporting.
- Advertising Research.
- Statistical Method in Media Research — Mean, Median, Mode, Standard Deviation Chi-square Test.



## **Paper IV**

### **INTRODUCTION TO PSYCHOLOGY**

**UNIT 1-INTRODUCTION: DEFINITION AND HISTORY OF PSYCHOLOGY, PSYCHOLOGY AND OTHER SCIENCE, SCOPE AND PROBLEM OF PSYCHOLOGY, UTILITY OF PSYCHOLOGY**

**UNIT 2- METHODS OF PSYCHOLOGY: OBSERVATION METHOD, EXPERIMENTAL METHOD, INTERVIEW METHOD, QUESTIONNAIRE METHOD, TEST METHOD, CASE STUDY METHOD, SOCIOMETRIC METHOD & FIELD STUDY**

**UNIT 3- ATTENTION: DEFINITION, NATURE, DETERMINANTS, AND TYPES OF ATTENTION. SHIFTING & FLUCTUATION OF ATTENTION, BROADBENT'S THEORY**

**UNIT 4- PERCEPTION: MEANING, ANALYSIS & CHARACTERISTICS OF PERCEPTION, GESTALT THEORY, DETERMINANTS & FACTORS IN PERCEPTION, PERCEPTION OF DEPTH & MOVEMENT, APPARENT MOVEMENT**

**UNIT 5- LEARNING: MEANING, TYPES, LEARNING CURVE, DETERMINANTS & METHODS OF LEARNING. THEORIES OF LEARNING: INSIGHT THEORY, CONDITIONING: CLASSICAL & INSTRUMENTAL  
MEMORY: NATURE & PROCESS STM & LTM.  
FORGETTING: NATURE & CAUSE OF FORGETTING**

## **Paper V**

### ***Unit 1***

#### ***Writing for audio visual productions***

Definition, type, categories of various writing format for audio visual productions & quick productions for news media . skill and techniques for writing . ethics of writing & audio visual productions .Writing exercises for various types of script writing of a/v prod.

### ***Unit 2***

#### ***types of audio visual productions ,a/v news productions. news producer : working & responsibilities :***

Definition & categories of audio visual productions ,Type of news media a/v prod., type of documentaries ,making of news productions, news control room ,responsibilities of input desk-output desk , news producer –working & responsibilities ,prod. related other task , exercises as a news producer.

### ***Unit-3***

#### ***Reporting,interview for a/v news media:***

Reporting-various type, definition, working . Script writing , skill of a reporter, techniques . co ordination with technical crew, camera shot compositions for news reporting ,5W rules, news sourcing, ENG, PCR ,MCR .other media sourcing ,exercises as reporter & interviewer ,project presentation As PPT.

#### ***Interview :***

Type, working, writing, technique, skill of interviewer, co ordination with technical team. ***Voice culture for radio-audio-video productions :***

Voice modulation, pitching , precautions ,compatibility with video and text.

#### ***Unit-4***

***Latest audio-visual prod.technology,equipments,function,opretions,making of productions :***

Camera- Type, uses, compatibility, function, operation, care, basic maintenance, single-malty cam setup, ENG co ordination, syncing, camera operation for news reporting, interview & other format of news prod.

#### ***Unit-5***

***Light & sound , prod. crew-communication.***

***Lighting-*** type, equipments ,uses ,precautions ,controlling of lights ,mixed lighting,

***Sound-***natural sound, selection of mike, capturing of better sound ,noise control ,phone sound ,line in sound,

***Crew Communication*** – walky-talky, p-a, earphone & mobile-communication between prod.team.

SCHOOL OF JOURNALISM & MASS COMMUNICATION, DAVV, INDORE  
M.A. IN MASS COMMUNICATION

Fourth Semester

Syllabus- January-May

MA16	Television Production
MA17	Development Communication
MA18	Dissertation
MA19	Seminar
MA21	Internship

Viva-voce



## **PAPER-I**

### **Development Communication**

#### **Course Outcome:**

Development signifies growth or change for the better in every aspect of a social process. It is a process of growth of a systems capability to cope with new, of progressive political, economic and social objectives. It is analysis of what must be done and deliberate training of men for new task and news ways of behaviour.

On completion of the course students should be able to: understand the concept of development. It will explain the indicators of development such as Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index, Communication as an indicator, Democracy as an indicator, Human Rights as an indicator.

They will understand development issues, particularly in Indian perspective. To understand the concept of development one need to know characteristics of developing countries. At the end of this course, the students will know about the theories & Paradigm such as Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development, different schools of development communication. It will develop the Concept Approaches of development communication - Diffusion of Innovation; Magic Multiplier; Empathy, Alternative Approaches Development Support Communication.

The process of development is needed to be understood which will help them to plan and strategies the communication process for empowerment, participatory and sustainable development communication, and folk media as a tool for development. The course introduces the students to the issues of development and the specific role played by the media in development support communication.

