



NAAC Accredited-2015  
'B' Grade (CGPA 2.62)

**PUNYASHLOK AHILYADEVI HOLKAR  
SOLAPUR UNIVERSITY, SOLAPUR**

**Bachelor of Journalism & Mass Communication**

**(B.J.M.C.)**

CBCS ( Semester - I & II )

FACULTY OF INTERDISCIPLINARY STUDIES

To be implemented from the academic year 2019-20(w.e.f. June 2019) Onwards.

(Subject to the modifications to be made from time to time)

**Bachelor of Journalism & Mass Communication**  
**(B.J.M.C.)**  
 CBCS ( Semester - I & II )

Semester	Code	Title of Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
<b>First</b>									
<b>BJMC</b>		<b>Hard Core Papers</b>							
<b>HCT</b>	1.1	Introduction to Journalism & Communication Theories	80	20	100	4	0	0	4
<b>HCT</b>	1.2	News Reporting, Editing and Feature Writings	80	20	100	4	0	0	4
<b>HCT</b>	1.3	<b>History of Mass Media</b>	80	20	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	1.1	<b>Public Relations &amp; Corporate Communication</b>	80	20	100	4	0	0	4
<b>SCT</b>	1.2	Advertising	80	20	100	4	0	0	4
		<b>Practical / Field Work</b>	80	20					
<b>HCP</b>	1.1	Practical / Field Work 1	80	20	100	0	0	4	4
<b>SCP</b>	1.1	Practical / Field Work 2	80	20	100	0	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>480</b>	<b>145</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>
<b>Second</b>									
<b>BJMC</b>		<b>Hard Core Papers</b>							
<b>HCT</b>	2.1	Development and Extension communication	80	20	100	4	0	0	4
<b>HCT</b>	2.2	Media Management & Press Laws	80	20	100	4	0	0	4
<b>HCT</b>	2.3	Electronic Media ( Radio& T.V.)	80	20	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	2.1	<b>Web Journalism and Social Media</b>	80	20	100	4	0	0	4
<b>SCT</b>	2.2	Documentary (Film)	80	20	100	4	0	0	4
		<b>Practical / Field Work</b>	80	20					
<b>HCP</b>	2.1	Practical / Field Work 1	80	20	100	0	0	4	4
<b>SCP</b>	2.1	Practical / Field Work 2	80	20	100	0	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>840</b>	<b>145</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>

**BJMC**=Mass Communication

**L**=Lecture **T**=Tutorials **P**=Practical **IA**= Internal Assessment

**HCT**=Hard Core Theory    **SCT**=Soft Core Theory    **OET**=Open Elective Theory  
**HCP**=Hard Core Practical    **SCP**=Soft Core Practical    **HCD**=Hard Core Dissertation

4 Credits of Theory = 4 Hours of teaching per week

4 Credits of practical = 4 Hours practical per week

**NATURE OF QUESTION PAPER AND SCHEME OF MARKING  
BACHELOR OF JOURNALISM & MASS COMMUNICATION  
SEMESTER-I &II**

**Total Marks: 80**

**Duration : 2 Hours 30 Minutes**

**Instructions:** 1) All questions are compulsory. 2) All questions carry equal marks.

**Q. No. 1 A: fill in the blanks (1 Marks Each) 10 Marks**

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....
- (v) .....
- (vi) .....
- (vii) .....
- (viii).....
- (ix).....
- (x).....

**Q. No. 2 Give answer ( any one ) 05 Marks**

- (i) .....
- (ii) .....

**Q. No. 3: Give Answer (any one) 05 Marks**

- (i) .....
- (ii) .....

**Q. No. 3: Answer the following questions. (Any 1) 15 Marks**

- (i) .....
- (ii) .....

**Q. No. 4: Answer the following questions. (Any 1) 15 Marks**

- (i) .....
- (ii) .....

**Q. No. 5: Write short notes ( any four) 20 Marks**

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....
- (v) .....

**Punyashlok Ahilyadevi Holkar, Solapur University, Solapur.  
Bachelor of Journalism & Mass Communication**

## (B.J.M.C.)

1. Course Title : Bachelor of Journalism & Mass Communication

Under the FACULTY OF INTERDISCIPLINARY STUDIES

2. Year of Implementation: The Syllabus will be implemented from the academic year 2017-18 (i.e. from June, 2017) onwards.

3. Preamble :

"The significance of communication for human life cannot be overestimated because this sounds like a truism and is profoundly true. As health is a blessing for human life, Communication is a soul at the human mind, which reflects in a fashion as an amalgamation of skills and knowledge. So our prime goal is to achieve skills and increase knowledge from the day today discourse".

