



**INVERTIS INSTITUTE OF JOURNALISM & MASS
COMMUNICATION**

PROPOSED SCHEME OF INSTRUCTIONS & SYLLABUS

FOR

THE DEGREE OF

BACHELOR OF JOURNALISM & MASS COMMUNICATION

(B.J.M.C.)

Session 2020-21

INVERTIS UNIVERSITY

Invertis Village, NH-24, Bareilly

Bachelor of Journalism & Mass Communication (B.J.M.C.)

SESSION 2020-21

Semester I Year I

Course Code	Course Title	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 101	Principles of Communication	CC 01	3	1	0	70	30	100	4
BMC 102	Journalism & Mass Media: History & Growth	CC 02	3	1	0	70	30	100	4
BMC 103	Language Skills for Mass Media	AECC 01	3	1	0	70	30	100	4
BMC 104	Computer Application for Mass Media	GEC 01	3	1	0	70	30	100	4
BMC 105	Reporting & Editing-I	CC 03	3	1	0	70	30	100	4
BMC 106	Environmental Studies	AECC 02	3	1	0	70	30	100	4
Practical Courses									
BMC 151	Communication Lab	SEC 01	-	-	4	35	15	50	2
BMC 152	Computer Lab	SEC 02	-	-	4	35	15	50	2
Total						700			28

Semester II Year I

Course Code	Course Name	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 201	Introduction to Print Journalism	CC 04	3	1	0	70	30	100	4
BMC 202	Introduction to Electronic Journalism & New Media	CC 05	3	1	0	70	30	100	4
BMC 203	Indian Political System	GEC 02	3	1	0	70	30	100	4
BMC 204	Reporting & Editing-II	CC 06	3	1	0	70	30	100	4
BMC 205	Mass Media & Technology	CC 07	3	1	0	70	30	100	4
BMC 206	Journalistic English	AECC 03	3	1	0	70	30	100	4
Practical Courses									
BMC 251	Reporting & Editing Lab	SEC 03	-	-	4	35	15	50	2
BMC 252	Media Technology Lab	SEC 04	-	-	4	35	15	50	2
Total						700			28

SEMESTER I

BMC 101 - PRINCIPLES OF COMMUNICATION

L	T	P
3	1	0

CO1	To understand the Elements and Barriers of Effective Communication.
CO2	To enhance the knowledge of students with regard to fundamentals of communication and its various forms.
CO3	To make them understand communication better through various theories
CO4	To enhance communication skills by undertaking various kinds of exercises based on different modes of communication.
CO 5	To develop among them broad understanding of the concepts and process of communication
CO 6	To guide students towards understanding of Modern Tools of Communication

Unit I (8 hours)

Fundamentals of Communication

Definition, Concept & Process, Scope & Importance, Elements of Communication, Functions of Communication, 7 Cs of Communication, Barriers to Effective Communication.

Unit II (8 hours)

Forms of Communication - Interpersonal, Intrapersonal, Organizational, Group Communication, Social Communication, Mass Communication, Public Communication.

Types of Communication - Verbal & Nonverbal Communication, Oral & Written Communication, Formal & Informal, External & Internal Communication.

Unit III (12 hours)

Communication Theories

Psychological Theories -Hypodermic Needle Theory, Individual Difference Theory – selective exposure, selective perception, selective retention, Personal Influence theory-Two-step flow, Multi-step flow.

Sociological Theories – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses & Gratification Theory, Dependency Theory.

Normative Theories of Mass Media - Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social Responsibility Theory, Development Media Theory, Democratic Participant Media Theory.

Indian Theories of Communication – Sadharnikaran, Sahridya. Bharatmuni Natyashastra.

Unit IV (10 hours)

Models of Communication

SMCR Model, Shannon & Weaver Model, Schramm's Model, Osgood Model, Laswell Model, Dance's Helical Model, New Comb's Model, Gate Keeping Model, Gerbner's Model, Convergence Model.

Unit V (10 hours)

Introduction to Mass Communication

Mass Communication and Origin of Media – Meaning, Definition, Functions, Elements.

Difference between Mass Communication and Interpersonal Communication.

Brief introduction to Mass Media - Newspapers and Journalism, Wireless Communication : From Morse Code to Blue Tooth, Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media.