## **Syllabus:**

### **Unit I**

Development-Meaning, definition, process  
Problems and issues of developing countries

### **Unit II**

Social concept of development  
Economic concept of development

### **Unit III**

Development communication-meaning, concept, definition  
Models of development communication

### **Unit IV**

Development support communication  
Social, cultural and economic barriers  
Agricultural and rural communication

### **Unit V**

Development and extension agencies-Government, non-government organizations, panchayati raj

## **PAPER II**

### **TELEVISION PRODUCTION**

Television Production is the branch of electronic media. It deals with the technology which is used to telecast or broadcast signal and performing program in a TV set or receiver.

Since from the editor to the Director, TV is necessary to learn, and also useful to understand the Audio-Visual Production, where audio is pre-recorded and mixed by mixture and monitor, where the video is pre edited by the editor and this two can merge in a editing process where it is called video audio editing. Visualization with audio is important for the picturization, this audio video shows the simultaneous property and bring a valuable mirror to the society.

On completion of the course students should be able to: Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera. Describe techniques of lighting for video production. Describe the methods of recording and mixing of sound in video production.

For students, It is important to learn about audio video, TV and production of them they need to work on News room, TV Industry, Advertisement Agency and other places. Hence to learn this they can achieve the benchmark they want. On completion of the course students should be able to: Develop the competency to handle video camera; Compose shots; Shoot appropriate visuals for video programmes; Use lights effectively inside and outside the studio; Use audio equipment appropriately; Conceive and produce a video programme

#### **Unit 1**

As a medium of mass communication

Camera, its part and mounting device

Television language and grammar

\*Frame size

\*Types of shots

\*Composition

\*Looking space, walking space



Television production process

( i ) single camera process

(ii) Multi camera process

## **Unit 2**

Concept of imaginary lines

Equipment layout in TV studio

chroma key

Microphones its type and placement

Vision mixers

## **Unit 3**

Lighting: types of lighting

\*Directional light, diffused light

\*Controlling lights

Lighting techniques

\*Three pointing lighting

\*Four pointing lighting

Writing for television

\*Scripting for single camera work, script for multi camera

## **Unit 4**

news length and structure ,breaking news, news headlines

Structure and working for News Room of a television production center

Role and responsibilities of TV producer

Role of sound in TV

Set, scenery, costume, make up and property as element of aesthetics

## **UNIT 5**

News reading and anchoring

Voice modulation

Graphics for television

Aesthetics of editing

Types of cuts and continuity

Video editing software (adobe premiere pro)

## **DISSERTATION**

### **Course Outcome:**

Dissertation or major research project intended to familiarize students towards identification of research issues, areas, research techniques, methodology, research review, preparation of questionnaire, schedule, interview etc. After submission of major research projects (MRP) students in nut shell will understand the contemporary Ph D research subjects, preparation of synopsis, summery, literature review, availability of different methodology and use of any suitable one. The pass out will also understand how the schedule and questionnaire are filled, primary and secondary data are collected, processing of data, use special software like SPSS, analysis, interpretation, future direction of research work with proper references and bibliography. After completion of course students will prepare them selves as future Ph D scholars, performing researchers and research consultants.

### **Syllabus:**

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of department at the beginning of the academic year. Two copies of the dissertation will be submitted through student's approved guide before commencement of theory examination. A certificate stating that the dissertation is outcome of student's own research work conducting during the academic year, shall be submitted with dissertation. The dissertation shall be examined by a panel of three examiners consisting of two faculty members and one external examiner. The written dissertation shall carry 100 marks. Students will be questioned on dissertation during the Viva-Voce. Evaluation of written dissertation will be independent of Viva-Voce.

### **SEMINAR**

Each student will conduct at least two seminars during the academic year on subjects selected by him in consultation with respective teachers and the Head of the Department. Student will be evaluated and assigned marks on the basis of depth of research, reference given and quality of presentation.

**School of Journalism and Mass Communication**

**Devi ahilya University Indore**

**Ph.D. Mass Communication**

**Course code PH01 Mass Media Studies**

**Course code PH02 Review of published research in the relevant field**

**Course Code-PH03 Research Methodology**

**Course code PH04 Computer Application**

## Unit I Media and Mass Society

Indian society and positions of media, Emergence and impact of new media technologies, Assessment of the role of media (TRF), Future development of media, Future character of mass society in India. Media studies- Cultural and political economy perspectives. Theories of popular culture- Concept of culture, popular studies, classical culture, American and western culture, British cultural studies, theories of multi culturalism; Pornography and culture: rock music and culture, Political economy theories – media as cultural industries, hegemony, cultural imperialism, globalization.

## Unit II: Approaches to Study of Radio and Television

Content based study of television- semiotics, structuralism and television, Audience oriented study of TV- ratings research, uses and gratifications, effects research, Birmingham school, psychoanalysis and TV, Post modernism and TV, TV and consumerism, Genre Study and TV, Study of Television as cultural industry; Ideological analysis and TV, market analysis, Studies of television from policy perspective: regulation of industry, technology, content, advertising, intellectual property rights. Public broadcasting v/s private broadcasting, Radio and television in education - national and international experiences, Radio and television in development- national and international experiences, Community television and community radio, Case studies of national and international projects, Study of new media in education and development.

