



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS

BACHELOR'S OF ARTS (JOURNALISM)

YEAR - 2017-18

DURATION - 3 YEARS (6 SEMESTER)

SYLLABUS FOR:
I-II ND SEMESTER

FACULTY OF MANAGEMENT AND HUMANITIES

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Program Structure – I Year (Batch 2017-18)

1st Year consists of I, II Semester

1st Year Motive: The aim of first year- (BJMC) is to acquaint the student with the fundamental knowledge of mass communication and print production. This also helps to develop print media related skills in students according to current competition scenario.

| SEMESTER I | | | | | |
|---|--|-----|-----|-----|-----|
| Nature of Course | Course Name | C | T | P1 | Ps |
| Mass communication | Introduction to Mass Communication & Journalism Communication & Basic Models | 2 | 1 | 1 | 0 |
| | Introduction to Mass Communication & Journalism Types of Communication | 2 | 1 | 1 | 0 |
| | Introduction to Mass Communication & Journalism Mass Communication, 'Mass' Concept | 4 | 3 | 1 | 0 |
| <i>Print Media & Photo Journalism</i> | Print Media and Photo Journalism History of Print media | 2 | 1 | 0.5 | 0.5 |
| | Print Media and Photo Journalism Ownership of print media | 3 | 1.5 | 1 | 0.5 |
| | Print Media and Photo Journalism Photography elements and principles | 3 | 1.5 | 1 | 0.5 |
| Reporting & Editing | Reporting & Editing- Print I Meaning, Nature & Principles of Reporting, | 3 | 2 | 0.5 | 0.5 |
| | Reporting & Editing- Print I Reporting: reporting techniques | 2 | 1 | 0.5 | 0.5 |
| | Reporting & Editing- Print I Newsroom Organization | 3 | 2 | 0.5 | 0.5 |
| Computer | Fundamental of Information Technology Introduction to computers | 3 | 1.5 | 1.5 | 0 |
| | Fundamental of Information Technology MS-Office and Multimedia | 3 | 1.5 | 1.5 | .0 |
| | Fundamental of Information Technology Internet & E commerce | 3 | 1.5 | 1 | 0.5 |
| Hindi Communication | Communicative Hindi-I | 2 | 2 | 0 | 0 |
| | Communicative Hindi-I | 2 | 2 | 0 | 0 |
| | Communicative Hindi-I | 2 | 1.5 | 0.5 | 0 |
| English Communication | English Communication & Soft skills | 2.5 | 2.5 | 0 | 0 |
| | English Communication & Soft skills | 2.5 | 2.5 | 0 | 0 |

| | | | | | |
|------------------------------|--|---|-----------|---|---|
| | English Communication & Soft skills | 3 | 2 | 1 | 0 |
| | | | | | |
| University Compulsory Course | Curriculum Training & Exposure | 1 | 0 | 0 | 1 |
| University Compulsory Course | Community Development Activities | 1 | 0 | 0 | 1 |
| University Optional Course | Professional Activites | - | - | - | - |
| Total Credits | 49 | | | | |
| | | | 47+1+1=49 | | |

Note:

- C represents number of Credit per Course
- T represents number of Theory Credit per Course
- P1 represents Practical & Practicecredits respectively per course
- Ps represents number of seminars, group discussion, workshop, Industrial Visit.

Program Summary

| Sl.No | Nature of Course | Credit |
|-------|---|--------|
| 1. | Introduction to Mass Communication & Journalism | 8 |
| 2. | Print Media and Photo Journalism | 8 |
| 3. | Reporting & Editing- Print I | 8 |
| 4. | Computers - Fundamental of Information Technology | 9 |
| 5. | Hindi Communication – Communicative Hindi | 6 |
| 6. | English Communication - English Communication & Soft skills | 8 |
| 7. | University Compulsory Course | 2 |

Semester I (Batch 2017-18)

Introduction to Mass Communication & Journalism

Credits: 8

COURSE OBJECTIVES: To help the students understand the importance of communication and different types of communication in a society. How communication helps in the development of India and society.