4. General Objectives of The Course :

- (i) To Impart high quality of education to the students,
- (ii) To prepare the students for variety of challenging careers through innovation in teaching and research,
- (iii) To develop comprehensive understanding of interdisciplinary issues of society, and
- (iv) To provide them practical experience to develop their skills of the profession along with the advances in the knowledge of the subjects.

5) Duration :

- The course shall be a full time course.
- The duration of course shall be of One year of two Semesters.

6) Pattern:

The pattern of examination shall be Semester with 70 + 30 (100 marks) system. Semester with Credit based choice system (CBCS).

7) Fee Structure : Fee will be applicable as per University rules/norms.

8) Medium of Instruction :

The medium of instruction shall be English/Marathi. However, the students shall have an option to write answer-sheets, practical's, seminars, reports etc in English / Marathi.

### 9) Eligibility for Admission :

Any Graduate with Bachelors degree from any discipline shall be eligible to apply for B.J.M.C. course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet & the necessary certificates immediately on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

10) The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the practicals, assignments, seminars, field visits and study tour are compulsory.

### 11) Choice Based Credit System :

The college to be followed the Semester system at BJMC level in accordance with the UNIVERSITY decision from June 2017.

### 12) The Scheme of Examination:

1. The BJMC course shall have 08 theory and 04 practical papers (Every Semester shall have four theory paper and 02 practical papers).
2. There shall be Credit based choice system (CBCS) within the Semester system. In this system, for every paper, 30 marks are allotted for Internal Assessment and 70 marks for Semester theory examination of 2.30 hours duration, which will be held at the end of each term.
3. Allocation and Division of Internal Examinations marks: For every paper theory paper shall carry 30 marks. During every Semester every student shall have to complete home assignments, practical assignments, class room Practicals and presentations, written Internal Test etc. assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available. This will carry all together (30 marks).
4. Semester –Re-Examination:  
In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the university rules.

### 13) Standard of Passing :

1. To pass each paper, 40 marks out of 100 marks are required.
2. Semester Examination: In every paper a candidate should obtained a minimum of 40% of Total marks i.e. 28 marks out of 70 marks.

### 14) Writing off the Practical Work Record :

The practical work, reporting assignments & seminars etc. of the BJMC ( Semester I & II ) students shall be preserved in the department maximum for two years after the examination and after completion of two years to their course or shall be wrote off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

## B.J.M.C. Semester I

### HCT 1.1 Introduction to Journalism & Communication Theories

(Total Credits - 04)

Total Theory Lectures -60

#### **UNIT -- 1:**

**15 Lecturers**

Defining Communication: Evolution of Communication. Elements and process of communication, barriers to effective communication, verbal, non-verbal communication and written communication. Forms of communication based on contexts: Intrapersonal, Interpersonal, Group, Public communication, Mass Communication, inter-cultural communication, Functions of communication. 7C's of Communication.

#### **UNIT –2 :15 Lecturers**

Aristotle's Rhetoric, SMCR-Berlo's model, Lasswell's model, Shannon Weaver mathematical model of communication, Westley and Maclean's model, New Comb's model, George Gerbner's model, Wilbur and Schramm model. Cultivation Theory, Cognitive dissonance, social leaning theory, individual differences theory: selective attention, selective perception, selective retention. Spiral of silence, Gestalt theory of motivation, Media Violence theory, Symbolic Catharsis, Play theory, Diffusion of innovations, Media priming, framing analysis, Medium is the message (MacLuhan)

#### **UNIT -- 3.15 Lecturers**

Hypodermic needle (magic bullet theory), Stimulus and response theory, Uses and gratifications theory, Two-step flow theory, Multistep flow theory, Knowledge gap hypothesis, Agenda setting theory. Role of Mass Media in Society. Functions and dysfunctions of mass Communication

#### **UNIT-415 Lecturers**

Normative theories: Authoritarian, Soviet communist media theory, Libertarian or Free press theory, Social responsibility media theory, Democratic participant media theory, development media theory, technological determinism, social shaping of technology, Frankfurt school of thought, JurgenHabermas-public sphere. Ideological state apparatus - Louis Althusser, Media imperialism. Media effects: Dominant paradigm and alternate paradigm.

