



**DEPARTMENT OF JOURNALISM & MASS
COMMUNICATION
PROPOSED SCHEME OF INSTRUCTIONS & SYLLABUS
FOR THE DEGREE OF
BACHELOR OF JOURNALISM & MASS COMMUNICATION
(BJMC)**

Session 2020-23

INVERTIS UNIVERSITY
Invertis Village, NH-24, Bareilly
Bachelor of Journalism & Mass Communication (B.J.M.C.)

Course Scheme

1st Year Semester 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			18	6	8	490	210	700	28

1st Year Semester II

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			18	6	8	490	210	700	28

PO 1: To Create the sound knowledge about journalism filed to develop problem solving ability and challenges in media filed.
PO 2: An ability to design a system, component, or process to meet desired needs within realistic constraints such as to inform, educate and entertain to the masses through their writing skills and knowledge.
PO 3: Multidisciplinary knowledge through projects and internships, providing a sustainable competitive edge in R&D to meet industrial needs.
PO 4: Technical skills as well as soft skills to use modern tools and technique necessary for practicing Journalism.
PO 5: Understanding of the role of a journalist towards the community and the society as a whole and an ability to communicate effectively with health professionals and other people of multidisciplinary background.
PO 6: Leadership quality for technology innovation and entrepreneurship for professional identity with ethical responsibility.
PO 7: To have effective communication skills, teamwork skills and work with values that meets the diversified needs of industry, academia and research.
PO 8: Understanding of the role of a media personality towards the community and the society as a whole and an ability to communicate effectively with professionals and other people of multidisciplinary backgrounds.

SEMESTER I

BMC 101 - PRINCIPLES OF COMMUNICATION (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

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 (4 Credits)

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:

Syllabus BJMC 2020-23

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 (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To improve the speaking ability in terms of fluency and comprehensibility.
CO2	To demonstrate competence in creating and designing media products.
CO3	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

Syllabus BJMC 2020-23

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 (4 Credits)

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 (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES:

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-

1. Shrivastava K M Publisher: Sterling Pub. (2003)
2. News writing-george Hough(Indian edition by Kanishka Publication),No.4697/5-21A
3. The professional Journalism-M.V. kamath
4. The Journalist's Handbook- M.V. kamath
5. Keval J Kumar
6. Virbala Agarwal

BMC 106 – ENVIRONMENTAL STUDIES (4 Credits)

L	T	P
3	1	0

Course Outcome:

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 Labor.

Suggested Readings:

1. Environmental Studies- Benny Joseph- Tata McgrawHill-2005
2. Text Book of Environmental Science & Technology- M. Anji Reddy-BS Publication.
3. Text Book of Environmental Science & Engineering-P.Venugopalan Rao, Prentice Hall of India.

BMC 151 – COMMUNICATION LAB (2 Credits)

L	T	P
0	0	4

COURSE OUTCOME:

CO1	To enable effective language learning through latest technology.
CO2	To impart good communication skills in English using audio visual aids.
CO3	To give exposure to new evolving techniques of reporting, editing, production and distribution.
CO4	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 152 – COMPUTER LAB (2 Credits)

L	T	P
0	0	4

COURSE OUTCOME:

CO1	Making MS Word documents
CO2	Making Power Point Presentation
CO3	Surfing e-news portals and blogs
CO4	Finding story ideas through netsurfing and making news

1. Typing English/Hindi
2. Exercises Making MS Word documents
3. Making Power Point Presentation
4. Surfing e-news portals and blogs
5. Research for story ideas through netsurfing and making news

SEMESTER II**BMC 201 - INTRODUCTION TO PRINT JOURNALISM (4 Credits)**

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize newspapers, it's 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 (4 Credits)

COURSE OUTCOME:

L	T	P
3	1	0

CO1	To understand the critical consumer of information
CO2	To apply the knowledge of the use of New Media and media
CO3	To analyze the New roles of journalists in the Internet age, Trends in web/online journalism
CO4	To evaluate the impact of new media on journalism, difference of elements between web journalism, traditional journalism and other media
CO5	To create awareness of unintended consequences of new technology and more analytical thinkers.
CO6	To understand the critical consumer of information

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

BMC 203 – INDIAN POLITICAL SYSTEM (4 Credits)

L	T	P
3	1	0

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 bicameral and unicameral system and local bodies.
CO4	To analyse importance of panchayati raj and constitutional amendments. To know the importance of Lokpal bill.
CO5	To develop understanding on POTA, TADA. To develop a sense on Naxalite movements in India.
CO6	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 (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	Classifying newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, promoter of democracy.
CO2	CO2 Defining News and understanding its elements, news sources and different types of news.
CO3	CO3 Describing the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective
CO4	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
CO5	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, Online 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

Syllabus BJMC 2020-23

- (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 (4 Credits)

L	T	P
3	1	0

COURSE OUTCOME

CO1	To introduce various IT equipment's 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 equipment's 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 equipment's 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)**Digitalization**

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 Behavior 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 (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To enable participation of students in critical conversation and prepare, organize their idea before delivery in public.
CO2	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: Beat wise 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 Newspaper, 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 (2 Credits)

L	T	P
0	0	4

CO1	To understand the process of Analysis of newspapers and news magazines
CO2	To develop Print production ability.

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

BMC 252 MEDIA TECHNOLOGY LAB (2 Credits)

L	T	P
0	0	4

CO1	To understand the process of creating Scripts, Storyboards, budgets, floor plan, sets, make-up costume, lights audio.
CO2	To develop shooting schedule. To analyse post production editing story treatment.

Pre- Production: Story treatment, Story boards, Budgets, Floor plan, sets, make-up costume, jewelry, lights, audio, graphic, rehearsals, shooting schedules.

Production: Shooting

Post – Production: Audio Editing, Video Editing, Special Effects, Teaser, Trailer

Course Scheme

2nd Year Semester III

Course Code	Course Name	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 301	Development Communication	CC 08	3	1	0	70	30	100	4
BMC 302	Media Organisations & Media Management	CC 09	3	1	0	70	30	100	4
BMC 303	Economic Development & Planning	GEC 03	3	1	0	70	30	100	4
BMC 304	Photo Journalism	CC 10	3	1	0	70	30	100	4
BMC 305	Design & Graphics	CC 11	3	1	0	70	30	100	4
BMC 306	Journalistic Hindi	AECC 04	3	1	0	70	30	100	4
Practical Courses									
BMC 351	Design & Graphics Lab	SEC 05	-	-	4	35	15	50	2
BMC 352	Photography Lab	SEC 06	-	-	4	35	15	50	2
Viva Voce									
BMC 354	Internship & Viva Voce	SEC 07	0	0	0	50	50	100	4
Total			18	6	8	540	260	800	32

Semester IV

Year II

Course Code	Course Name	Course Category	Hours/ Week			Maximum Marks			Credit Points
			L	T	P	Final	Sessional	Total	
Theory Courses									
BMC 401	Understanding World History	CC 12	3	1	0	70	30	100	4
BMC 402	Radio Journalism: Production & Program Formats	CC 13	3	1	0	70	30	100	4
BMC 403	TV Journalism: Production & Program Formats	CC 14	3	1	0	70	30	100	4
BMC 404	Media Laws & Ethics	GEC 04	3	1	0	70	30	100	4
BMC 405	Specialized Reporting & Current Issues	CC 15	3	1	0	70	30	100	4
BMC 406	Rural Journalism	CC 16	3	1	0	70	30	100	4
Practical Courses									
BMC 451	Radio Production Lab	SEC 08	-	-	4	35	15	50	2
BMC 452	TV Production Lab	SEC 09	-	-	4	35	15	50	2
Total						490	210	700	28

SEMESTER III**BMC 301 - Development Communication (4 Credits)**

L	T	P
3	1	0

COURSE OUTCOME:

CO1	To make students recognized with the need and issues of development
CO2	To understand paradigms of development, and their adoption and study various theories of development so as to understand the concept
CO3	To apply of approaches to development communication and to establish the relationship between communication and development for the betterment of Society and wellbeing of people.
CO4	To analyze the development issues, particularly in Indian perspective.
CO5	To Evaluate the role that media play for the sake of development.
CO6	To Create awareness of development issues and development Reporting

UNIT I (10 hours)

Meaning, Concept, Process and stages of Development, Measurement of Development, Human Development Index. Development Experience in the Third World and Problems of Underdevelopment.