Unit VI (8 hours)

Modern Tools of Communication

SMS, E-mails, Social Networking sites, Web Blogs, News Portals, Online Advertising, Videotext, Video on Demand, Online Newspaper, Teleconferencing, Teleshopping.

Suggested Readings :

1. Mass Communication Theory, Denis Mcquail, New Delhi, Vistaar Publications 2005.
2. Essentials of Mass Communication Theory, Arthur Asa Berger, New Delhi, Sage Publications, 1995.
3. Mass Communication in India, Keval J. Kumar, Jaico Pblcation, Chennai, 2000
4. Communication, C S Raidu, Himalaya Publication.
5. Book on Indian Theories of Mass Communication by, J. S. Yadav. IIMC New Delhi.

BMC102 – Journalism & Mass Media: History, Growth

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To understand audience and type of audiences and types of media. To understand journalism and various types of journalism.
CO2	To understand struggle of Indian journalism. To Understand about potential of newspaper.
CO3	To Understand difference between government and private media. To understand nature of media and its ownership pattern. Develop journalistic approach about ownership of media.
CO4	To develop understanding how government control media. To understand how media is helpful in development of society
CO 5	To make clear understanding about public service media and commercial media. To develop a sense that why all media houses have different objectives.
CO 6	To guide students towards understanding of new media and it's objective. To guide students towards understanding of alternative media.

UNIT I (10 hours)

Basic differences between the print, electronic and online journalism, Relationship between the reader/viewer and media.

Origin of Newspaper, Recent Developments in Print Media. Penny Press, Yellow Journalism, Gonzo Journalism, Jazz Journalism, Alternative Journalism.

UNIT II (10 hours)

History of the Press in India (Colonial Period; National Freedom Movement, Post Independence Era till date.

UNIT III (10 hours)

Press Commissions, Press Council, DAVP, INS, ABC, PIB, other media organizations- government/public and private.

UNIT IV (10 hours)

History of Broadcast in India : Radio & Television, Evolution of Programming, Formation of Prasar Bharati, FM: Radio Privatization, Community Radio, Internet Radio.

UNIT V (10 hours)

TV as a medium of mass communication: Potentials and limits - Brief history of TV with special reference to Indian TV - Introduction to Public Service and Commercial Television

Unit VI (6 hours)

New Media : Overview of internet and blogs, e-newspapers, advertisements, online news, sms alerts for mass media.

Suggested Reading :

1. Cyberspace Aur Media Sudhir Pachauri
2. Electronic Media & the Internet Y K D ' Souza
3. Handbook Of Journalism- Vir Bala Agarwal
4. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
5. Journalism In Modern India: Edited by Roland E. Wolseley, Asia Publishing House, Bombay-Calcutta.

BMC 103 – LANGUAGE SKILLS FOR MASS MEDIA

L	T	P
3	1	0

COURSE OUTCOMES

1. To improve the speaking ability in terms of fluency and comprehensibility.
2. To demonstrate competence in creating and designing media products.
3. To enable effective writing strategies to prepare content for news media outlets.

UNIT I (10 hours)

Language for Communication

Language as a tool of communication, characteristics of language. Principles and methods of effective writing for mass media communication, Glossary of Newspaper terminology

UNIT II (10 hours)

Sentences – types and construction. Use of tenses in mass media writing. Use of Active & Passive Voice. Use of direct Indirect in making news. Common Errors : Use of double negatives, redundancy, subject verb agreement, prepositions, articles.

UNIT III (10 hours)

Phonetics: Introduction to speech sounds, syllable, accent – word stress and sentence stress, intonation (falling tone, rising tone, falling-rising tone)

Presentation Skills

Importance of Presentation Skills, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting. Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

UNIT IV (10 hours)

Translation in Journalism : Concept & Definition of Translation , Types of translation, translating news and other media scripts.

Practice exercises - English to Hindi and vice-versa translation

UNIT V (6 hours)

Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalists. Freelancing for newspaper, magazines, TV, radio and on – line media.

UNIT VI (10 hours)

Paragraph writing, story writing, dialogue writing. Study of different quotations. Preparing

questions for interview. News Report Writing, Story Writing (Single - Incident Story - Attribution - Identification - Time and Timeliness – The Stylebook.)