#### **References:**

1. HasanSeema., (2010), Mass Communication: Principles and Concepts. Chennai, India: CBS Publisher.
2. McQuail Dennis, (2010), Mass Communication Theory (sixth edition). London, England: Sage Publications.
3. Naurla Uma., (2006), Dynamics of Mass Communication Theory and Practice. Chennai, India: Atlantic Publishers and distributors.
4. Stanley J. Baran., (2001), Introduction to Mass Communication:and culture. Houston, United States: Mayfield Publishers.
5. Wainwright David: Journalism made simple, Rupa&Heinmani,London
6. Kamat M.V.: Professional Journalism, Vikas, New Delhi
7. Wolenloy Ronald - Journalism Modern India, Asia Publication House, London
8. AgrawalBinod, ArbindSihna: SITE TO INSAT.
10. Barnouw et al: International Encyclopedia of Communication - Vol 1-4 Oxford University Press, New York1989
11. McBride Sean; Many Voices, One World, Kogan Page/ UNISCO, 1980
12. Mcluhan Marshal: Understanding Media, Rutledge & Paul Kegan, London1964
13. Defleur M.L. & Ball-Rokeach S.: Theories of Communication, Longman, New York. 1977
14. Fairclough N.: Media Discourse, Enword Arnold, London.1995
15. Mac Quail Denis: Mass Communication theories & introduction, SAGE, London1987
16. Mac Quail Denis &Windahl : Communication models for the study of Mass Communication, Longman, London.1981

## HCT 1.2 News Reporting, Editing and Feature Writings (Total Credits - 04)

Total Theory Lectures -60

### UNIT –1:

15 Lecturers

REPORTING: Role, Duties and Qualities of a Reporter. Concepts and Definition of news – with reference to developing countries. News process-skills and Techniques of Reporting. Collecting news-problems of news gathering. Different forms of reporting -- Sport news/Live reporting public affairs, meetings, conferences, Seminars, cultural ,civic and Social events, mofussal reporting, reporting Govt. and Co-operative activities and programs understanding the law and Journalistic ethics, Watch dog.

### UNIT –2 :

15 Lecturers

Reporting special events, disasters and accidents crime, sports, budget, courts, legislature reporting, speech reporting, science reporting, rural reporting in-depth and advocacy reporting, building and using background. Reporting fashion and life style, writing curtain raisers, reporting through interviews, interview techniques. Development reporting, special correspondents and foreign correspondents. Ethical aspects of reporting.

### UNIT—3

15 Lecturers

Organizational structure of an editorial department of a newspaper or a Media unit , role and duties of an editor, executive editor, assistant editor, news editor , and sub editors. The news process : selection of news from various news sources, different types of copy- agency copy, bureau copy, mofussil copy etc. General principles of editing, qualities of sub editor, chief sub editor and news editor; the editing process symbols (used to indicate corrections or changes a new copy), handling of various types of copy, rewriting translation, integrating, referencing, updating, slanting & toning of news values, proof reading using style book / sheet, Headlines – functions, type, of headlines,

### UNIT –4 :15 Lecturers

News schedule , planning of pages and editions, editing supplements , Reproduction of art and photographs. Knowledge of printing-D.T.P., off-set printing, gravure and screen printing , typography; typefaces and families, type sizes etc. Features and Feature writing, Types of features. Opinion Page - - Writing Editorial, Types of Editorial, Column writing, writing creative middles, language as a tool of writing, art of translation, Letters to editor.

### References :

1. Baskett- Scissors & Brooks: The Art of Editing-McMillan publishing company, New York
2. Agrawal S.K. A handbook of Journalism& Editorial excellence, Mittal Publication, New Delhi
3. Gibson Martin: Editing in Electronic era, Prentice Hall, New Delhi
4. Mac Dongall, C.D.: Interpretative Reporting.
5. Dygart J.H.: The Investigative Journalist.
6. Shorewood H.C.: Journalistic Interview
7. Hohenberg J.: Professional Journalist
8. Lewis J.: Active Reporter
9. Fodler F.: Reporting for The Print Medium
10. Kamat M.V.: Professional Journalism.
11. Evans H.: Editing & Design, Vol 1-5.
12. McGiffort R.C.: The Art of Editing news
13. Garst& Bernstein: Headlines & Deadlines
14. The Washington Post: The Edition Page
15. Westley B.H. : News Editing
16. Campbell & Wolseley: Newsmen at work.
17. Collihan E.L.: Grammar for Journalist

## HCT 1.3 :History of Mass Media

(Total Credits - 04)

Total Theory Lectures -60

### UNIT --1 :15 Lecturers

Emergence of the press, Status and role of the press in society. Origin and evolution of press in India, Special Characters of Indian Journalism, Press and Society relationship, Govt. and Press with reference to democracy. Role of prominent newspapers and stalwart journalists in India James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Pandit Nehru, Ganesh Shankar Vidyarthi, Dadabhai Nauroji, Lala Lajpat Rai, Moulana Azad, Bose Bandhu etc.

### UNIT – 2

15 Lecturers

The prominent Marathi Newspapers. Evolution and development of Marathi journalism. Darpan; Prominent Marathi newspapers of Maharashtra. Special studies of the life and work of some prominent journalists and social reformers viz. Balshastri Jambhekar, BhuMhajan, Lokmanya Tilak, Lokhitwadi, Agarkar, S.M. Paranjape, Khadilkar, Krishnarao Bhalekar, Mukundrao Patil. Bhaskarrao Jadhava, Dinkarrao Javalkar, Bhagvantrao Palekar, P.K. Atre, Dr. B.R., Nanaheba Parulekar and others. Chain newspapers and their impact on small and medium Marathi press .