UNIT II (8 hours)

Concept of Development Communication; Genesis /Evolution of Development Communication; Development Communication and Society. Development and Media.

UNIT III (8 hours)

Mass Media as a tool for development;
Problems with the use of media for development;
Role of development agencies and NGOs in Development Communication.

UNIT IV (12 hours) Indian Models of Development and Planning

Gandhian model of development; Nehruvian model of development; National development model: Five Year Plans; Social development model: The Kerala experience; Governance and decentralized development model: The Karnataka experience; Welfare model of development: The Tamil Nadu experience; Community mobilization model of development: The Andhra Pradesh experience; The 'India Shining' model: Turning globalization for development

UNIT V (10 hours) Communication Strategies for –

Rural Development – Origin and Growth, Role of three modes of media in rural development, Health and Family Welfare, Education and Literacy Mission, Women Empowerment, Poverty and Unemployment

UNIT VI (8 hours) Development Reporting

Examples of Development Reporting – Finding Story ideas – Constraints in Development Reporting – Do's and Don'ts in Development Reporting.

Suggested Readings

1. Communication and Development: The Challenge of the Twenty First Century, V S Gupta (2000), Concept Publishing Company, New Delhi.
2. Communication, Development and Civil Society, V S Gupta (2003), Concept Publishing; Company, New Delhi.
3. India 2020: A Vision for the New Millennium, APJ Abdul Kalam and Y S Rajan, Penguin Books, New Delhi.
4. Developmental Journalism, DVR Murthy (2001), Dominant Publishers and Distributors, New Delhi.
5. Development Communication: Uma Narula Block et al. Managing in the Media. Focal Press, 2001
6. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
7. Journalism In Modern India: Edited by Roland E. Wolseley, Asia Publishing House, and Bombay-Calcutta.
8. Handbook of Journalism and Mass Communication: Vir Bala Aggarwal and V.S. Gupta, Concept Publishing, New Delhi.

BMC 302 - Media Organization & Media Management (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To understand types of media organization and its nature. To Understand about how media ownership play a big role.
CO2	To guide students that media is social service along with it's also an business
CO3	To understand students reach of media to target audience.
CO4	To guide students towards foreign direct investment rules in media and its types. To guide students importance of press commission in media.
CO5	To Understand difference between journalist and non-journalist
CO6	To understand nature and job of various department in media houses.
CO7	To develop understanding of opportunities for media students.
CO8	To understand how editorial team work in media houses.
CO9	To make clear understanding about importance of circulation and it's factors.
CO10	To make clear understanding about importance and responsibilities of circulation department.

UNIT I (6 hours)

Media Organisations - Nature and Structure. Types of media organizations, Media Industries: their rise and management environment

UNIT II (10 hours)

Behavior in Media Organisations, Risk and Reach in Media, Group Behavior, Ownership and control of Media in India - sole proprietorship, partnership, private limited companies, public limited companies, trusts.

UNIT III (10 hours)

Media Management - nature and scope, Various Departments- Duties and responsibilities, Innovation and Creativity in Media.

UNIT IV (8 hours)

Employment opportunities in Indian Media industry, SWOT Analysis, SMART in media organization, Editorial Management.

UNIT V (10 hours)

Newspaper as a business enterprise and its public service role. Circulation of newspapers - Circulation factors: Geographical factor, Social Factors, Economic Factors, Technological Factors, Promoting Circulation, Newspaper Policy. Circulation Department; Organization; Functions; Duties and responsibilities of the circulation manager.

UNIT VI (10 hours)

Economics of print and electronic media - Foreign equity in Indian media (including print media), Importance of Entrepreneurship and sources of revenue, Cost & Revenue Relationship, and Press Commissions on Indian newspaper management structure - Blue Ocean strategy business model.

Suggested Readings:

1. Block et al. Managing in the Media. Focal Press, 2001
2. History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
3. Journalism In Modern India: Edited by Roland E. Wolseley, Asia Publishing House, and Bombay-Calcutta.
4. Handbook of Journalism And Mass Communication: Vir Bala Aggarwal and V.S. Gupta, Concept Publishing, New Delhi.

BMC 303 Economic Developments & Planning (4 Credits)

L	T	P
3	1	0

COURSE OUTCOME:

CO1	To enable students understand the fundamentals of Indian economy, planning and development.
CO2	To broaden their perspective with regard to Budgeting financial sector and stock markets.
CO3	To Open their horizon for understanding key domestic and international economic issues.

UNIT I (10 hours)

Introduction of Economics

Definition and Scope of Economics, Micro & Macro Economics – meaning and scope. Concept of Economic Development and Underdevelopment.

Indian Economy : General Characteristics of Indian Economy, New Economic Policy (1991) of India, Finance Commission and Its Functions, Planning Commission and Its Functions, Five Year Plans: Objectives & Its Impact on Society. Agriculture Sector and Its Pricing Policy. Union Budget & Fiscal Deficit, GDP, GNP, Inflation, deflation.

UNIT II (10 hours)

Indian Economy – Major Issues Population, Poverty, Unemployment.

Economic Inequality: Concept and measurement of Economic inequality, causes and remedies of economic inequality, Concept of Inclusive growth.

Major government policies for people living below poverty line.

Unit III (10 hours)

Money and Banking

Definition & functions of Money, Meaning, definition and types of bank - Commercial, Regional, Rural Banks, Cooperative, Agricultural Cooperative Credit Societies, NABARD. Reserve Bank of India & It’s functions, Understanding capital market and SEBI.

Unit IV (10 hours)

International Economics and Globalization

Globalization – meaning and concept, FDI, FII, MNCs in India, Indian MNCs, Introduction and Functions of WTO, IMF, World Bank, UNCTAD. Contribution of India in world trade.

UNIT V (8 hours)

Role of Public Sector in India’s Growth Process. Small Scale and Cottage Industry and Government Policy. Sick Industry and Government Policy.

Value added Tax, Goods & Service Tax, Government Debt.

UNIT VI (8 hours)

Economic Thoughts

Marxism, Socialism, Capitalism, Ghandhian Thought on Economics, Mixed Economy, Social Choice theory of Amartya Sen.

Suggested Readings:

1. Datt, R. and K.P.M. Sundharam, (2001), Indian Economy, Chand & Company Ltd., New Delhi.
2. Dhingra. I.C. (2001,) The Indian Economy; Environment and Policy, Sultan Chand & Sons, New Delhi.
3. Dutt, R.C. (1950), The Economic History of India Under Early British Rule, Low Price Publications, Delhi.Kumar, D. (Ed) (1982), The Cambridge Economic History Of India, Volume II 1757- 1970,Orient Longman Ltd., Hyderabad.
4. Misra, S.K and V.K Puri (2001), Indian Economy - its Development Experience, Himalaya Publishing House, Mumbai.
5. Haris C.L., (1961), Money and Banking, Allyan land Bacon, London.
6. Gupta, S.B. (1994), Monetary Economics, S. Chand & Company, New Delhi.
7. Halm, G.N. (1955), Monetary Theory, Asia Publishing House, New Delhi.
8. Harris, C.L. (1961), Money and Banking, Allyn and Bacon, London.
9. Mishra., S.S. (1981), Money, Inflation and Economic growth, Oxford & IBH Publishing Company, New Delhi.
10. Reserve Bank of India (1983), The Reserve Bank of India: Functions and Working, Bombay.
11. Sayers R.S., (1978), Modern Banking, (7th Edition),Oxford University Press, Delhi.

L	T	P
3	1	0

BMC 304 - PHOTO JOURNALISM (4 Credits)**COURSE OUTCOME:**

CO1	To enhance knowledge about photography, still camera and lighting
CO2	To enhance visualization and creativity of the students
CO3	To apprise the students with techniques involved in various beats of photography
CO4	To make the students learn the use of photography in journalism and advertising
CO5	To Familiarization with photography equipment's
CO6	To study and practice in various photographic cameras

UNIT I (8 hours)

Photo Journalism - Meaning, Definition and scope, History and Role in Mass Communication. Photography – element principles – visual language – meaning –photographer's jargon; composition of photography – subject and light.

UNIT II (8 hours)

Photographic equipment – camera- types – formats- lens- their types and functions – film – digital photography-types and functions – accessories.

UNIT III (10 hours)

Shots – focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspaper and magazines & websites– developing photographers manual and computerized photography.