Suggested Readings :

1. Handbook of Journalism and Mass Communication, VirBala Agarwal, Jain Book Depot.
2. English Grammar & Composition, R.P. Sinha
3. Becoming a Translator: An Introduction to the Theory and Practice of Translation by Douglas Robinson, Publisher: Routledge; 2nd edition (October, 2003), ISBN: 0415300339
4. The Translator's Handbook, Fifth Revised Edition (Translator's Handbook) by Morry Sofer, Publisher: Schreiber Publishing, Inc.; 5th Rev edition (March, 2004) ISBN: 1887563881 .
5. Technical Communication, Meenakshi Raman, Oxford Publications.
6. A Textbook of Phonetics, T. Balasubramaniam
7. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
8. The Journalist 's Handbook - M.V. Kamath

BMC 104 - COMPUTER APPLICATION FOR MASS MEDIA

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize computer terms, parts, applications, storage systems and various devices
CO2	To understand the relevance, importance & role of Computers in Mass Media
CO3	To apply the different DTP software in relevant areas of Mass Media
CO4	To analyse the need of Multi-media in Mass Communication
CO5	To Evaluate between good/effective websites and bad/non-effective websites, Social Media activities
CO6	To Create Newspaper, Magazines, Tabloids

UNIT I (10 hours)

Introduction to Computers, Types of Computers, brief history and generation of computers. Overview of Information Technology – Scope - Binary Systems - Standard systems - Octal systems - Hexadecimal systems,

UNIT II (6 hours)

Computer Hardware – CPU - Memory Storage capacity - Primary and Secondary Memory (RAM, ROM) – Microprocessors - Input and Output devices.

UNIT III (10 hours)

Storage and Databases - Storage Fundamentals – Diskettes - Hard disks - Optical disks- Memory Cards - Magnetic tape - Software - Operating System, MS-DOS, MS - Windows, Linux.

UNIT IV (10 hours)

Multimedia - Goals of Multimedia - Applications of Multimedia - Compression, Decompression - File formats - Text - Designing the text - Elements of text, graphics, images and colors,

UNIT V (10 hours)

Introduction to Html – Xml – Networking – Internet - Web page designing - Web hosting,

UNIT VI (10 hours)

Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques. Graphics and Design. Introduction to Quark Express, Photoshop and Coral Draw.

Suggested Readings-

1. Author Adobe Adobe Pagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today
4. D.P. Mukherjee Fundamentals of computer graphics and multimedia Prentice Hall of India
5. V.Rajaraman Fundamentals of computer Prentice Hall of India

BMC 105 - REPORTING AND EDITING- I

L	T	P
3	1	0

CO1	To introduce students to basics of reporting and writing for print media.
CO2	To enable the students understand news values and qualities of reporters.
CO3	To enable students to understand newspaper organization structure and editorial department.
CO4	To introduce to different types of reporting and their importance
CO5	To enable students to understand different forms of journalistic writing
CO6	To provide them basic understanding on various media laws and ethics

UNIT I (6 hours)

News: Definition, news values, sources of news, news gathering methods.
 Difference between news report and news feature, style of language in feature.

UNIT II (10 hours)

News Writing : Different formats of news writing-Inverted Pyramid, Focus Style, Hour Glass Style, Narrative, advantages & disadvantages.
 Headlining – principles, types and techniques. Lead – types of lead.
 Body- technique of rewriting news agency copy.
 Writing features, articles, profiles, interview stories, book and movie reviews.

UNIT III (10 hours)

Reporting: Principles of reporting, functions and responsibilities of reporters.
 Pitfalls and problems in reporting – attribution – off-the-record
 Embargo – Pool reporting; follow-up – advocacy, interpretation, investigation.

UNIT IV (10 hours)

Reporting:- Reporting techniques – qualities of a reporter – news-elements, sources –Reporting Types – crime, court, society, culture, politics, commerce and business, Education reporting.

UNIT V (10 hours)

Editing: Definition, nature and need for editing: Principles of editing.
 Editorial Desk, Functions of editorial desk, copy editing, preparation of copy for press – Style sheet – editing symbols, proofreading symbols and their significance.

UNIT VI (10 hours)

Function and qualification of a sub-editor and chief –sub editor, copy selection
And copy pasting.