UNIT-I -(Communication & Basic Models) (1-1-0)

Credits 2

Theory - (1 Credit)

Communication & Basic Models: Definitions, Elements of Communication, Communication act, Sender, Message, Channel, Receiver, Effects, Feed Back, Communication process, Basics models of communication

Practical Approach: (1 Credit)

- 1) *Orientation of Speech (Clarity, Vocabulary, Pronunciation, Pitch, Etc.)*
- 2) *Activity where Messages are sent based on Chinese Whispering mode.*
- 3) *Message to be designed (Print/Audio /Video)*

UNIT-II - Types of Communication) (1-1-0)

Credits 2

Theory (1 Credit)

Types of Communication: Intra personal – Inter personal, Group, Mass communication and Mass-Line communication – Functions of communication – Effects. Speech communication – cognition – Selective perception – Selective retention – Selective Expression – Verbal and non-verbal communication

Practical Approach:(1 Credit)

- 1) *Activities related to types of communication*
- 2) *Planning and Making of modes of communication*

UNIT-III - Mass Communication, 'Mass' Concept (3-1-0)

Credits 4

Theory (3 Credits)

Mass Communication, 'Mass' Concept, Characteristics of mass audience, Typology of audience, Classification of Media, Functions of Mass Communication, mass media and modern society – Functions – mass media and democracy. Press Theories, Media Manipulation, Development Communication, Four Theories of Press – Political Communication, Political Socialization, Communication Politics.

Practical Approach: (1 Credit)

- 1) *Understanding the problems of Mass*
- 2) *Designing messages for campaigns*
- 3) *Demonstration of Video Clips/News to show manipulation done by media.*

Recommended Text Book:

- Mass Communication in India - Kevel j. Kumar, Jaico Publishing House, Mumbai.

Suggested Readings :

- Text book of Mass Communication and Media - Uma Joshi, Anmol Publication Pvt.Ltd., New Delhi.
- Media Impact : An Introduction to Mass Media – Shirley Biagi, Wadsworth Learning
- Mass Communication & Journalism in India – D. S. Mehta, Allied Publishers

Print Media and Photo Journalism

Credits: 8

COURSE OBJECTIVES: This subject will help to enhance the communication skills of students how to write for the Print Media and prepare a news story with pictorial presentation.

UNIT –I- History of Print media (1-0.5-0.5)

Credits 2

Theory – (1 Credit)

Early communication systems in India –first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement – brief history of major English and Indian language newspapers and magazines, Early efforts in printing – newspapers – types of newspapers – contents – characteristics; magazines – characteristics and types; print media in India: an overview; books as a medium of communication – types of books – book publishing in India.

Practical / Practice Approach:(0.5 Credits+0.5 Credits)

- 1) *Preparation of Newspaper Layout (Front/Sports/Editorial/Business/City/Lifestyle)*
- 2) *Make a Magazine in different genres (Film/Sports/Political/Lifestyle)*
- 3) *Make a printing block either on wood or rubber*

UNIT – II -Ownership of print media(1.5-1-0.5)

Credits 3

Theory – (1.5 Credits)

Ownership of print media – types – merits and demerits; organizational structure of newspapers – functions of the staff; editorial advertising, circulation departments; patterns of newspaper ownership and management in India – procedure to launch a publication; marketing practices in print media. Press Commissions – Press Council; DAVP, INS, ABC, unions of media men and media women –Professional organizations – PIB – other public information agencies – of both state and central governments.

Practical / Practice Approach:(1Credits+0.5 Credits)

- 1) *Preparation of Media Organization Flow Charts / Models*
- 2) *Make Organizational Structure of newspaper*
- 3) *Visit to Newspaper office*
- 4) *Seminar by PIB Official*

UNIT III-Photography elements and principles(1.5-1-0.5)

Credits 3

Theory – (1.5 Credits)

Photography elements and principles, Visual language, meaning, photographer's jargons, composition of photography, Subject and lights, Cameras, Types, Formats, Lens, their types and functions, News values for pictures, Photo essays, Photo features, Essentials for Photo Journalism, Picture Magazine, Types of Photography, and manual Photography.

Practical / Practice Approach:(1Credit+0.5 Credits)

- 1) *Create Picture Magazine/ Photo Feature*
- 2) *Write News/Captions on the basis of Picture*
- 3) *Click Photographs - University Functions/Nature/People/Abstract/Photo Feature*

Recommended Text Book:

- Communication, C.S. Rayadu - Himalaya Publishing House, Mumbai

Suggested Readings:

- Print Media and Photo Journalism-Monita Singh, Centrum Press,
- Picturing the Past – Bonnie Brennen, University of Illinois Press
- Print Media and Photo Journalism – Charles Nandi, EssEss Publications, 2006

Reporting & Editing- Print I

Credits: 8

COURSE OBJECTIVES: To develop the understanding of the Print Organization and to work in different beats of the newspaper.