UNIT- IV (10 hours)

Photographing people; portrait and still, wildlife ; environment; sports; landscape; industrial disasters; photography for advertising; conflicts –war, political and social photography.

UNIT V (10 hours)

News values for pictures – photo- essays – photo features; qualities essential for photojournalism; picture magazine – color photography, caption writing.

UNIT VI (10 hours)

Impact of Technology.

Care & Maintenance of Equipment's.

Problems related to photography.

Practical field assignment and evaluation.

Suggested Reading:

1. Photojournalism, By the editors of Time-Life Books. New York, 1971.
2. Basic Photography — John Hedgecoe. London: Collins & Brown, 1993.
3. The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall, 1969.
4. The Colour Book of Photography — L. Lorelle. London: Focal Press, 1956.

BMC 305 – DESIGN & GRAPHICS (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize Elements and Principles of Design
CO2	To understand the role and importance of colours, forms and shapes
CO3	To apply various Elements and Principles of design to various forms of visual and graphic communication for Print Media
CO4	To analyse the need of good designs
CO5	To Evaluate various design requirements for various publications such as Newspaper, magazines, tabloids, Brochures
CO6	To Create Posters, Brochures, Lab Journals

UNIT I (8 hours)

Basic elements and principles of graphics & design, lay-out and production, typeface families – principles of good typography: spacing-measurement point system.

UNIT II (8 hours)

Design and Graphics : Visualization, convergence and divergence conceptualization functions and significance, fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.

UNIT III (10 hours) Web Designing

- Basic of Web Designing
- Web page Designing: Illustrator, Corel & Photoshop
- Working with Front Page, front page layout & Macromedia Dreamweaver

UNIT IV (10 hours) Photoshop & Illustrations

- Basic of Art: Maging Designing, Logo Creation, Advertising Designing
- Cartoon Creation & Image Editing
- Special Effect: Filter & Plug ins , Adobe after effects

UNIT V (10 hours)

Printing methods – letterpress, cylinder, rotary, gravure, screen, offset, plate making, types of papers, magazines layout, pagination, designing and printing of bromides, art pulls. Basics of Animation in Print & Electronics Journalism.

UNIT VI (10 hours)

Colour printing colour combinations colour scanning colour separation colour correction colour positives colour negatives preparation of bromides art pulls.

Suggested Readings:

1. The Newspaper Designer's Handbook, 5th Ed., Tin Harrower.
2. The Little Book of Layouts, David E. Carter.

BMC 306 - Journalistic Hindi (पत्रकारीय हिंदी) (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To help students learn the rules of Hindi grammar, and polish the language skills
CO2	To polish the skills of students in Hindi language by undertaking various exercises
CO3	To acquaint students with exclusive writing styles, like editorials, articles, columns, writing styles, like features, interviews.
CO4	To apprise students with the changing language and expression in contemporary media
CO 5	To apprise students with the changing language and expression in contemporary media
CO 6	To guide students towards the importance of translation in journalism.

भाग एक

हिंदी व्याकरण, वाक्य संरचना, शब्द ज्ञान.

भाग दो

शिक्षा, साइंस एव टेक्नोलाजी (विज्ञान एवं तकनीक), सिनेमा, व्यापार, अपराध, कानून. खेल, स्वास्थ्य, व्यापार, फैशन, साहित्य, राजनीति, संसद, शहरी एवं ग्रामीण विकास योजनाएं, नारी एवं बाल विकास, अंतरराष्ट्रीय विषयों से संबंधित शब्दावली.

भाग तीन

समाचार लेखन, सम्पादकीय लेखन, फीचर लेखन, विज्ञापन, साक्षात्कार लेखन, साहित्य समीक्षा.

भाग चार

समकालीन हिंदी पत्रकार एवं उनके लेख : मृणाल पांडेय, तवलीन सिंह, शिवदान सिंह, यशवंत व्यास, शशिशेखर.

भाग पांच

1. राजनीति, सिनेमा, पत्रकारिता, समाज सेवा, खेल जगत आदि के प्रसिद्ध व्यक्तियों का जीवन चरित्र लिखें।
2. सामान्य ज्ञान एवं समसामायिक (करंट अफेयर्स) घटनाओं का संक्षेप में वर्णन लिखें।

भाग छह

हिंदी समाचार एवं आलेखों का अंग्रेजी में तथा अंग्रेजी के समाचार एवं आलेखों का हिंदी में अनुवाद करें।

संदर्भ पुस्तकें :

1. मिश्र, कृष्ण बिहारी. (2014). *पत्रकारिता इतिहास. और प्रश्न*. वाणी प्रकाशन, नई दिल्ली.
2. श्रीधर, विजयदत्त. (2008). *भारतीय पत्रकारिता कोष*. वाणी प्रकाशन, नई दिल्ली.
3. बाहरी, हरदेव, (2009). *हिंदी उद्भव विकास और रूप*. किताब महल, दिल्ली।
4. किचलू, रामप्रसाद. (2011). *हिंदी संक्षिप्त लेखन*. सरस्वती सदन।
5. तिवारी, भोलानाथ. (2011). *हिंदी भाषा किताब महल*, दिल्ली।
6. तिवारी, भोलानाथ, (2011). *हिंदी विज्ञान किताब महल*, दिल्ली।
7. घोटी, ऋतु. (2004). *पत्रकारिता ज्ञान कोष*. नेहा पब्लिशर एवं डिस्ट्रीब्यूटर।

L	T	P
0	0	4

BMC 351 Design and Graphics Lab (2 Credits)

COURSE OUTCOMES

CO1	Preparing PowerPoint presentations.
CO2	Working on PageMaker, Corel draw, Photoshop and quark.
CO3	Designing visiting cards, brochure, title page of a book, a magazine cover page.
CO4	Designing Magazine, news/article pages with text, photographs and graphics.
CO5	Preparing a tabloid/newspaper with masthead, news blocks, visuals and essential components that a newspaper must carry.

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 352 Photography Lab (2 Credits)

L	T	P
0	0	4

COURSE OUTCOMES

CO1	To practice photography, still camera and lighting
CO2	To enhance visualization and creativity of the students
CO3	Upon completion of the course, students will create a photo story essay & Photo Feature.
CO4	To Teach and Practice different photo editing software
CO5	To Familiarization with outdoor and indoor photography Shoots
CO6	To make the students Market Ready Photographer

1. Understanding Camera, Lens and other accessories. Developing an idea for photograph. Photography practice with SLR camera.
2. Shooting exercises in natural and artificial light. 3. Editing digital photo. 4. Making a photo feature on a specific topic by using own photographs, making a photo feature after collecting photographs from newspapers/magazines

Suggested Reading-

1. Photojournalism — By the editors of Time-Life Books. New York, 1971.
2. Basic Photography — John Hedgecoe. London: Collins & Brown, 1993.
3. The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall, 1969. 8. The Colour Book of Photography — L. Lorelle. London: Focal Press, 1956.

BMC354: INTERNSHIP AND VIVA (4 Credits)

L	T	P
0	0	4

COURSE OUTCOME

CO1	The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.
------------	---

Comprehensive Viva:

There shall be Comprehensive Viva Voce on the completion of BJMC programme.

Evaluation:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

SEMESTER IV**BMC 401-UNDERSTANDING WORLD HISTORY (4 Credits)**

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide the students towards understanding background of world war I and II. To make clear understanding about cold war To guide students about third world countries.
CO2	To develop sense how information flow is not balanced. To guide students how super powers use media.
CO3	To develop journalistic approach about bridge gap in developed and developing countries. To analyze the barrier to the flow of news.
CO4	To analyse the communication order. To know about struggle for news.
CO 5	To develop understanding on importance of international organizations. To develop a understanding on visual coverage.
CO 6	To guide students towards Gandhian approach. To guide students about Media moghuls.

UNIT 1 (10 hours)

World Communication- Nature, History and purpose
World Media scenario since the World War - II: The Cold War Days,
Emergence of the Third World Countries,

UNIT II (10 hours)

Imbalances in Information Flow
The Non Aligned block and its relevance. Use of media by power blocs, super powers
Integration between information, armament/military and media

UNIT III (10 hours)

Struggle for bridging the information gap between developed and developing countries
Domination of the transnational news agencies
Barriers to the flow of news

UNIT IV (10 hours)

Demand for a new information order by developing countries.
Struggle for news between developed and developing countries
Demand for new world information and communication order

UNIT V (8 hours)

Bilateral, multilateral and regional information cooperation

Role of International organizations – UN resolutions on Media related issues International practices on visual coverage and regulation in media exchange

UNIT VI (8 hours)

Contemporary trends in world media – NWICO, The Gandhian approach, International Mergers/Media Moghuls, Reassertion of Boundaries, The New Information Age, Global Challenges in the New Information Age.