### UNIT --3 :

15 Lecturers

History of cinema. Development of Cinema in India and Maharashtra. Geners of Cinema, Cinema before and after independence. History and development of Public Relations in India. History and development of advertising in India. History of Internet, cyber journalism and social media in India.

**UNIT --4 :15 Lecturers** Introduction to broadcasting: Radio as a medium of Mass Communication, Emergence and of history of Radio and TV in India. Evolution and growth of All India Radio and Doordarshan, Prasar Bharati Structure objectives and role. Growth of private Television channels, Emerging trends in India broad casting – FM, Community Radio, Digital, Satellite and web. community Radio, Types of radio programmes, Development of Television as a medium of Mass Communication, Types of TV programs – SITE - broadcast code and Prasar Bharati.

### References :

1. Priyolkar Anant - The Printing Press in India Marathi Sanshodhan Mandal, Bombay. 1958
2. Emery Edwin: The press & America, The Times of India Press, Bombay. 1969
3. Kurian George: World Press encyclopedia, vol.1, 2. Facts on File Inco, New York. 1981
4. Ramesh Jain: Bharat main Hindi Patrakarita , Bohara Prakashan, Jaipur. 1989
5. Smith Anthony: The News Paper & International History,
6. Merrill C. John: The foreign Press
7. Dennis Everitte E. & Rivers William L.: Other voices: The New Journalism in America.
8. Mills Nicolas: The new Journalism: The Historical Anthology
9. K. Sommarlad E. Lloyd: Press in Developing Country
10. Dr. Sen. S.P.: The Indian Press
11. Nandi Krishna G. Murthy: Indian Journalism
12. J. Natarajan: report of the first Press Commission
13. Charles Moses & Crispin Maolog: Mass Communication in Asia: A Brief History
14. UNESCO: World Communication: 20th Century
15. Lele R.K.: History of Marathi Newspapers (Marathi Book)
16. George T.J.S.: Provincial Press in India



## **SCT 1.1 Public Relations & Corporate Communication**

**(Total Credits - 04)**

**Total Theory Lectures -60**

### **UNIT –1:**

**15 Lectures**

Define Public Relations. Importance of PR in image building process. Different types of images. Difference between image and identity. Role of house journal in PR. Public Relations tools, Media relations, Internal & External Public Relations. Public Relations & Propaganda.

### **UNIT – 2 :**

**15 Lectures**

Writing for Public Relations , Writing the message, Writing for audio-visual media. Writing strategies, media strategies, writing for the web, web audience, website topics, using the web for specific PR aims. Various types of influences of Public Relations writing on internet.

### **UNIT – 3 :**

**15 Lectures**

Corporate Communication – Process and Dimensions, Corporate image, Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Image communication, Advocacy PR Campaigns, Advocacy advertising & Advertising writing strategies. Managing Global Communication.

### **UNIT – 4 :**

**15 Lectures**

Public Relations & social responsibility. Public Relations & Crisis management, Crisis and the media, Post crisis : follow up and evaluation. Research methods for PR. Research influences on PR, Evaluating PR research. PR in various sectors- Government, Tourism, Defense, Education & Public sector etc. (15 Periods)

### **References :**

- 1) Public Relations- Principles, Cases & Problems- H. Frazier Moore & Bertrand R. Canfield.
- 2) The practice of Public Relations – Wilfred Howard.
- 3) Practical Public Relations – Sam Black.
- 4) Corporate Public Relations – Burton P.
- 5) Effective Public Relations – Cutlip, Center & Allen.

## SCT 1.2 :Advertising

(Total Credits - 04)

Total Theory Lectures -60

### UNIT –1:

15 Lectures

Advertising --its relationship with mass communication as a part of the marketing mix. Difference between publicity and advertising, advertising and Public Relations. Advertising -- definitions, evolution, and functions of advertising, Classification of advertising -- based on demand, media, objectives, different consumers to be reached, Stages in the product life cycle, personnel involved -- Vertical / horizontal etc. Product, Institutional financial, Social Political, Government, Classified and display.

### UNIT –2 :

15 Lectures

Advertising agency -- Structure and functions of the various departments of the advertising agency. Client Servicing, Creative, media, production etc. Media -- types of media -- Radio, newspapers, magazines, television, outdoor, Specialty, intermit, relative merits and demerits, Basics of media planning, and Scheduling, performance of media tariff Sources of information for media planning and scheduling ORG, ABC, Readership Surveys.