UNIT-I -Meaning, Nature & Principles of Reporting (2-0.5-0.5)

Credits:3

Theory – (2- Credit)

Meaning, Nature & Principles of Reporting, functions and responsibilities, Basics of Reporting, Writing news – lead – types of leads; body – techniques of re-writing – techniques of re-writing News agency copy, News; Definition, Elements, Sources and Types - Structure of News.

Practical / Practice Approach:(0.5- Credit+0.5Credit)

- 1) *Writing Reports/News - University Programs/Functions*
- 2) *News Reporting on different beats like Crime/Politics/Education/Health/Social/etc*
- 3) *Demonstration of Reporting/Writing News/Structure of NEWS writing skills*

UNIT-II -Reporting: reporting techniques(1-0.5-0.5)

Credits :2

Theory – (1- Credit)

Reporting: reporting techniques – qualities of a reporter – news-elements, sources – types – Pitfalls and problems in reporting – attribution – off-the-record – embargo – pool reporting; Follow-up – advocacy, interpretation, investigation. Reporting – crime, courts, society, culture, politics, commerce and business, education reporting.

Practical / Practice Approach:(0.5- Credit+0.5Credit)

- 1) *Demonstration of qualities of a reporter*
- 2) *Make file of different cutting of newspapers of different beats/subjects*

UNIT-III-Newsroom Organization(2-0.5-0.5)

Credits :3

Theory – (2- Credit)

Newsroom Organization -Small, Medium, and Big Daily Newspaper - Editorial Staff Pattern; Role and Functions of the Editor, Chief Sub-Editor, Sub-Editors, News Editors and Staff.Functions and qualifications of a sub-editor and chief-sub editor. Editing: 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, proof reading, Symbols and their significance. Copy selection and copy tasting, basic principle of translation.

Practical / Practice Approach:(0.5- Credit+0.5Credit)

- 1) *Flow Chart of Editorial Team Department*
- 2) *Basic English-Hindi-English Translations of News appeared in newspaper and University News*
- 3) *Looking for mistakes in a newspaper*
- 4) *Visit of Newspaper office*

Recommended Text Book :

- Writing For Media - Usha Raman, Oxford University Press

Suggested Readings :

- Writing and Reporting News - Carole Rich, Thomson; Wadsworth 5th Edition 2007
- Fundamentals of Reporting and Editing – Dr. AmbrishSaxena, Kanishka Publishers
- News Reporting & Editing – SuhasChakravorty, Kanishka Publishers

Fundamental of Information Technology

Credits: 9

Objective: To impart basic knowledge about computer with application of various packages to Business and Commerce.

Unit – I - Introduction to computers:- (1.5-1.5-0)

Credit: 3

Theory-(1.5 Credits)

Definition, Characteristics and limitations of computers - Elements of Computers - Hardware - CPU - Primary and Secondary memory - Input and Output devices. IT enabled services - BPO, KPO, Call centers.

Modern communications(Concepts only): Communications – FAX, Voice mail, and information services – E Mail – Creation of email id - group communication – Tele conferencing – Video conferencing – File exchange – Bandwidth – Modem – Network Topologies – Network types LAN, MAN, WAN and their architecture – Dial up access.

Operating System and Windows: Operating Systems: Meaning, Definition, Functions and Types of Operating Systems - Booting process – Disk Operating System: Internal and External Commands – Wild Card Characters – Computer Virus, Cryptology. Windows operating system - Desktop, Start menu, Control panel, Windows accessories.

Practical Approach :(1.5 Credit)

- 1) Make social media accounts
- 2) Make a chart of important short cut keys

Unit – II: - MS Office I: -(1.5-1.5-0)

Credit: 3

MS Word & Word Processing : Meaning and features of word processing – Advantages and applications of word processing - Parts of MS Word application window – Toolbars – Creating, Saving and closing a document – Opening and editing a document - Moving and copying text – Text and paragraph formatting, applying Bullets and Numbering – Find and Replace – Insertion of Objects, Date and Time, Headers, Footers and Page Breaks – Auto Correct – Spelling and Grammar checking – Graphics, Templates and wizards - Mail Merge:Meaning, purpose and advantages – creating merged letters, mailing labels, envelops and catalogs- Working with Tables – Format Painter.