SUGGESTED READINGS:

1. Many Voices One World, UNESCO
2. Facts of Life A Communication Challenge UNICEF, India - 1993
3. The Media & Modernity John & Thompson, Polity Press, 1995

BMC 402 - Radio Journalism: Production and Program Format (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO 1	To help the students understand the basics of technology involved in radio broadcast and to develop an understanding of the policy perspective of radio in India
CO 2	To help the students understand principles of formatting of radio programmes and the growth and nature of radio broadcasting in India
CO 3	To acquaint them with recording and editing infrastructure required for broadcasting.
CO 4	To familiarize the students with the growth and nature of radio broadcasting in India.
CO 5	To acquaint them with various styles of writing for radio and to develop an understanding of radio news and the new format
CO 6	To make them learn presentation styles of radio news and entertainment programmes and to update the students on latest developments in our country in radio broadcasting.

UNIT I (6 hours)

Radio as means of communication, its Characteristics & Functions.

Principles of formatting: presentation techniques, Programme objectivity. Channel Identity, Intimacy with listener, Special audience

UNIT II (10 hours)

Basics of Radio: Perspectives of sound-analog and digital sound, concept of mono, stereo and surround sound, radio program formats-news, newsreel, feature, talk, discussion. Drama, phone-in program, music program and commentary.

UNIT III (8 hours)

Studio and Microphones: Audio studio and its equipment, Nature and types of microphones, selection and placement of microphones, wireless microphones.

UNIT IV (12 hours)

Radio Production & Transmission: basics of audio recording, producing field based radio programs, radio production team members, radio production chain. Frequency distribution system, antenna polarization (antenna types), operation of antenna in radio, transmitter.

UNIT V (10 hours)

Concept of Medium Wave [MW] and Short Wave [SW] transmission AM & FM techniques & characteristics.

Radio News – difference between Print and TV news.

Newsgathering.

Newsroom and its functioning, Editor in-charge, News Pool. Compilation of bulletins –, news capsule, News Format[NF] role of compilation editor

News Anchoring – important guidelines, News based and current affairs programmes

UNIT VI (10 hours)

Audio Editing: Linear and non-linear audio editing, types of sound effects, mixing and dubbing techniques, voice modulation, common errors in pronunciation. Script writing for various radio programs.

Suggested Readings:

1. Broadcast Journalism: An Introduction to News Writing: Mark W. Hall Handbook of Broadcasting: Abbot and Rider News writing for Broadcast: Ed Bliss
2. Broadcast News Producing: Brad Schultz

BMC 403 Television Journalism: Production and Program Formats (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To help the students learn the basics of TV journalism
CO2	To explain them understand the distinct features of TV reporting
CO3	To acquaint the students with newsroom functions and studio set up
CO4	To help them understand and acquire basic writing skills for TV news
CO5	To teach the students techniques of producing news bulletins and other programs
CO6	To make them understand three stages of video production & to make the students learn basics of lighting and their use in video

UNIT I (6 hours)

TV as a medium of communication, TV Journalism: Characteristics & scope. TV Journalism vs Radio & Print Journalism, Introduction to TV & News Production, Different formats of scripting.

UNIT II (8 hours)

TV Program Formats –

Fictional Programs : Soap Operas, Sitcoms, Serials, films etc.

Non-fictional Programs : News, Talk Shows, documentary, reality show etc.

UNIT III (12 hours)

Production Process: Television Production – meaning and scope.

Video Production Process – pre-production, production and post-production.

Production personnel, their duties and responsibilities.

Key persons Technical Team, production team, Management Team.

UNIT IV (10 hours)

Camera & Lighting: Components of video camera, basic shots and their composition, lighting equipment and control, introduction to make-up techniques.

UNIT V (10 hours)

Video editing: editing –meaning and significance, grammar and aesthetics of editing, editing equipment's, introduction to non-linear editing.

UNIT VI (10 hours)

TV Script: Script and storyboard, writing voice over, floors and studio management, live transmission.

Suggested Reading:

Writing and Producing for Television and Film: John Riber

Television Journalism: Ivor Yorke

Television: A Critical Review: Horace Newcomb

The Age of Television: Carl Bode

BMC 404 - MEDIA LAWS AND ETHICS (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To recognize the functioning of constitutional and legal framework of India.
CO2	To understand the press laws and analyse their relevance in changed scenario.
CO3	To apply the understanding of the laws which affect the working of the press?
CO4	To analyze laws in other media sectors like broadcasting and web.
CO5	To evaluate the struggle for bridging the information and law gap.
CO6	To create brainstorming of the issues of professional conduct, standard of Content and ethics.

UNIT I (8 hours)

Society, Law, Media and Democracy

Laws - Bills and Act, Ordinance, Regulations, Statute, Code, Norms, Conventions

Pre-independence press laws-curbs on press

Important Constitutional provisions with regard to press : An overview

UNIT II (8 hours)

Reasonable restrictions on the Freedom of Press, freedom of expression in advertisement, pre censorship allowed in films Press Commissions and their recommendations

UNIT III (12 hours)

Freedom of Information and Right to Information;

Freedom of the Press with special reference to India;

Press Council of India- An Introduction, its composition, object and Functions Press

Council Acts of 1965 and 1978 - Constitution of Press Council of India, Powers of Press Council -

Critical assessment of its status, its relevance in view of media expansion, demand for a media council

UNIT IV (12 hours)

Press Laws: Defamation, Contempt of Court; Sedition, Official Secrets Act, Copyright Act, Press and Registrations of Books Act, Obscenity Act, Working Journalist Act, Parliamentary Proceedings Act. An overview of some Acts - Delivery of Books and Newspapers [Public Libraries]. Act 1954, Young Persons[Harmful Publications] Act 1956, Drug and Magic Remedies, [Objectionable Advertisements], Act 1954, Children Act 1960, Indecent Representation of Women [Prohibition] Act 1986.

UNIT V (10 hours)

Ethics in Media - Concept, international norms and international code of ethics in different countries. Ethical rules of PCI - Press Council guidelines, Press Council Code on communal Writings. Code of Ethics made by professional organisations like All India Newspapers Editors Conference in 1969 and media organisations like The Times of India.

UNIT VI (6 hours)

Social responsibility of Press - Kinds of responsibilities, accountability. Self-Regulation- Regulation by journalist.

Suggested Readings:

The Indian Media Business: Vanita Kohli

Media Ethics: K.M. Srivastava

Media Monoliths: Mark Tungat

Laws of Press in India: Justice Durgadas Basu Report of the Second Press Commission in India.

BMC 405 – SPECIALISED REPORTING AND CURRENT ISSUES (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To understand the process of parliamentary & political reporting. Coverage of proceedings, Prime minister’s office and various national headquarters of political parties.
CO2	To evaluate the process of reporting in health and education field. Reporting on women and child rights and human rights.
CO3	To understand the process of reporting in entertainment media. Reporting in sports events, Cinema, TV, Life style and fashion shows.
CO4	To know various international organisations, e.g. SAARC, ASEAN, G-8, OPEC, World Bank, UN, UNESCO, NWICO.
CO5	To learn the reporting on current issues in business, internal security, external security, India’s foreign policy and international relations.
CO6	To evaluate ethical, social and cultural issues and media.

UNIT 1 (8 hours)

Parliamentary & Political Reporting – Coverage of proceedings, financial transactions including budget, question hour, joint sessions. Prime Minister’s Office [PMO], Ministries, National headquarters of political parties, Public Sector Undertakings

UNIT II (8 hours)

Health and Education: Reporting current issues in health, issues related to women and child rights, issues related to human rights, reporting current issues in education.

UNIT III (10 hours)

Entertainment & Sports: Reporting entertainment media - Cinema, TV shows, life styles of celebrities, fashion shows. Reporting news and current issues in sports.

UNIT IV (10 hours)

International Organization’s & India : SAARC, ASEAN, G-8, OPEC, World Bank, UN, UNESCO, NWICO.

UNIT V(10 hours)

Reporting current issues in business, internal security, external security, India’s foreign policy and its relations with other countries.