Suggested Readings-

Shrivastava K M Publisher: Sterling Pub. (2003)

News writing-george Hough(Indian edition by Kanishka Publication),No.4697/5-21A

The professional Journalism-M.V. kamath

The Journalist's Handbook- M.V. kamath

Keval J Kumar

Virbala Agarwal

BMC 106 – ENVIRONMENTAL STUDIES

Course Outcome:

BMC 106	Environmental studies	3-1-0	4- Credits
CO1	To develop the understanding of environment and its different physical structure.		
CO2	To understand the conventional and non – conventional energy resources, and the types of energy resources and its uses.		
CO3	To give detail information about the pollution and types of pollutants, and its various effects on environment.		
CO4	To understand the function of forestation and deforestation. Its causes and impact on environment.		
CO5	To analyse the process of solid waste management. Its impact on environment and various health issues by toxicology.		
CO6	To evaluate the various environmental terms, as global warming, Acid Rain, Climate Change, Ozone layer depletion.		

UNIT I (8 Hours)

Environment- Atmosphere, Hydrosphere, Lithosphere and Biosphere, Ecology- Definition- Scope & Importance, Need for Public Awareness, Ecosystem-Types and component parts of ecosystem, Structural and functional properties of Ecosystem, Food chain, Food-web, Ecological pyramids, Energy- photosynthesis, Energy Flow, Laws of Thermodynamics, 10% Law, Human Activities- Food, Shelter, Economic & Social Security. Effect of Human activities on environment- Agriculture, Housing, Industry, Transportation and Mining.

UNIT II (8 Hours)

Energy- Conventional & Non- Conventional Energy resources - Solar, Hydro-power, Wind, Ocean

Thermal, Biogas, Biomass, Fossil Fuels (Coal, Oil & Natural gas). Hydrogen as an alternative source of energy.

UNIT III (12 Hours)

Pollution and Pollutants – Types of Pollutants, Air, water- Eutrophication, noise & soil, Indian Legislation of Air & water Act, Environmental Protection Act 1986, Wild Life Conservation in India- Vanishing wild life, concept of rare species (Extinct, Endangered, Vulnerable, Rare, Threatened and Out of danger) causes of destruction, Importance of Wild Life, Sanctuaries and National Parks, Wild Life Organizations, Steps for Wild Life Conservation, Wild Life Act, Environment Impact Assessment (EIA). Steps taken in International Regions (Stockhome declaration, Rio-de-Janerio Convention etc.)

UNIT IV (12 Hours)

Natural Resources- Forest Resources-Types & Functions of Forests, Deforestation- causes & impacts, Chipko Movement, Water Resources- Hydrologic cycle, water quality and availability, Rain Water Harvesting, Water born and water induced diseases, Fluoride Problem in drinking water, Biogeochemical Cycles- Carbon, nitrogen & sulphur cycle.

UNIT V (8 Hours)

Solid Waste Management- Types of Solid waste, their contribution, Therapy of 4Rs, Landfill, Sanitary landfill, Composting, Pyrolysis, Incineration, Public Health Aspects, Toxicology and Eco-Toxicology-Definition, scope and types of Toxicology, Survey of Environmental toxicants (heavy metals, pesticides, insecticides, food additives, fertilizers), Bioaccumulation and Biomagnifications, Radioactive Pollution, Sustainable Development.

UNIT VI (8 Hours)

Global Warming, Acid Rain, Climate Change, Ozone Layer Depletion, Green House Effects, Urbanisation, Population (Demography, Census, Factors influencing population, Impacts of population growth-exponential growth and zero potential growth, Environment and human population pressure, Control of population increase) Animal Husbandry, Environmental Education, Women Education, Abuses of Child Labour.

Suggested Readings:

Environmental Studies- Benny Joseph- Tata McgrawHill-2005

Text Book of Environmental Science & Technology- M. Anji Reddy-BS Publication.

Text Book of Environmental Science & Engineering-P.Venugopalan Rao, Prentice Hall of India.

BMC 152 – COMPUTER LAB

L	T	P
0	0	4

1. Making MS Word documents
2. Making Power Point Presentation
3. Surfing e-news portals and blogs
4. Finding story ideas through netsurfing and making news

BMC 151 – COMMUNICATION LAB

L	T	P
0	0	4

COURSE OUTCOME:

- 1.To enable effective language learning through latest technology.
- 2.To impart good communication skills in English using audio visual aids.
- 3.To give exposure to new evolving techniques of reporting, editing, production and distribution.
4. To enhance the quality of the language proficiency.