MS EXCEL: Features of MS Excel – Spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - Parts of MS Excel window – Saving, Opening and Closing workbook – Insertion and deletion of worksheet – Entering and Editing data in worksheet – cell range – Formatting – Auto Fill –Formulas and its advantages – References : Relative, absolute and mixed – Functions: Meaning and Advantages of functions, different types of functions available in Excel – Templates –Charts – Graphs – Macros : Meaning and Advantages of macros, creation, editing and deletion of macros – Data Sorting, Filtering, validation, Consolidation, Grouping, Pivot Table and Pivot Chart Reports.

MS Office II: MS Access - Data, Information, Database, File, Record, Fields - Features, advantages and limitations of MS Access – Application of MS Access – 10 parts of MS Access window – Tables, Forms, Queries and Reports – Data validity checks – (Theory with simple problems)

MS PowerPoint: Features, advantages and application of Ms Power point – Parts of MS Power point window – Menus and Tool bars – Creating presentations through Auto content wizard, Templates and manually – slide show – saving, opening and closing a Presentation – Inserting, editing and deleting slides –Types of slides - Slide Views- Formatting –Insertion of Objects and Charts in slides- Custom Animation and Transition.

Multimedia: Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.

Practical Approach :(1.5 Credit)

- 1) Create excel spread sheets of data along with formulas
- 2) Create a power point show

Unit- III: Internet & E commerce: -(1.5-1-0.5)

Credit 3

Services available on internet - WWW - ISP.

E commerce: Meaning, advantages and limitations, applications of E commerce - trading stocks online, ordering products / journals / books etc., online, travel and tourism services, employment placement and job market, internet banking, auctions, online publishing, advertising-Online payment system (including practicals).

Practical Approach:(1-0.5 Credit)

- 1) *Training of softwares like Photoshop, Coral, Excel, Word and Quark Express, Adobe Premiere, Vegas etc.*
- 2) *Multimedia Graphics, Creation of PPT.*
- 3) *Workshop on SEO*

Recommended Text Books:

- Computer Fundamentals; Pradeep K. Sinha, Priti Sinha; BPB Publications

Suggested Readings:

- Introduction to Information Technology: Rajaraman, PHI
- Fundamentals of Computers 4/E: Rajaraman, PHI
- Fundamentals of Computers: P. Mohan, Himalaya
- Information Technology: Dennis P. Curtin, McGraw Hill International
- Fundamentals of Information Technology: Sahaetal, Himalaya
- Microsoft Office Excel 2003 step by step: Frye, PHI
- Fundamentals of Computers: AtulKahate, Tata McGraw Hill

Communicative Hindi-I

Credits: 6

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Unit I

Credits 2

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Unit II

Credits 2

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Unit III

Credits 1.5

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Practical Approach :(0.5-credit)

- 1) Practice of writing refined Hindi.
- 2) Reading famous Hindi literary writers books.
- 3) Book Reading Sessions.

Recommended Text Book :

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Suggested Readings:

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English Communication & Soft skills

Credits: 8

Course Objective: Develop fluency and linguistic self-awareness; improve pronunciation and clearness in speech; acquire music terminology; correct fossilized mistakes in grammar and syntax; learn and use idiomatic expressions, and feel confident while speaking English.

Unit-I:

Credits 2.5

Subject - verb agreement, Tenses, Active and Passive voice, Reported speech, Preposition, Conjunction, Effective sentence conjunction, Synthesis, The sub skills of reading: scanning, skimming, intensive and extensive reading, Answering question on comprehension passage involving all the sub skills of readings, Vocabulary with special emphasis on vocabulary used in journalistic writings; phrasal verbs and idioms.

Unit-II:

Credits 2.5

Composing and effective paragraph using cohesive devices[Single idea], Persuasive writing, Letter writing [specially business correspondence relevant for media professionals], Applications, official memo and minute book, Making an abstract/precise [identifying key ideas], Writing a report [using facts/data/details], Summarizing a report/article/editorial, Letters to the editor, Writing a review [of a book, cultural event]

Unit III:

Credits -3

Theory-(2- Credits)

Analyses of language of print, radio and television, Experimentation in written language of media, Changing idiom of spoken language, Five-minute presentation on a given topic, Use of charts, flip charts, flash cards, transparencies permitted, The exercise should be repeated, Final presentation is to be made before external examiner