UNIT VI (10 hours)

Ethical, social and cultural issues and media : Feminist media perspective, media and marginalized groups, media and violence, Media as an educator, media diversity, cultural impact of media, market driven media and society, pressure groups and dynamics of interest, truth and media.

Suggested Books:

Syllabus BJMC 2020-23

1. Fundamentals of Reporting and Editing, Dr. Ambrish Saxena, Kanishka Publisher.
2. Handbook of Reporting and Communication Skills, V S Gupta, Concept publishing company.
3. Spatial Fragmentation of Political Behaviour in India, Sheel Chand Nuna, concept publishing company.
4. Parliamentary reporting : A Handbook for Journalists,

BMC 406 - Rural Journalism (4 Credits)

L	T	P
3	1	0

COURSE OUTCOME:

CO1	To recognize why communication is required with rural people
CO2	To understand the current trends in rural journalism
CO3	To apply effective scripting for rural media
CO4	To analyse the need of Rural and Agricultural communication, nature, scope and significance
CO5	To Evaluate Tribal communication-specific features of tribal society. What all information needed in Tribal Societies
CO6	To Create the awareness of Traditional and Folk media's role in present times & effect of new media on rural development

Unit I (8 hours)

Current trends in rural journalism. Information needs in a rural setting; Rural newspapers; Use of traditional media for development in rural areas.

Unit II (10 hours)

Problems faced in communication in rural areas; Critical appraisal of mainstream media's reportage on rural problems and issues; Effective scripting for rural media.

Unit III (8 hours)

Tribal communication-specific features of tribal society; Information needs in tribal setting.

Unit IV (10 hours)

Critical appraisal of mainstream media's reportage on tribal problems and issues Effective scripting for tribal media; tribal media organizations.

Unit V (10 hours)

Need of Rural and Agricultural communication. Nature Scope and significance.
Changing face & scope of Indian village and agro development.
Traditional and Folk media's role in present times & effect of new media on rural development.

Unit VI (10 hours)

The use of application of new Technology in agriculture; acceptance and adoption.
Different communication media for agriculture and rural development need of co-ordination.

Suggested Reading

1. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
2. Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Varanasi, 2007.
3. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi. World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
4. Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford.

BMC 451 - Radio Production Lab (2 Credits)

L	T	P
0	0	4

COURSE OUTCOMES

CO1	To help the students understand the basics of technology involved in radio broadcast
CO2	To help the students understand principles of formatting of radio programmes.
CO3	To make them learn presentation styles of radio news and entertainment programmes.
CO4	To acquaint them with various styles of writing for radio

UNIT 1

Idea generation – fiction and non-fiction
Developing an idea into story
Script and story board
Production schedule
Budget

UNIT 2

Writing for radio making of radio news
Newsgathering – report writing’s news capsule, News Format [NF]
News Anchoring
VOX-POP
Documentaries and Jingles
News based and current affairs programs.

UNIT 3

Recording of voice, voice cast by correspondent’s sound bites from the spot SXF Selection and use of effects & music

UNIT 4

Preparation of final program.
Editing, Editing pool copies for bulletin, bunching, preparing headlines, and other programmes

BMC 452 -TV Production Lab (2 Credits)

L	T	P
0	0	4

COURSE OUTCOMES

CO1	To help the students understand the basics of production
CO2	To acquaint them with recording and editing infrastructure required for broadcasting.
CO3	To make them learn presentation styles of radio news and entertainment programs.

UNIT1

Idea generation – fiction and non-fiction developing an idea into story Script and story board
Production schedule Budget Floor plan Lighting plan

UNIT 2

TV Presentation

Preparation of TV News, Talks, and Different Program Techniques of TV Script writing.

News Script Writing for Television, Script writing for different Television Programs (TV Talk Show/ Panel Discussion) Cinema Script Writing (Documentary), Anchoring

UNIT 3

Shooting script

Production of a program

UNIT 4

Post production

Editing

Effects

Music

Final touch-up

Course Scheme

3rd Year Semester V

Subject Code	Title	Course Category	Hours per Week			Marks			Credit
			L	T	P	Final	Sessional	Total	
BMC 501	Event Management	CC 17	3	1	0	70	30	100	4
BMC 502	Advertising and Sales Promotion	CC 18	3	1	0	70	30	100	4
BMC 503	Public Relations & Corporate Communication	CC 19	3	1	0	70	30	100	4
BMC 504	Film Studies	CC 20	3	1	0	70	30	100	4
BMC 505	Cyber Journalism	CC 21	3	1	0	70	30	100	4
BMC 506	Communication Research	CC 22	3	1	0	70	30	100	4
Practical Courses									
BMC 551	Advertising Lab	SEC 10	0	0	4	35	15	50	2
BMC 552	Event Management Lab	SEC 11	0	0	4	35	15	50	2
Internship 2 & Viva Voce									
BMC 553	Internship & Viva Voce	SEC 12	0	0	4	50	50	100	4
TOTAL			18	6	12	540	260	800	32

3rd Year Semester VI

Subject Code	Title	Course Category	Hours per Week			Marks			Credit
			L	T	P	Final	Sessional	Total	
BMC 601	Educational Communication	CC 23	3	1	0	70	30	100	4
BMC 602	E1 - Sports Journalism	DSE 01	3	1	0	70	30	100	4
	E2 - Women & Gender Studies	DSE 02							
	E3 - Business Journalism	DSE 03							
BMC 603	Science & Environment Journalism	AECC 05	3	1	0	70	30	100	4
Practical Courses									
Final Project and Viva Voce								Total	Credit
BMC 651	Professional Project	CC 24	0	0	4	100	50	150	6
BMC 652	Comprehensive Viva	SEC 13	0	0	0	100	50	150	6
Total			9	3	4	410	190	600	24

SEMESTER V**BMC: 501 Event Management (4 Credits)**

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To help students to learn sense of responsibility for the multi-disciplinary nature of event management
CO2	gain confidence and enjoyment from involvement in the dynamic industry of event management
CO3	To acquaint the students best practice in the development and delivery of successful conference and corporate gatherings
CO4	Identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
CO5	Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning

Unit I (10 hours)

Events : Need and Management - Introduction, Types of Events, Event Management, Understanding Events (Events as a Communication Tool, Events as a Marketing Tool), Growing Importance of Events Like Exhibitions, Seminars and Conventions Worldwide, Elements of Event Management (Event Infrastructure, Organizers, Sponsors, Logistics).

Unit II (10 hours)

Creating an Event : Conceptualization and Planning (The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan),Setting up an Event Organization structure, Programming and Service Management.

Unit III (10 hours)

Human Resource and Revenue : Human Resource Management (Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation), Generating Revenue, Sponsorship, Financial and Risk Management (The Budget and Cost-Revenue Management, The Key Financial Statements, Measures of Financial Performance, Financial Controls).

Unit IV (10 hours)

Evaluation and Assessment : Why People Attend Events?, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys, Communications.

Unit V (6 hours)

Reaching the Customer, Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

Unit VI (10 hours)

Planning, budgeting, organizing and reporting an event. (practical assignment)

Suggested Readings:

1. Event Sponsorship, Publisher Wiley 2002, ISBN 0471126012
2. Successful Event Management, Thomson Learning ISBN 1844800768, 2004
3. Event Planning, John Wiley and Sons, ISBN 0471644129, 2000

BMC 502 - Advertising & Sales Promotion (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To recognize the various terms related to Advertising
CO2	To understand the difference between Advertising & Advertisement, functions, role and importance of Advertising& Advertising agencies
CO3	To apply various Communication models of Advertising
CO4	To analyse different types of Advertising and their impacts on target audience
CO5	To evaluate between advertising as Communication, Marketing and PR tool
CO6	To develop concepts and create effective Ad Campaigns

Unit I-Introduction to Advertising (10 hours)

Advertising as a tool of communication Meaning and definition, Nature and scope of Advertising. Origin and development of advertising. Role of Advertising in marketing (mix), in society, in public relations, in National Economy and Development.

Unit II - Types of Advertising (10 hours)

Types of Advertising-Commercial & Non-commercial, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising Public service ad, Political advertising, Corporate/Institutional ad, Public relations ad, financial advertising, advocacy, surrogate.

Advertising Theories and Models-AIDA model, DAGMAR Model , Maslow’s Hierarchy Model.

Unit III - New trends in Advertising (10 hours) Advertising through Print, electronic and online media.