### UNIT –3 :

15 Lectures

Campaign planning and Execution, Brief -- Collection of information, analysis of market, Target Audience Budget. Creative Strategy and Concepts: Creative themes and appeals. Copy -- Elements of an advertisement, functions of headline and copy. Types of copy for different media. Layout types of layout principles of Design and Layout, Graphics, production process for print ads, Radio -- jingles, spots, Commercials, TV Commercials and films (Script writing) printed Literature, Direct advertising and point of purchase.

### UNIT –4 :

15 Lectures

Evaluation and Regulation of Advertising Copy research, -- pretesting and post testing Ethics, Codes and Laws related to advertising professional bodies AAAI, ASCI INS, Consumer associations, ACT. Advertising in India, Role in Economic development trends. (Case studies and Workshops in copy writing, media planning, Campaign planning) A critical analysis of status of advertising in India, Advertising and Society, Research in advertising.

### References :

1. Sandage C.H. & Fry burger - Advertising Theory & Practice, Richard Irwin, U.S.A.
2. Ogilvy David- Ogilvy on Advertising, Orbis, London.1983
3. Vinilam J.V. - Advertising Basics, Sage, 2004
4. Narayan B. - Advertising Management, APH Publishing, New Delhi
5. Sharma Sandip, Kumar Dilip: Advertising Planning, Implementation & control, Mangaldeep, Jaipur.
6. Jetkins Frank- Advertising Make Simple, Rupa & Heinemann, London
7. Littlefield J.F. & Kripatic C.A. - Advertising: Mass Communication Marketing.
8. Staorch D.: Measuring Advertising Research ship & Results.
9. Wright J.S., Warner D.S.-Winter W.L. & Zulger S.K. - Advertising
10. Danns.W. ,Barban A.N. - Advertising: It's role in Modern Marketing.
11. Klepner O.: Advertising Procedure
12. Heppner: Modern Advertising
13. Aakers David & Myers John: Advertising Management, Prentice Hall, New Delhi, 1983
14. Barton, Roger: Handbook of Advertising Management, McGraw Hill, NY 1976
15. Bellur Berkman, Shaw: Reading in Advertising Management, Himalaya, New Delhi, 1988.
16. Crane Edgar: Marketing Communications, John Willey & Sons, 1965
17. Sengupta Subroto: Brand Positioning, Tata McGraw Hill, 1991.
18. Burton, Phillip Ward: Advertising Copywriting, Grid Inc, NY.

**(Total Credits - 04)****Total 100 Marks****a) News (Reporting – Writing) Assignments :**

One has to complete minimum 10 reporting & writing assignments given by the concerned teacher time to time and publish maximum of them in the newspapers or in the laboratory journal of the dept during the period of First Seminar. And the concurred teacher will assess them and will give marks out of (20).

**b) Field Visits :**

To complete Minimum two (2) field visits i) Newspaper Office iii) Public Relations Office and write report of this visits. And the concurred teacher will assess report and will give marks out of Twenty(20).

c) Writing a detailed report on fourstalwart editors. Report must cover his thinking, his writing style, his ideology etc. Total marks must be give out of Ten ( 20).

d) One internal test of each theory paper. 5 marks for each paper total marks Twenty (20).

**e) Lab Journal :**

The students shall bring out one or two issues of the departmental lab Journal -Madyam Vidya under the at the Head of the dept and will the help; of concerned teacher, during the first seminar. They will get marks out of Ten(10) at the end of the Semester.

**e) Viva-Voce :**

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of Ten (10) for viva-voce. A committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise oneExternal Examiner and the Head of the dept.

**SCP 1.1 Practical / Field Work -2****(Total Credits - 04)**

Examination of Soft Core Practical should be conducted by External Examiners before

Theory Examination

**Practical / Field Work 01: (100 Marks)**

- |   |                 |
|---|-----------------|
| 1. To Report & Write a news as assigned by Examiners            | <b>20 Marks</b> |
| 2. To write one Editorial & one Middle as assigned by Examiners | <b>20 Marks</b> |
| 3. To prepare a press release and one information Brochure      | <b>20 Marks</b> |
| 4. Writing scripts for TV News Bulletin                         | <b>20 Marks</b> |
| 5. To Present a PPT on working of a newspaper / PR office.      | <b>20 Marks</b> |

**Internship / Tutorial****Total Credit -01**

Internship in Newspaper for minimum fifteen days (Three Hours per Day) . This report should be assessed by External Examiner.