PRACTICAL APPROACH-(1-CREDIT)

- 1) WRITING REPORTS/NEWS - UNIVERSITY PROGRAMS/FUNCTIONS
- 2) IMPROVING VOCABULARY BY WRITING 10 WORDS EACH DAY FROM DICTIONARY WITH THEIR MEANINGS
- 3) ALL CONVERSATION TO BE DONE IN ENGLISH
- 4) CREATION OF ENGLISH BULLETINS IN VIDEO FORMAT
- 5) READING OF NEWSPAPER IN CLASS IN ENGLISH
- 6) DEBATE SESSIONS ON HOT TOPICS IN ENGLISH

Recommended Text Book:

- English Grammar : Wren and Martin, Oxford University Press

Suggested Readings:

- The Good Grammar Book, M. Swan and C. Walter, Oxford University Press.
- A Basic English **Grammar Book**, John Eastwood, Oxford University Press.
- Oxford Advanced Learner's Dictionary, Oxford University Press, 2010, (8th edition) (with CD)

BA-BJ 1st Year
Semester -II (Batch 2017-18)

1st Year consists of I, II Semester

1st Year Motive: The aim of first year- (BA-BJ) is to acquaint the student with the fundamental knowledge of mass communication and print production. This also helps to develop print media related skills in students according to current competition scenario.

Objective- The students will get knowledge about the importance of radio anchoring and handling of various types of radio equipments

| II-SEMESTER | | | | | |
|--|---|----------|----------|-----------|-----------|
| Nature of Course | Course Name | C | T | P1 | Ps |
| History of Print & Broadcasting in India | History of Print & Broadcasting in India: Pre and post independence Journalism in India | 2 | 1 | 1 | 0 |
| | History of Print & Broadcasting in India: News Agencies, Press Organizations and Current Trends, News agencies | 3 | 2 | 0.5 | 0.5 |
| | History of Print & Broadcasting in India: History of Radio and Television Broadcasting in India- Origin and development | 4 | 3 | 0.5 | 0.5 |
| Print Journalism | Print Journalism News -Journalism as Fourth Estate, Role and responsibilities of a Journalist, Elements of News | 2 | 1 | 0.5 | 0.5 |
| | Print Journalism News Writing -Inverted Pyramid style of news writing-Why & How,5Ws and 1H | 3 | 2 | 0.5 | 0.5 |
| | Print Journalism News Reporting -Various types of reporting | 3 | 2 | 0.5 | 0.5 |
| Radio Communication | Radio Communication Understanding Radio Communication- radio as a mass medium, History and development of radio, introduction to radio technology | 2 | 1 | 1 | 0 |
| | Radio Communication Radio Techniques- Sound techniques, Radio formats, Making of radio program | 2 | 1 | 0.5 | 0.5 |
| | Radio Communication Radio Production Radio Studio, different types of radio stations, production of program | 2 | 1 | 1 | 0 |
| Photography | Still Photography Introduction to Photography How Camera works? The role & importance of photography, Brief History of photography | 2 | 1 | 0.5 | 0.5 |

| | | | | | |
|---------------------------------|---|-------------------|---|-----|-----|
| | Still Photography Camera -Basic Parts of single lens reflex (SLR) [film & digital ,Camera formats – 35mm, medium format, large format | 3 | 2 | 0.5 | 0.5 |
| | Still Photography Digital Camera -Lenses – controlling the image,Measurement of light,Exposure control – relationship between shutter speed and aperture | 3 | 2 | 0.5 | 0.5 |
| Writing for Media | Writing for Media Basic grammar skills: Verbs, Adverbs, Nouns, Pronouns, Active & Passive voice, Precis writing and comprehension. Practical lessons on Precis writings based on news analysis. | 2 | 1 | 1 | 0 |
| | Writing for Media Principles and methods of effective writing, rules of grammar, sentence construction; paragraphing, narration | 2 | 1 | 1 | 0 |
| | Writing for Media The Basic skills and techniques required for writing letters, reports and proposals. Writing Skill: Tips on writing essays and articles. Writings for Radio & Television, media review's of arts | 2 | 1 | 1 | 0 |
| NewsLetter Production Lab | News Letter Production Lab | 6 | 3 | 2.5 | 0.5 |
| University Compulsory Course | Curriculum Training & Exposure | 1 | 0 | 0 | 1 |
| University Compulsory Course | Community Development Activities | 1 | 0 | 0 | 1 |
| Total Credits | 45 | 43+1+1=45 Credits | | | |