Types of Media for advertising -Print , electronic, cyber, outdoor, Transit, direct, speciality, POP/In-shop media, yellow pages, cinema, traditional, inflight. Their Characteristics, Merits & Limitations, Media for Advertising Media selection, Planning, Strategy and Research.

Unit IV -Advertising Agencies (10 hours)

Organization- Advertising Department vs Agency-Structure, Functions, role & importance, Agency client relationship, media buying houses, agency commission factors affecting selection of advertising agency, Govt. Ad dpt.

Unit V - Ad budgeting (10 hours)

Advertising Budget –Determining advertising expenditure, process and methods of budgeting.

Campaign Planning-Variou stages of the campaign, inter-media co-ordination

Media Planning, Scheduling and Research-Selection of media category, Reach, Frequency & Impact of selected media, Cost & other factors influencing the choice of media, Media Scheduling

Advertising Production- Conceptualization, Visualizations and Creativity, elements of a copy, advertising message and its types, appeals, USP , copywriting and ad designing for print ,radio, TV and cyber media.

Unit VI (6 hours) Branding & Sales Promotion

Market Research, Segmentation, Positioning and Targeting.

Advertising Objectives -Setting the objectives and Strategies to achieve those objectives.

Branding- Brand logo, brand image, brand identity, brand equity

Generating sales thorough ads promotional features, sales drive, promotional campaign, outdoor and indoor advertising using different mediums.

Suggested Reading:-

1. Advertising and Sales Promotion, S.K. Sarangi, Asian Book Publication
2. Advertising and Sales Promotion-3rd ed., S H H Kazmi, Satish K Batra, Excel Books India.
3. Advertising and Sales Promotion, Ken Kaser, South Western Educational Publication.

BMC 503: Public Relations & Corporate communication (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To recognize the importance of events as tool of public relations
CO2	To make them understand the basics of event management and essential elements
CO3	To apply the learning of the designing, planning and execution of an event
CO4	To analyse the aspects of human resource, and cost and revenue and pr tools and techniques.
CO5	To acquaint the students with the process of evaluation and assessment of an event.
CO6	To create the awareness of advertising, marketing, publicity and propaganda as a tool in media.

Unit 1 (8 hours)

Meaning and Definition of Public Relations - Its need, nature and scope, functions History , growth and development of PR.

Unit II (8 hours)

How PR is different from advertising, marketing, publicity and propaganda. Principles of Public relations.

Unit III (10 hours)

Corporate Communication : Tools & techniques, Difference between Corporate communication & PR, Role of PR in developing countries, Educational and Research Institutions, Rural Sector, Defense, Political and Election Campaigns, Principles of Public relations

Unit IV (10 hours)

Tools of Public relations- use of news, speeches, special events, press release, handouts and leaflets, audiovisual media, internet, e-mail, and digital photography. corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising. PR in govt. and Private sectors.

Unit V (10 hours)

PR with Internal and External publics- employees, community, industry, marketing, shareholders and investors, suppliers, govt., media, publishers, designers, photographers and printers.

Unit VI (10 hours)

PR Campaign-planning, execution, evaluation, Research for PR
 Managing promotions and functions, VIP visits, public service activities, working with causes and ideas, Role of PR in Crisis management.

Suggested Reading:-

1. David Ogilvy, Ogilvy on Advertising ,Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Aaker, Myers & Batra, Advertising Management
5. Jethwaney Jaishri, Advertising , Phoenix Publishing House
6. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook, East West Books
7. Mohan Mahender Advertising Management: Concepts & Cases, Tata McGraw Hill Publishers
8. Douglas Torin, The Complete Guide to Advertising, MacMilan, London

BMC 504: - Film Studies (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide students towards understanding of Film. To develop a sense about film, movie, documentary etc.
CO2	To guide students towards understanding of silent era. To Understand about parallel movies and it’s objectives To develop understanding of new age Indian cinema.
CO3	To Understand about Indian cinema. To develop understanding about western cinema.
CO4	To develop understanding of films and its various types. To develop a sense of watching movies as a film critic.
CO 5	To make clear understanding about film makers. To develop a sense that frame of references is important in film making.
CO 6	To guide students towards understanding of film review and film critic. To develop a sense of writing film critic and it’s types

Unit I

Introduction to Film Studies: A Overview, Difference between Film and Cinema, Difference between Movie and Documentary, Short Film and Feature Film, Modern Film Studies, Film Making.

Unit II

Pre Independence Indian Cinema, The Silent Era, Talkies Post Independence Indian Cinema, Origin of Parallel Cinema New Age Indian Cinema, Bollywood & New Media.

Unit III

Western Vs Indian Films: A Historical Analysis.

UNIT IV-

Types of Films :- Experimental, Fictional, New Age, others.

Semiotics of Films - Raja Harishchandra, Alam Ara, Devdas, Aag, Sri 420, Pather

Panchali, Mother India, Pakeeza, Sholey, Bobby, Aakrosh, Gaman, Pinjar, Traffic Signal, Avtaar, Gulab Gang.

UNIT V

Major Film Makers: Dada Saheb Phalke, Ardeshir Irani, Amar Choudhary, Pramathesh Barua, Satyajeeet

Ray, V Shantaram, Raj Kapoor, Guru Dutt, Mehboob Khan, Shyam Benegal, Govind

Nihlani, Ramesh Sippy, Prakesh Jha, Aparna Sen, Meera Nair, Subhash Ghai, Yash

Chopra, Vishal Bhardwaj, Kiran Rao, Anurag Kyashyap, Sanjay Leela Bhansali,
Aamir Khan

UNIT VI

Major Film Critics:- Sudhish Kamath (The Hindu), Tom Brook (BBC), Rajeev Masand (CNN-IBN India), Khalid Mohammad (Hindustan Times).

Major Film Magazines, Reporting cinema news, writing film reviews, feature stories, editorial for film magazines.

Suggested Readings:

1. The Classical Hollywood Cinema: Film Style and Mode of Production to 1960 by David Bordwell
2. Janet Staiger and Kristin Thompson, published by Routledge, London.
3. Hollywood Cinema: An Introduction - R. Maltby and I. Craven
4. The Hollywood Studio System - D. Gomery
5. Narration in Fiction Film - D. Bordwell
6. Narrative Comprehension in Film - E. Brannigan
7. Early Cinema, Space, Frame, Narrative - T. Elsaesser and A. Barker (Ed.)

BMC 505: Cyber Journalism (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide students towards understanding of new media reporting and it's need. To guide students how new media is helpful in reporting. To develop sense difference between new media and traditional media.
CO2	To develop a sense media is now more powerful and news platforms are increasing. To Understand why new media is more popular than other forms of media.
CO3	To Understand difference between new and traditional trends in media. To understand role of journalist. To know the characteristics of new media journalist.
CO4	To develop understanding on need of HTML in media. To understand how audience analysis is important in new media.
CO 5	To make clear understanding about virtual research and it's importance. To develop a sense on importance of Plagiarism. To develop a sense how to search content related to research.
CO 6	To guide students towards understanding storytelling and its objective. To guide students towards understanding of writing for web.

Unit I (10 hours)

Definition and Advantages of New Media, Characteristics and technologies in New Media. New Media as a medium of Journalism and Communication. Difference of elements between web journalism, traditional journalism and other media.

Unit II (10 hours)

Definition and characteristics of Online-Journalism-Immediacy, Interactivity and Universality. Websites of major International/national/Ragional Newspapers, Magazines and channels. Blogs, blogosphere, video blogging, websites, pod cast.

Unit III (8 hours)

Characteristics of the online writer/journalist
New roles of journalists in the Internet age
Trends in web/online journalism

Unit IV (8 hours)

Basic HTML for writers
Audience analysis, Content planning, structure, Visual Design. Copyright issues, Web page elements.

Unit V (10 hours)

Online research and Ethical issues
Conducting online searches, research and interviews
Online searching techniques
Journalism ethics and restraint in new media
Citing Internet sources
Legal issues in cyberspace. Questions of Plagiarism
Using social media to engage public

Unit VI (10 hours)

Writing and editing for the Web
Overview of Web writing
Writing for the screen vs. writing for print
Web page writing techniques
Web page style, Editing web text
Storytelling structures that work on the Web

Suggested Reading:

1. On Line Journalism, Tapas Ray Foundation Books
2. and New Media by John v.pavlik(Coulmbia University Press,2001)
3. Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism,
4. Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)
5. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk(Allyn & Bacon,2001)
6. Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995.