1. Exercises in Phonetics using Language Lab
2. Training in voice modulation
3. Gathering news,
4. Covering events
5. Writing and editing news
6. Design and layout of news

BMC 201 - INTRODUCTION TO PRINT JOURNALISM

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize newspapers, its purpose, impact on society, duties & responsibilities of reporters
CO2	To understand the structure, language, objectivity and importance of newspaper, news agencies and their functions, proof reading symbols
CO3	To apply the different writing techniques on Society, fashion, music, society and arts, education, employment opportunities, health, Environment, Financial reporting etc.
CO4	To analyse the need & importance of good reporting, ethical reporting, good design & layout for newspaper
CO5	To Evaluate between good/effective news and bad/non-effective news, also the complete package of news, images, layouts etc.
CO6	To Create Newspaper/Magazines/Tabloids with your own write-ups, images & design

UNIT I (10 hours)

Newspaper as recorder of news and events; Newspaper as an organ of public opinion; Newspaper as an instrument of social service and as a promoter of democracy; Impact of newspaper on society; Newspaper and socio-economic and cultural development. Duties & Responsibilities of a reporter.

UNIT II (6 hours)

News Writing; Different structures of news; Language of news writing; Objectivity, Feature definition, different types of reporting, important branch of modern Journalism.

UNIT III (10 hours)

Writing techniques on- Society, fashion, music, society and arts, education, employment opportunities, health, Environment, Financial reporting etc.

UNIT IV (10 hours)

Making headlines of news stories, Importance, Rules to be followed; Different Types of headlines, Page Make-up, Front page and other pages, Principles to be followed; Typography, Main type groups, Recent changes and development

UNIT V (10 hours)

Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers, Editorial Importance-choice of subjects, arrangement, style of presentation. Duties and qualities of a news photographer; How to edit news photos; caption writing; Photo printing process; Dark room processing.

UNIT VI (10 hours)

Column and columnist; Importance of column; different types; qualities of a good columnist. The News Agencies; Their services; functions; Importance in today's journalism; Styles of Agency reporting; How does it differ from reporting in other media; Different international News Agencies.

Suggested Readings-

(1) Reporting: M.V. Charnley

- (2) Reporting Manual: Sourin Banerjee
- (3) Editing Manual: Sourin Banerjee
- (4) Professional Journalism: M.V. Kamath
- (5) News Reporting and Editing: K.M. Srivastava

BMC202- INTRODUCTION TO ELECTRONIC JOURNALISM & NEW MEDIA

L	T	P
3	1	0

COURSE OUTCOME:

- **To recognize the historical context, current trends and future projections of digital communication methods**
- **To understand the critical consumer of information**
- **To apply the knowledge of the use of New Media and media**
- **To analyze the New roles of journalists in the Internet age, Trends in web/online journalism**
- **To evaluate the impact of new media on journalism, difference of elements between web journalism, traditional journalism and other media**
- **To create awareness of unintended consequences of new technology and more analytical thinkers.**

UNIT I (10 hours)

History of Television in India; Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents;

UNIT II (10 hours)

Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview, Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

UNIT III (10 hours)

Outside Coverage; Television Documentaries; News Magazines and Talk Shows; Ethical Problems; Field Research; Interviewing; Pre-Production- Need of Balanced Presentation and Selection of Topics

UNIT IV (10 hours)

Cable TV, Satellite Channels and its effects on Society, Television and Video Editing, Use of software, Soap Operas, Other Entertainment programmes

UNIT V (10 hours)

Impact of new media on journalism, Difference of elements between web journalism, traditional journalism and other media, Characteristics of the online writer/journalist.