**25 Marks**

## Semester II :

### HCT 2.1:Development and Extension Communication

(Total Credits - 04)

Total Theory Lectures -60

#### UNIT –1:

15 Lectures

Concept and Indicators of Development :Definition, meaning and process of development, Theories and paradigms of development – unilinear and non-unilinear , Ingredients (5Ms) of development and money generation, MNCs and foreign aid 4. Basic needs model by Bariloche Foundation, Economic and social indicators of development: i. GDP/GNP ii. Human Development Index iii. Physical Quality of Life Index Other indicators: i. Communication as an indicator ii. Democracy as an indicator iii. Human Rights as an indicator iv. Social Relations [inequality] v. Happiness Index , The Millennium Development Goals (MDGs) and The Sustainable Development Goals ( MDGs)

#### UNIT –2 :

15 Lectures

Development Communication - Concept and Theories : Definition and Concept ,. Approaches: i. Diffusion of Innovation ii. Magic Multiplier iii.LocalisedApproach , Development Support Communication - Extension Approach i. Health and Family Welfare ii. Women Empowerment iii. Literacy & Education iv. Water Harvesting & Management

#### UNIT –3 :

15 Lectures

Media and Development: Development of message design and communication , Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development,Cybermedia and development: e-governance , digital democracy & e-chaupal , ICT & Development , Case Studies : i. SITE Experiment ii. Community-based water harvesting by Rajendra Singh in Rajasthan,. Role of NGOs in social development..

#### UNIT – 4 :

15 Lectures

Communication in different Indian perspectives:. Communication for rural development: i. Strengthening of Panchayati Raj ii. Advancement in farming and alternative employment iii.Conservation of rural culture – tradition. Communication for urban development: i. Urban sanitation ii. Consumer awareness iii.Slum development.Communication for Tribal development i. Wild life and forest conservation ii.Joint forest management iii. Forest based cottage industries

#### References:

1. Narula Uma Development Communication – Theory and Practice, HarAnand
2. Gupta V.S. Communication and Development Concept, New Delhi
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi
6. Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi
8. Todaro, Michael P Economic Development in the Third World, Longman,

## HCT 2.2 : Media Management & Press Laws (Total Credits - 04)

Total Theory Lectures -60

### UNIT –1: 15 Lectures

Growth of Indian newspapers and Media as an industry, Different departments of media management, Editing, Printing, Advertising, Circulation, ICT, & Human Relations. Objectives and Policies of newspapers & media managements, Role of marketing in Mass media. Electronic media management. SAP (software), Six sigma (errorless systems), Newline 45 and 60 (printing machines) and other important technological components.

### UNIT –2 : 15 Lectures

Principles of good management, newspaper and media ownerships. Professional Organizations: ABC, DAVP, RNI, PCI, STC, IFWJ, NUJ, ILNA , IIMC , PIB , PII , BUJ , Editors Guild, INS etc. Ownership Organizations and Control ; of Audio , Visual media ( Radio & T.V.) and Film , Economics of film Industry. The news agencies PTI , UNI, Trade Unions in mass media.

### Press Laws :

### UNIT –3 : 15 Lectures

Freedom of Press in India, Constitutional provisions regarding freedom of speech and expression. The role of the Press Council of India , The Press and Registration of Books Act 1867. The working journalists Act 1955. The defamation under Indian penal code in Print and electronic media. Newspapers and the law of copyrights.

### UNIT –4 : 15 Lectures

Press commissions ( First & Second ) and Prasar Bharati Act 1997, Broadcasting Bill 2007, Right to Information , Air and Doordarshan code for broadcasting and Cyber Laws. Rights, Privileges and Liabilities of an Editor, Journalist, Proprietor, Printer, and Publisher.

### References :

- 1) Durga Das Babu – Law of the Press – Published by- Prentise – hall of India Pvt. Ltd.
- 2) Govt., of India : Indian Constitution Penal code.
- 3) Govt. of India : Indian Penal Code.
- 4) Press Institute of India : The Press and the Law.
- 5) Govt., of India : Press Commission Reports.
- 6) Mc, Mac, LCJ and Taylor R.M. : Essential Laws for Journalists.
- 7) Joshi Vaijayanti – Newspapers and Laws.

## HCT 2.3 :Electronic Media ( Radio & T.V.)

(Total Credits - 04)

Total Theory Lectures -60

UNIT –1 : 15 Lecturers  
A brief introduction to sound , Sound transmission and reception introduction to sound recording, Facts about sound, Characteristics of sound, pitch, tone and voice frequencies; Types of equipment's, micro phones, their function and selection.

UNIT – 2 : 15 Lecturers  
Radio production: Programs for Various audiences, Different programme firmest, creating audio Space, Sound perspective Voice Casting types of music, Use of sound effects, production Crew and their functions: Role of producer production planning and execution. Radio Studio, acoustics, recording equipment's, types and use of microphone, use of digital technology in production.