BMC 506: COMMUNICATION RESEARCH (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To provide the students the basic understanding of research and its process.
CO2	To guide students towards understanding research problem and a sense of writing research and its types.
CO3	To help them learn the research design and to provide the basic understanding and Need for Research Design.
CO4	To help them learn the research sampling.
CO 5	To help the students understand the types of data and the tools of data collection .
CO 6	To familiarize the students with the process of data analysis and report writing.

Unit I

Research Methodology

Meaning, Objectives, Type of Research. Criteria of Good Research. Significance of Research. Research Method vs. Methodology.

Unit II

Defining Research Problem Research Problem, Selecting the Problem, Techniques to Define Research Problem.

Unit III

Research Design

Meaning of Research Design, Need for Research Design, Types of Research Designs.

Unit IV

Sample Survey

Sample Design, Types of Sampling Design, Sample Survey vs. Census Survey, Sampling and non-sampling errors, Probability and non-probability sampling.

Unit V

Data Collection & Data Interpretation

Introduction, Experiments & Surveys, Collection of Primary Data, Collection of Secondary Data, Method for Data Collection, Testing of Hypothesis, Data Interpretation.

Unit VI

Media Research & Report Writing

Techniques of Report Writing, Significance of Report Writing, Types of Reports, Steps in Writing Research Report. Measuring Impact, Evaluation, Monitoring, and Feedback.

Assignment – Writing Research proposal and Research Report.

Suggested Readings:

1. Doing Your Research Project by Judith Bell
4. Research Methodology-Methods & Techniques by C R Kothari
5. Research Methodology in Social Sciences by Sandhu & Singh
6. Communication & Research for Management by V P Michael
7. Research in Mass Media by S R Sharma & Anil Chaturvedi

BMC 551: Advertising lab (2 Credits)

L	T	P
0	0	4

Course Outcome:

CO1	Designing an ad copy for a product, leaflets, pamphlets, brochure its layout
CO2	Script writing for electronic media (Radio jingle, TV Commercial), right and catchy phrases, online research
CO3	Planning & Designing advertising campaigns according to the target audience
CO4	Critical evaluation of advertisements, errors, out focus elements
CO5	Planning and designing PR campaign, attaining maximum affect & results on the customers & targets.

- Conceptualization of the page designing, formats, best possible formats, current technologies and software languages used.
- Writing for websites, specific beats lie sports, crime, trends, breaking news flash. Search engine optimization(SEO). Deadlines in writing copies
- To prepare a website of their own with exercises in visual design, Content management. Merits & demerits, language accuracy. Catching the trends etc.

BMC 552 - Cyber Journalism Lab (2 Credits)

L	T	P
0	0	4

Course outcome:

CO1	To make the students learn creative aspects by producing Cyber content for readers and for themselves.
CO2	To ask them handling fake news, content analysis as also media planning and scheduling.

BMC 553 - INTERNSHIP AND VIVA (4 Credits)

L	T	P
3	1	0

COURSE OUTCOME:

CO1	The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.
-----	---

Comprehensive Viva:

There shall be Comprehensive Viva Voce on the completion of BJMC programme.

Evaluation:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

3rd Year Semester V

Subject Code	Title	Course Category	Hours per Week			Marks			Credit
						Final	Sessi onal	Total	
			L	T	P	70	30	100	
BMC 501	Event Management	CC 17	3	1	0	70	30	100	4
BMC 502	Advertising and Sales Promotion	CC 18	3	1	0	70	30	100	4
BMC 503	Public Relations & Corporate Communication	CC 19	3	1	0	70	30	100	4
BMC 504	Film Studies	CC 20	3	1	0	70	30	100	4
BMC 505	Cyber Journalism	CC 21	3	1	0	70	30	100	4
BMC 506	Communication Research	CC 22	3	1	0	70	30	100	4
Practical Courses									
BMC 551	Advertising Lab	SEC 10	0	0	4	35	15	50	2
BMC 552	Event Management Lab	SEC 11	0	0	4	35	15	50	2
Internship 2 & Viva Voce									
BMC 553	Internship & Viva	SEC 12	0	0	4	50	50	100	4
TOTAL									32

3rd Year Semester VI

Subject Code	Title	Course Category	Hours per Week			Marks			Credit
			L	T	P	Final	Sessi onal	Total	
BMC 601	Educational Communication	CC 23	3	1	0	70	30	100	4
BMC 602	E1 - Sports Journalism	DSE 01	3	1	0	70	30	100	4
	E2 - Women & Gender Studies	DSE 02							
	E3 - Business Journalism	DSE 03							
BMC 603	Science & Environment Journalism	AECC 05	3	1	0	70	30	100	4
Practical Courses									
Final Project and Viva Voce								Total	Credit
BMC 651	Professional Project	CC 24	0	2	4	100	50	150	6
BMC 652	Comprehensive Viva	SEC 13	0	0	0	100	50	150	6
Total									24

SEMESTER VI**BMC 601 - EDUCATIONAL COMMUNICATION (4 Credits)**

L	T	P
3	1	0

COURSE OUTCOME:

CO1	To understand the effective communication process using various communication techniques with individuals groups and education team members.
CO2	To establish effective interpersonal and human relations with students, families and educators team members. 3. To acquires knowledge on concepts, principles on guidance and counseling and develop basic skills for counseling.
CO3	To understand the philosophy, principles of education and teaching learning process.
CO4	To demonstrate teaching skills using various teaching methods in classroom, clinical and community setup using different methods and media.
CO5	Demonstrate skill in preparing different types of assessment tools for knowledge attitude and skill
CO6	To understand the effective communication process using various communication techniques with individuals groups and education team members.

UNIT I (6 hours)

Media and Education, literacy vs. education, role and responsibility of media in spreading awareness, Instructional Communication Theory, Perspective on inquiry- representation, conversation and reflection.

UNIT II (12 hours)

Major learning theories- Behaviourism, Contiguity theory, Gestalt theory – Robert Gagne's Information Processing Model and its implications to instructional design – B.F. Skinner – Classical conditioning – Jean Piaget – Theory of Development – Lev Vygotsky – Situated cognition and activity theory – Social Development Theory – Situated Cognition Perspective on Learning on Demand – Howard Gardner – Theory of Multiple Intelligences – Albert Bandura and Social Learning Theory – Cognitive Dissonance – Social Judgment Theory – Cooperative Learning.

UNIT III (8 hours)

Instructional Media - concept, selection, use and variety, E-learning resources, e-learning – advantages and problems, e-books, e-journals, Web- based learning - access and teaching issues.

UNIT IV (6 hours)

Components of e-learning - CBT, WBT and virtual classroom – E-learning tools – Learning management systems- definition – Components – LMS Vs LCMS.

UNIT V (12 hours)

Communication technology in education - meaning, scope and choice – Systems approach to instruction and instructional designs – Audio visual technology– projected and non-projected aids – Individualised instruction – Keller plan – Personalised System of Instruction (PSI) – Self-paced instruction – Advanced techniques in education- multimedia, interactive video, video conferencing.

UNIT VI (12 hours)

Educational Television - from SITE (Satellite Instructional Television Experiment) to INSAT – Cable TV – Community television – Instructional television – Countrywide classroom – Different types of programmes and formats suited for educational broadcast- TV documentaries, interview, quiz programmes, children’s programmes and edutainment programmes.

Suggested Readings:

1. Documentary Story Telling: Sheila Curran Bernard, Focal Press, 2007.
2. Using Edutainment for Distance Education in Community Work: Esta De Fossard, Sage, 2008.
3. Writing and Producing for Television and Film: Esta De Fossard & John Riber, Sage, 2006.
Writing and Producing Radio Dramas: Esta De Fossard, Sage, 2005.

NOTE: Students have to choose any one of the BMC 602 E1, E2, & E3 papers)

BMC 602 E1 - SPORTS JOURNALISM (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES:

CO1	To recognize different types of sports, local/national/global
CO2	To understand sports journalism, Introduction & History, Role of Mass Media in Promotion of Sports, Guidelines for a Sports Journalist
CO3	To apply the knowledge to understand various structures of Sports Reporting
CO4	To analyse the need of various Sports Organisations and Federations
CO5	To Evaluate Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology
CO6	To Create proper and well written sports features, articles and case studies

UNIT I (10 hours)

Sports Journalism : Introduction & History, Role of Mass Media in Promotion of Sports. Status of Sports Writing in India, Sports Policy in India, Ethics in Sports Writing.