## Unit III Approaches to Film Studies

Film and Reality; Film content -Trends in cinema ; Film genre, Film language, theatre and literature, Major film directors, Film and society, Film industry- economics of film production, distribution, exhibition, Film as a cultural industry\ impact on other media, Social impact of cinema , film audiences

## Unit IV: Press Sociology

Journalism and Society. Journalism as social production and social construction of Reality, Various approaches to press sociology and their limitations, The realistic Economic approach, organizational and cultural approach, Journalism and socio-cultural change in India, Freedom of Expression, media and law. Press freedom and national interest, Covering war, communal riots and insurgency. Press and Human Rights. News Values in perspective: Problems of fact finding. Different views of same event. Different views from the same source. Changing concept of news values. News value of the Third Worlds. The rational nature of news, Prejudging labeling, Package Journalism, Tunnel vision, coping with pressure for good stories

## Unit-V Indian Press and Issues

Critical studies in Indian Press, Imbalance growth. Low diffusion rate, Observations made by commissions, Studies of media audience, Concentration of Ownership. Media performance under cross-media ownership, Impact of television on newspaper Journalism, Changing News Paper Scene, Future of News Papers. Ethical theories and concept, Press ethics and core code of conduct problems of implementation, Ethics and politics of media conflicting views on fairness-case studies, Right to privacy and Right to know, Honesty in Investigative Journalism, some ethical questions, Ethical issue in war reporting. Problems of infrastructure and trained human resources, poverty, The challenges of Third World Journalists, Govt. and the Press in the third world, Problems of Press freedom.

Suggested Readings:

- Murthy, Ndig, Krsihna, *Indian Journalism, from Ashoka to Nehru*, Mysore University, Prasaranga, 1966.
- Natarajan, J., *History of Indian Journalism*, new Delhi, Publications Division, Government of India, 1955.
- Parthasarthy, Rangaswami, *Journalism, in India; From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Private Limited, 1991.
- Jeffrey, Robin, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000.
- William, Herbert Lee, *newspaper Organization and Management*, Delhi Surjeet Publications.
- McQuail, Dennis, 'Media Performance', Sage Publications.
- Lowery, Shaearon A. and Melvin L.Defleur, *Mile Stones in Mass Communication Research*, Newyork, Longman, 1988.
- Gupta Om (2006) *Encyclopeida of Journalism of Mass Communication*, Isha Books, Delhi.
- Fiske, John and John Hartley. 1996. *Reading Television*. Rutledge. London.
- Benyahia, Sarah Casey, Freddic Gaffney and John White. 2006. *As Film studies: the Essential Interdiction*, Rutledge, London.
- Thoroval, Yves. 2000. *the Cinemas of India*. Macmillan, Delhi.
- Barnouw, Eric and S. Krishna Swamy, 1980. *India Film*, Columbia University Press, New York.
- Vasudev, Aruna, 1986. *The New India Cinema*, Macmillan, New Delhi.
- Chatterji, P.C.1987. *Broadcasting In India*. Sage, New Delhi.
- Rangoonwala, Firoz 1983. *Indian Cinema: Past and Present*. Clarion Books, New Delhi.
- Acharya, P.N.1987 *Television in India*, Manas Delhi.
- Andrew, J. Dudley, 1976. *The Major Fuilms Theories: An Introduction*, Oxford University Press, London.
- Manaco, James 1977, *How to Read a Film* Oxford University Press, London. 5

## **PH02 Review of published research in the relevant field**

Objectives : Understand the basic philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom and how ? Be able to manage the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. Be able to write a quality literature review with variations in references. Citation style. Examination Scheme: At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by two examiners.

Course Content – Understanding Review of literature: Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review. Organizing a literature search : Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for , locating and organizing relevant professional. Conducting the Review : Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question; Synthesizing the Review : Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings. Writing the review : Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

## **Course Code-PH03 Research Methodology**

Objectives : This paper is helpful to understand the basic philosophical assumptions underlying research. Be able to manage the process of conducting a research including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.

Examination Scheme : The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Unit 1. Meaning of research in Commerce : Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.)

Unit 2. Research Methodology, methods and Techniques – difference among them, the logical framework of investigation, the nature of problem and appropriate methodology, macrolevel vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or nonparticipant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.

Unit 3. Formulation of research problem- identification and rationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.

Unit 4. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, reference and bibliography.

Unit 5. Simple concept of probability and theoretical frequency distribution, (Binomial, Normal & Poisson)

### **Reading List :**

P.C. Tripathi; : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons

Goodle William J, Hatt Paul K, : Methods in Social Research, McGraw – Hill Book Company.  
Bhattacharyya D.K. Research Methods, Excel Books

Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

## **Course code PH04 Computer Application**

Objective : The candidate should gain sufficient practical knowledge for use of computer software for use in research work. Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems. Basic knowledge of application software's in MS-Office with focus on

Unit 1. MS-Word –its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.

Unit 2. MS- Excel – construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.

Unit 3. MS-Power point – Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.

Unit 4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.

Unit 5. Use of internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.