Note:

- C represents number of Credit per Course
- T represents number of Theory Credit per Course
- P1 represents Practical & Practice credits respectively per course
- Ps represents number of seminars, group discussion, workshop, Industrial Visit.

| SRL No | NAME OF COURSE | CREDITS |
|-----------------------|---|----------------|
| 1 | History of Print & Broadcasting in India | 9 |
| 2 | Print Journalism | 8 |
| 3 | Radio Communication | 6 |
| 4 | Writing for Media | 6 |
| 5 | Still Photography | 8 |
| 6 | News Letter Production Lab | 6 |
| 7 | UNIVERSITY COMPULSORY COURSE | 2 |
| Total Credits: | | 45 |

History of Print & Broadcasting in India

Credits-9

Objectives of the Course: On completion of the course students should be able to: 1. Describe Indian Journalism in a pluralistic society. 2. Enumerate the historical moments of print and broadcasting in India. 3. Identify the contribution of press and broadcast in social communication

Unit-I - [Pre and post independence Journalism in India] (1-1-0) Theory - (1 Credit)

Credits-2

1. James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu –prominent newspapers and their editors
2. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of Freedom-changing role of the Indian Press.

Practical Approach: (1 Credit)

- 1) *Writing news according to old news papers.*
- 2) *Make posters/collage of old news papers*
- 3) *Flow chart which show growth of Indian languages newspapers.*
- 4) *Write articles/essay on pre and post journalism in India or related to unit-1.*
- 5) *Write an essay on changing role of the Indian press.*

Unit-II - [News Agencies, Press Organizations and Current Trends] (2-0.5-0.5) Theory - (2 Credits)

Credits-3

News Agencies in India—English & Hindi –their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar. **Introduction to International News agencies & Photo agencies**—Reuters, AP, AFP, UPI, and TASS. **Government Media Organizations**—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments. **Other Media Related Organizations** - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News, Broadcaster Association (NBA).

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make chart of set up functions and role of each agency.*
- 2) *Make analysis of news from Govt. and private news agencies.*
- 3) *Make organizational chart of PIB, DAVP, and RNI.*
- 4) *Workshop by PIB officials and Visit to News agencies like PTI, UNI, DAVP and PIB.*

Unit-III - [History of Radio Broadcasting in India] (3-0.5-0.5) Theory - (3 Credits)

Credits-4

Origin and development of radio in India- from Indian Broadcasting Company to All India Radio—Growth of AIR from 1936 to 1950. **All India Radio**—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR. **Objectives of broadcast**—Information, Education & Entertainment. **Autonomy of All India Radio**-Chanda Committee to Verghese Group. Prasar Bharati Act 1997-Formation of Prasar Bharati- Composition and Functions of Prasar Bharati.

Growth of Television Broadcasting in India

Origin and development of television in India from black and white to color from 1959 to 1982. Formation of Doordarshan (DD) as separate entity. **Doordarshan**: The slow Beginning, Doordarshan as an information, education and Entertainment media. Organizational structure, functions of different divisions and Departments/units of Doordarshan.

Practical / Practice Approach:(0.5 + 0.5 Credit)

- 1) Organizational flow chart of AIR and Doordarshan.***
- 2) Make a chart of the first programs on Doordarshan.***
- 3) Visit to All India Radio and Doordarshan Kendra, Jaipur.***
- 4) Organizational structure of different divisions and Departments of Doordarshan***

Recommended Text Book:

- History of Indian Journalism - J. Natrajan - Publications Division, Ministry of Information & Broadcasting

Suggested Readings:

- Basic Radio Journalism - Paul Chantler & Peter Stewart - Focal Press
- Text Book of Mass Communication & Media – Uma Joshi - Anmol Publication, Delhi
- Journalism in India - R. Parthasarathy - Sterling Publishers
- Indian Broadcasting - H.R. Luthra

Print Journalism

Credits-8

Objectives of the Course: On completion of the course students should be able to:

1. Describe News and how to write it.
2. Write different stories on various subjects with responsibility.

Unit I - News(1-1-0)

Credits- 2

Theory – (1 Credit)

What is Journalism, Journalism as Fourth Estate, Who is a Journalist, Role and responsibilities of a Journalist, What is News, Elements of News, News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest,Novelty, Types of News, News Sources: types; credibility and protection, News versus Information, Hard vs. Soft News, Difference between article, news, feature, editorial, andBackgrounder.