UNIT VI (6 hours)

New roles of journalists in the Internet age, Trends in web/online journalism

SUGGESTED READINGS

- (1) Writing and Producing for Television and Film: John Riber

- (2) Television Journalism: Ivor Yorke
- (3) Television: A Critical Review: Horace Newcomb
- (4) The Age of Television: Carl Bode

L	T	P
3	1	0

BMC 203 – INDIAN POLITICAL SYSTEM

COURSE OUTCOMES

CO1	To analyse importance of constitution in Indian democracy. To understand about fundamental rights. To make clear understanding about importance of bureaucracy.
CO2	To understand the importance of president and governor. To guide students about the importance of citizenship.
CO3	To develop journalistic approach about importance of commissions special reference election commission. To understand importance of bicarmel and unicarmel system and local bodies.
CO4	To analyse importance of panchayati raj and constitutional amendments. To know the importance of Lokpal bill.
CO 5	To develop understanding on POTA, TADA. To develop a sense on Naxalite movements in India.
CO 6	To guide students towards Armed forces act. To guide students about opinion poll and exit poll.

Unit I (10 hours)

Indian Constitution: Preamble & Main Features, Act of 1935.

Fundamental Rights & Fundamental Duties.

The Legislative – The Parliament, Lok Sabha, Rajya Sabha; The Judiciary – Supreme Court, High Court, District Court; The Executive – President, Vice President, Cabinet (Prime Minister, Ministers and Cabinet Secretary), Executive Departments (Bureaucracy/Indian Administrative Services) and agencies.

Unit II (10 hours)

President of India: Power and position; Prime Minister: power and position; Chief Minister: Power and position; Governor: Power and position.

State & Union Territories, Citizenship, Directive Principles of State Policies.

UNIT III (10 hours)

Election Commission - Composition and Functions, General Elections, Mid-Term Elections, By Elections, Representation of the People Act 1951-Important Provisions, Amendments and supreme Court Judgments.

Elections of Lok Sabha, Rajya Sabha, Vidhan Sabha, Vidhan Parishad and Local Bodies.

UNIT IV (6 hours)

Panchayati Raj Act - Important Provisions and Amendments.

Reservation Policy of India. Lokpal Bill.

UNIT V (10 hours)

Terrorism and Indian Government Policies (with reference to Kashmir, North East Problems, Naxalite Movement, TADA, POTA etc.)

UNIT VI (10 hours)

Armed Forces (Special Powers) Act 1958. Defence Policy.

Opinion & Exit Polls - Legal and Ethical Aspects, Their Impact, Politics Concerning Caste, Religion and Minorities,

Suggested Readings-

1. D. Basu- An introduction to the Constitution of India
2. J.C. Johri -Indian Political System
3. Parth Chatterjee- State and Politics in India, Oxford University, Press
4. A.Gabriel Almond and Sydney Verba, The Civic Culture
5. Richard Collins, Culture, Communication and National Identity, Carleton University,1990
6. C. Narayan Asopa, A Study of India: Historiography, Culture, Society, Polity and Environment, Oscar Publications

BMC204 - REPORTING & EDITING II

L	T	P
3	1	0

CO1 Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy.

CO2 Defining News and understanding its elements, news sources and different types of news.

CO3 Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective

CO4 Understanding the role of the news editor and its functions, duties and responsibilities.

CO5 Analyzing the duties and qualities of Chief Sub editor and Sub editors

CO6 Identifying the role of the reporter and his/her duties and responsibilities.

Unit I (10 hours)

News Bureau – its set up and functions, Types of Bureau – in the state capitals and other major cities, Functions of Bureau Chief, Special Correspondent, Different bureau beats.

Unit II (10 hours)

Letter to the editor – its importance, Writing and editing news analysis and backgrounders , Features – their types, writing and editing Interviews, various style of writing, editing and presentation.

Unit-III (10 hours)

Magazine editing, difference between magazine editing and a broadsheet daily, Photo editing. Editorial page – structure and importance, Editorial pieces and comments – writing and editing, Middles, special articles, columns.

Unit-IV (10 hours)

Writing reviews of books, films, theatre and performing arts. Writing for Radio, Writing for TV.

Unit V (6 hours)

Editing copies of specialized reporting, Rewriting, rearranging or clubbing the copy, On-line editing, tools of computer-aided editing, its benefits.

Unit-VI (10 hours)

Civic reporting: reporting of civic problems, such as sanitation, health, education, law and order, police, hospitals, etc.,
Reporting of social, cultural, political and academic functions.

SUGGESTED READINGS-

- (1) Professional Journalists: John Hohenberg
- (2) Into The Newsroom: Leonard Ray
- (3) Professional Journalism: M.V. Kamath
- (4) Reporting Manual: Sourin Banerjee
- (5) Reporting: M.V. Charnley
- (6) Guide Line for News Reporters: Sol Robinson
- (7) Reporting Methods: S. Kundra
- (8) Outline of Reporting: M.K. Joseph
- (9) Handbook of Reporting and Editing: R.K. Ravindran.