UNIT – 3 : 15 Lecturers  
Television technology: broadcasting Standards, PAL, NTSC, and SECAM. Broadcast Chain, Production equipment -- Camera, micro phones, and lights. Special effects generators, digital Video effects, computer graphic work stations. P.V Studio Layout, TV. Production - Studio and field production, TV. Staff and crew, their functions, programme formats, proposal writing Script writing -- out line treatment, visualization, Shorting script.

UNIT – 4 : 15 Lecturers  
Production process -- Reproduction, Setup and rehearsal, production and post production. Classification of shots techniques of Audio production, Television news production Seriating for TV documentaries: Linear and non - Linear editing, Voice over, dubbing, mixing and final mastering. TV. Direction: Shot division, Bricking the Script, story board, time-line and budgeting.

### References :

1. Fiske J. & Hartley J.: Reading Televisions, Matheun, London. 1978
2. Gibson, Martin: Editing in the Electronic Era, Prentice Hall, New Delhi.1987
3. Hunter J.K. & Gross L.S.: Broadcast News -The Inside Out, C.V. Moshy& Co., St. Louis, Illinois, 1980
4. Luthra H.R.: Indian Broadcasting, Publication Division, New Delhi, 1986.
5. Erans, E.O. Radio - A Guide to Broadcasting Techniques
6. Green M. - Television News: Anatomy & Process
7. MasaniMehra - Broadcasting & the People, National Book Trust, New Delhi. 1971
8. Chattergee P.C. - Broadcasting in India, SAGE, New Delhi
9. Report on A. K. Chanda Committee on Broadcasting
10. Awasthy G.C. - Broadcasting in India.
11. Duggal K.S. - What all's Indian Broadcasting, Maarwah Publications, New Delhi.
12. Butcher Melissa - Trans National Television, Cultural Identity & Change (When Star came to India), Sage, 2003
13. UnnikrishnanNamita the Impact of Television Advertising on Children, Sage, 1996
14. Hukull Mark- Electronic Communication Convergence, Sage, 2000
15. Shrivastava K.M. - Radio &T.V. Journalism, Sterling, New Delhi.
16. Boyd Andrew - Broadcast Journalism, Heinemann Publication, London.
17. Gupta Nilanjana - Switching Channel, Oxford University Press, Calcutta
18. Dhavan B.D. - Economics of Television in India, S.Chand, New Delhi,
19. Hyde Smart- Television & Radio Announcing, Kanishaka, New Delhi.

## SCT 2.1 :Web Journalism and Social Media

(Total Credits - 04)

Total Theory Lectures -60

**UNIT –1: 15 Lectures**

Online Communication and Internet] . Online Communication i. Meaning and definition  
ii. Features of Online Communication 2. Internet i. Characteristics ii. Networking, ISP  
and browsers iii. Types of websites iv. Video conferencing, Webcasting

**UNIT –2 : 15 Lectures**

New Media: i. Digital media and communication, ICT and digital divide ii. Information  
Society, New World Information Order and E-governance iii. Convergence : Need, nature  
and future of convergence iv. Emerging Trends: Mobile Technology, Social Media & Web 2.0

**UNIT –3 : 15 Lectures**

Use of Internet in newspaper , Development of Internet journalism, Internet Journalism in  
India. Online Journalism – Reporting, Editing, Online editions of newspapers. Management of  
Online newspapers. New trends in Online journalism, Web photo Journalism & other  
techniques. Online Writing & Editing: do's and don'ts iv. Cyber Crimes & Security : Types and  
Dimension v. Cyber Laws & Ethics and the difficulty in enforcing them

**UNIT –4 : 15 Lectures**

Social Media: Origin and Development, Types of Social Media Facebook,  
Twitter, Instagram, Wordpress, Blogger, YouTube, Linked In, Skype etc. Building communities-  
pages & channel . Impact of Social Media : Internet/Online activism, Citizen Journalism, Cyber  
crime, Democratization /Digital Divide, Audience analysis & Content planning

References :

- 1) Dutton William H – Information & Communication Technology Vision & Realities,  
Oxford : Oxford University press, 1996.
- 2) Mayer Paul A – Computer Media and Communication – A Reader, Oxford University  
press. 1999.
- 3) Smith Richard E, “ Internet Cryptography.” New York, Addison Wesley, 1999.
- 4) Subramanian C.R. “ India and Computer : A study of planned development” New  
Delhi, Oxford University press, 1992.
- 5) Schueber William L, - Data Communication” New York, McGraw Hill Book company,  
1998.
- 6) Dearnly James & Feather Johnes – “ The Wired world.”
- 7) Martin William “ The Global Information Society” London : Asib Gower 1995.
- 8) Zorkoczy Peter – Information Technology – An introduction, Affiliated East West  
Press ,New Delhi.
- 9) Whittaker Jason “ The Internet, the Basics” New York, Routledge 2002.
- 10) Microsoft front page 98, Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB  
Publications, Delhi
- 11) Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New  
Delhi
- 12) Multimedia: an introduction, Casanova John Villamil
- 13) Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi
- 14) Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi
- 15) Flash mx action script programming bible, Reinhardt Robert Lott Joey, Wiley  
dreametech India P Ltd., Delhi.
- 16) New Media Technology: PavlikJohnv.