UNIT II (10 hours)

Structure of Sports Reporting : beginning, Clippings Collection, Idea Initiation and Innovation, Putting Ideas into Writing.

Sports News, sports features, curtain raisers, sports reviews, Special Supplements, Covering Important Meets and International Sports Events.

Study of Sports Pages of Leading newspapers and sports magazines, Study of Profile of Sports Stars.

UNIT III (6 hours)

Qualities of a Sports Journalist, Guidelines for a Sports Journalist, Style in Sports Writing.

UNIT IV (10 hours)

Popular Sports in India, Sports Facilities, Sports Organisations and Federations, Amateurs and Professional. Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology.

UNIT V (10 hours)

Organization of Sports Departments, Sports Coverage on AIR and Doordarshan, Planning Design and Layout.

UNIT VI (10 hours)

Coach's Compilation of Statistics, Reference Materials, Indian and International Sports Awards.

Suggested Readings:

1. Sports Journalism, K.C. Thakur, SSD Publication (9788178846606).
2. Sports Journalism, Raymond Boyle.
3. History of Physical Education, Fivends Publication, Hyderabad Manual of Sports Grounds, NSNIS, Patiala.

BMC 602 E2 – Women & Gender Studies (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide the students towards understanding concept and need of women studies. To make clear understanding about women’s movement
CO2	To guide students about feminism and types of feminism. To guide students about Indian women discourse.
CO3	To develop journalistic approach about National committees and commissions for women. To analyze Indian constitution and provisions for women.
CO4	To guide students about gender biasness. To know about National women health programs.
CO 5	To develop understanding on sustainable environment and role of women. To develop a understanding on Entrepreneurship and women development.
CO 6	To guide students towards role of women in media. To guide students about role of media in women development.

UNIT I

Concept and Need for Women’s Studies, Scope for Women’s Studies, Women’s Movements-pre independence, post-independence, current.

UNIT II

Defining Feminism, Types of Feminism – Liberal, Marxist, Radical, Socialist.

Indian Women and Indian Perspective – Family, caste, culture, religion, social system.

UNIT III

National Committees and Commissions for Women, Government Organizations for Women, Ministry of Women & Child Development, Indian Constitution and provisions for women. Human rights vs. women’s rights.

UNIT IV

Defining Gender Biasness, Gender in health (mortality and morbidity factors, nutrition, HIV, AIDS), National Health Programs for women, Gender in education (curriculum content, enrolment, dropouts), Girl Child in society, child labour, child marriage, motherhood.

UNIT V

Women and environment, basic need for development in rural and urban environment, sustainable environment and role of women. Entrepreneurship and women development.

UNIT VI

Portrayal of Women in Mass Media, Role of women in Media, Indecent Representation of Women (Prohibition) Act, 1986. Impact of Media on Women. Role of Media in women development.

Suggested Readings: –

1. Handbook of Gender and Women Studies by Kathy Davis and et al., Sage Publications.
Womens Studies in India by L. Tharabhai, APH Publications.
2. Women's Studies by N. Jayapalan, Atlantic Publication.
3. Indian Women Through Ages, O.P. Ralhan, Anmol Publications.

BMC 602 E3 – Business Journalism (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO1	To guide the students towards understanding concept and need of Business & Business Environment.
CO2	To guide students about Business Journalism. To guide students about Indian Economy.
CO3	To develop journalistic approach about National committees and commissions for Business.
CO4	To guide students about Understanding concepts of Economics. To know about National programs.
CO 5	To develop a understanding on Entrepreneurship.
CO 6	To guide students towards role of Business Journalism in media

UNIT I

Business & Business Environment: Concept and scope. Difference between business and finance, Business Ethics, Global Financial Markets. India as an Economic Power, India and Global Economy, Company Act 1956, Financial Statements of Companies.

UNIT II

Financial Environment, Concept of Finance, Finance and other disciplines, Corporate Financing, Money Market, Capital Market, Fundamentals of Stock Market. Forecasting Stock Market, Interpretation of Financial dailies and Financial Websites (e.g. www.indiainfoline.com, www.bloomberg.com, www.reuters.com etc.)

UNIT III

Understanding concepts of Micro and Macro Economics, Mutual Funds, SEBI and Free pricing of equity shares, Role of SEBI, UTI – Activities and Investment pattern, Credit rating agencies (CRISIL, ICRA, CARE) & their role, World Federation of Exchanges (WFE), NSE , BSE, NASDAQ.

UNIT- IV

Business Journalism: History and origin of Business Journalism, Business Reporting Skills,

Writing for Industrial, Chemical and Agriculture, Petrochemical, Pharmacy, Banking Sector and others. Business News from different newspapers, Articles from different business magazines, Writing news analysis for business reports.

UNIT- V

Understanding Risk Management, Financial Crises, Inflation, Monopolistic Competition:

Syllabus BJMC 2020-23

Features- Oligopoly Planning. Fun with numbers: introducing the income statement. Understanding sales, costs, and profit. Read: Understanding Financial Statements

UNIT- VI

Case Studies –

Suggested Readings: –

1. Principles of Microeconomics- H.L. Ahuja- S. Chand Company Ltd.
2. A course in Micro Economic Theory- David M. Kreps- Prentice Hall of India
3. 3.Handbook of Journalism & mass Communication –Vir Bala Agarwal

BMC 603 - Science & Environment Journalism (4 Credits)

L	T	P
3	1	0

COURSE OUTCOMES

CO 1	To create awareness among students about environment protection and guide them towards understanding of Scientific literacy.
CO 2	To understand relationship between science and the public.
CO 3	To Understand Scope of Science and Environment Communication.
CO 4	To develop Responsibilities of a Journalist and make clear Understanding objective of scientific and technological development.
CO 5	To guide students towards Disaster Management and Protection Act.
CO 6	To guide students towards understanding of new media and it's objective and towards understanding of alternative media.

UNIT I (10 hours)

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT II (10 hours)

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT III (10 hours)

Understanding Science & Environment, Introduction and Scope of Science and Environment Communication, Globalisation and changing attitude towards science, Role of Science & Technology in Modern Society.

Unit IV (10 hours)

Need for Awareness, Role of Media in Public Awareness, Responsibilities of a Journalist. Understanding Basic Science, Principles and Theories, Knowing Scientists and their works, Understanding objective of scientific and technological development.

UNIT V (6 hours)

Media and the Environment, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Media and Environmental Disaster – Role of Media in Disaster Management.

UNIT VI (10 hours)

Writing Science News Stories, Important Media for Communicating Science, Writing and Producing Science Based Programs on Radio, Television and Internet.

Reading articles on science and environment. Famous Science and Environment Journalists.

Writing Features on Science & Environment Education for different audience, e.g. urban vs. rural.

Suggested Readings : -

1. A Text Book of Environmental Science, A. P. H. Pub., New Delhi , ISBN 81-313-0456-3
2. Green Ink: An Introduction to Environmental Journalism, Michael Frome (Utah, 1998)
3. A Field Guide for Science Writers, Deborah Blum, Mary Knudson, Robin Marantz Henig (Oxford, 2004).
4. Environmental Studies, Laxmi Publication
5. Environmental Studies, New Age International
6. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.

BMC 651 - Professional Project (Dissertation to be submitted) (6 Credits)

L	T	P
0	0	4

COURSE OUTCOMES

CO1	To encourage students taking up minor projects for conducting some fruitful study
CO2	To enable students collect relevant data, and analyse to take it to logical conclusion
CO3	To motivate the students to do a research based study on the selected topic
CO4	To encourage them to do a quality work for testifying their learning during three years

Research Based Study:

Selection of Topic: The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

Significance of Study: They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.

Writing the report: The students will write a comprehension report based on their study.

It should be written by using the parameters laid down in research methodology.

Exercises/Assignments:

1. Students need to take up study related to their subjects of their curriculum.
2. Field study or other assignments may be taken up in the supervision of teacher.
3. The assignments need to be submitted or/and presented for evaluation.
4. The internal faculty will evaluate the assignment based on the efforts of the student and also the process adopted for the work
5. The External Examiner will evaluate on the basis of the report submitted by the student, taking into consideration the quality of work

L	T	P
0	0	0

BMC 652 -Comprehensive Viva Voce (6 Credits)

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.