BMC 205 – MASS MEDIA & TECHNOLOGY

COURSE OUTCOME

BMC 205	MASS MEDIA & TECHNOLOGY	3-1-0	4- Credits
CO1	To introduce various IT equipments used in media industry, and audio visual aids.		
CO2	To understand shooting, recording on Camera. Focuses on camera & recorder controls, shooting techniques etc.		
CO3	To apply rules & principles of lighting, proper placement of lights & lighting equipment for principle subject and sets.		
CO4	To know the various pieces of audio recording equipments and creative use of sound effects, microphone and studio lights.		
CO5	To recognize the various terms of Internet, E- Commerce, Broadcasting, Cable TV, Video technology and Digital media.		
CO6	To evaluate infotainment. Its nature and scope in media industry.		

UNIT I (6 hours)

Introduction of IT equipments and audio visual aids.

Unit II (10 hours)**Camera**

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Unit III (10 hours)**Lights**

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back - lighting
- (c) Proper placement of lights & lighting equipment for principle subjects and sets both on location and in the studio

Unit IV (10 hours)**Sound**

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracts Unit
- (c) Microphones, Studio Lights

Unit V (10 hours)**Digitalisation**

Internet, E-Commerce, Broadcasting, Cable TV, Video
Technology Digital Media & Entertainment Technology

Unit VI (6 hours)

Infotainment : its nature & scope.

Suggestive Readings-

1. Mass Communication Perspective Uma Narula
2. Globalization Albrowm & King E
3. Technology & Communication Behaviour Belmont C A Wadsworth
4. Mass Communication & Development Dr. Baldev Raj Gupta
5. Mass Communication Journalism in India D S Mehta
6. Mass Communication Theory Denis McQuali

BMC 206- Journalistic English

L	T	P
3	1	0

1. To enable participation of students in critical conversation and prepare, organize their idea before delivery in public.
2. To enable deliberate writing process with emphasis on enquiry, audience, research and revision.

Unit 1

Grammar for News Writing: Use of Articles, use of tenses in News writing, Use of Active passive voice for writing news, Correct and incorrect sentences, Framing sentences.

Unit 2

Vocabulary Building: Beatwise Vocabulary, Words related to Education, Science and technology, Movies, crime , law, sports, Health care, Business ,Fashion trends and Literature, politics & parliament, development plans, women and child development issues, urban and rural development reporting.

Unit 3 Reading & speaking : Reading comprehension, Reading News paper, News Presentations, Debates, Group Discussions

Unit 4 Writing Skills : Writing articles, News story and News analysis & features on Education, women empowerment, politics, parliamentary affairs, impact of media.

Unit 5 Listening Skills :Listening to News broadcast, interviews, speeches and Budget sessions and writing reviews

Unit 6 Articles By Famous Journalists:

Life history of famous Journalists, Reading and Critical analysis of Articles by Barkha Dutt, Shobha De, Ashok Malik, Arun Shourie and Jug Suraiya.

Lab Sessions

ASSIGNMENTS

1. Reading news and articles from newspapers and magazines.
2. Writing two news reports (local, national).
3. Writing one article on current issue.
4. Listening to news broadcast and writing reviews.

5. Listening to speeches and interviews and writing critical reviews.
6. Students will note 10 words daily from newspapers and frame contextual sentences using the same words in their assignment book.
7. Review of cartoons by R.K. Laxman

BMC 251- REPORTING AND EDITING LAB

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1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. News letter production

BMC252 MEDIA TECHNOLOGY LAB

L	T	P
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Story treatment

- 1 Scripts,
- 2 Storyboards,
- 3 Budgets,
- 4 Floor plan, sets, make-up costume, jewelry, lights, audio, graphic rehearsals,
- 5 Shooting schedules
- 6 Post - Production editing Story treatment

BMC 252	MEDIA TECHNOLOGY LAB
CO	To understand the process of creating Scripts, Storyboards, budgets, floor plan, sets, make-up costume, lights audio. To develop shooting schedule. To analyse post production editing story treatment.