## SCT 2.2 :Documentary (Film)

**(Total Credits - 04)**

**Total Theory Lectures -60**

**UNIT –1:**

**15 Lectures**

Definition, meaning and history of documentary, Primitive cinema, the origin of Documentary, John Grierson and the documentary film movement. Types of Documentary, Characteristics of documentary, Robert flaberty and Nanook of the North.

**UNIT –2 :**

**15 Lectures**

Documentary as distinguished from other formats, Documentary and docudrama, Subjects of Documentary, Documentary and Autobiography, Social documentary and Propaganda films.Fiction film & documentary, Mockumentary, Poetic documentary and DzigaVertov.

**UNIT –3 :**

**15 Lectures**

Writing for Documentary, Recording audio & video for Documentary, Interview for documentary, Radio documentary, The Beginnings of Television Documentary,.Indian documentary - pre independence era.Documentary in the digital age. Indian scenario – AnandPatvardhan , C. Sharatchandra , AtulPethe ( KacharaKondi& SEZ )

**UNIT –4 :**

**15 Lectures**

Documentary production, editing a documentary, Narration for documentary, Collecting facts for documentary, Reshaping Reality, Directing the Documentary, Past and Post scenario of documentary in World.

**References :**

- 1) Documentary in practice – Jane Chapman. Polity press.
- 2) Writing, Directing & Producing Documentary films & videos – Anal Rosenthal, 3<sup>rd</sup> edition.
- 3) The Documentary filmmakers Handbook AGurilla Guide – Genevieve Jolliffe.
- 4) Documentary in the Digital age – Maxine Baker.



**HCP 2.1 Practical /Field Work -1**  
**(Total Credits - 04)**  
**Total 100 Marks**

a) Study tour :

The study tour of BJC (Semester-II) student shall be taken to New Delhi to visit Parliament, various media units in the city as well as in its neighbouring states. But the study tour programme shall not exceed more than two weeks sharply. The student will have to complete their practical during the study tour promptly and submit them to their accompanying teacher. They will get marks out of twenty (20) for the practical item.

b) Seminar :

BJC (Semester-II) Students will choose any one topic from paper on Press Laws for seminar and after preparing it, will present effectively before all other students. seminar item shall carry maximum Ten (10 marks)

c) Survey:

The survey, which shall be covered by selecting any issue or problem of related to social media/digital media and taking a systematic survey (including preparing a questionnaire) for submitting a brief report on the basis of whole study Ten (10 Marks)

d) Lab. Journal :

The student shall produce one, two or more issues of the lab journal Madhyam Vidhya by contributing various types of newspaper material i.e. news, feature, letter to the editor, editorial note, editorial or a special article on an important issue. The lab journal item shall carry marks out of Ten (10)

e) The students shall visit one radio channel and one TV channel and submit separate detailed report on management departments and its working in file. Marks allotted for each report is 10. Total twenty (20) Marks.

f) To prepare and record one radio (duration 5 min.) and one TV bulletin (Duration 5 min.) and submit it to department in DVD. Marks for each bulletin are five and total marks twenty (10) Marks.

g) Students shall visit a NGO/ Government Project and write a developmental news with details. Marks allotted for this practical are Ten (10) marks

h) Viva-Voce :

There shall be a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of Ten (10) for viva-voce. A committee will assess the students in the viva-voce on the basis of their practical done during throughout of the year. The committee shall comprise one External Examiner and the Head of the dept.

**SCP 2.1 Practical -2**  
**(Total Credits - 04)**

Examination of Soft Core Practical should be conducted by External Examiners before

Theory Examination

**Practical / Field Work 01: (100 Marks)**

- |  |                 |
|--|-----------------|
| 1. Writing an article on computer for online newspaper | <b>20 Marks</b> |
| 2. Writing and recording a radio bulletin (Dur 5 min)  | <b>20 Marks</b> |
| 3. Writing a News Story on Development issue           | <b>20 Marks</b> |
| 4. Writing a report on media management                | <b>20 Marks</b> |
| 5. Writing and anchoring a TV bulletin                 | <b>20 Marks</b> |

**Internship / Tutorial**

**Total Credit -01**

Internship in TV / Radio for minimum fifteen days (Three Hours per Day). This report should be assessed by External Examiner. **25 Marks**

**Unit Test**

In first and second semester two unit tests (10 marks each) will be conducted by department for each subject, these marks should be submitted as internal marks for each theory paper.