Practical Approach: (1 Credit)

- 1) *Make a poster on journalism as fourth estate.*
- 2) *Make a chart on role and responsibilities of journalist.*
- 3) *Make a chart on News values with example.*
- 4) *Write an article, news, feature and editorial.*
- 5) **Reading of newspapers in the class particularly the front page and the local news pages.**
- 6) **Writing reports on civic problems incorporating information from civil organization based on interview.**

Unit II - News Writing(2-0.5-0.5)

Credits- 3

Theory – (2 Credits)

Inverted Pyramid style of news writing-Why & How, Various types of leads/intros, Headline, writing: Types & Functions, The WHAT formula for news writing, 5Ws and 1H of news writing, Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons,verbosities), Ugly of news writing.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make an attractive poster / Model on Inverted Pyramid style of news writing.*
- 2) *Make File of Newspapers cutting of news intros/ Headlines.*
- 3) *Make a poster of 5Ws and 1 H.*
- 4) *Workshop by an editor of a newspaper.*
- 5) **Prepare questions for a specific interview.**
- 6) **Rewriting news stories from newspapers converting them for magazine**

Unit III -News Reporting (2-0.5-0.5)

Credits- 3

Theory – (2 Credits)

What is news reporting, Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight, Reporting for Newspapers, News Agencies and Magazines, Pitfalls and problems in reporting-attribution, off-the-record, embargo, Reporters: Qualities and Responsibilities, Set up and functions of a city reporting room in a daily and bureau, Reporting staff: News Bureau, Bureau chief, Chief Reporter, Correspondent, Stringer.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make a chart of Qualities and responsibilities of reporter.*
- 2) *Collect news reports from various departments/students for JayotiMuhim and JTVV.*
- 3) *Play different role models of a reporting staff.*
- 4) *Seminar by an editor of a newspaper or Visit to newspaper office and bureau of a newspaper and Magazine.*
- 5) **Filing report on the basis of mock press conferences.**
- 6) **Filing report after attending one press conference after going to the field**

Recommended Text Book:

- Modern Journalism, MV Kamath - Vikas Publishing House, New Delhi

Suggested Readings:

- News Reporting and Editing - Jan R. Hakemulder, Ray Ac De - Anmol Publications Pvt. Ltd. New Delhi
- The News Writers' Handbook - M L Stein and Susan F. Peterno – Surjeet Publication, New Delhi
- News Writing - George A Hough - Kanishka Publication, New Delhi

Radio Communication

Credits- 6

Objectives of the Course: At the end of this course, the students will be able to,

- 1) Gain Knowledge and experience the working of a typical radio station
- 2) Work on audio productions, presentations and various audio programming formats.

Unit I – Understanding Radio Communication (1-1-0)

Credits-2

Theory – (1 Credit)

Radio as a medium of mass communication, Development of radio with a brief introduction to its history, Radio around the world, Characteristics of Radio, Three different broadcasting systems: Public service (development tool), commercial and community or local radio, Introduction to radio technology, Amplitude modulation (AM), Short wave (SW), Frequency modulation and satellite, Broadcast chains, Analog to Digital, Recording and editing.

Practical Approach: (1 Credit)

- 1) *Make a chart of emergence of Radio*
- 2) *Make a chart about Radio Transmission*
- 3) *Demonstrate Digital Recording & Editing*

Unit II – Radio Techniques (1-0.5-0.5)

Credits- 2

Theory – (1 Credit)

Sound techniques: Audio effects (sfx): most common audio effects used in sound production: Audio Equalization, Audio Compression & Limiting, Expansion & Noise Gating, Delay / Echo, Reverb, Chorus, Phasing & Flanging.

Radio formats, Radio talks and announcements, Radio interviewing, Radio discussions and role of moderator, Radio magazine specific audience programs, Radio drama, Radio features and documentaries, Radio features and commercial advertisements,

Music on radio : production techniques, News on radio, Definitions, Elements that decide what is news., sources of news, types of news, News Values and ethics, News writing, News based programs.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make a Radio Drama/ Feature*
- 2) *Prepare a News program*
- 3) *Radio Station Visit*

Unit III – Radio Production (1-1-0)

Credits- 2

Theory (1 Credit)

Radio Studio: describe the working of a radio station: Control Room (CR), Transmitter

Explain the role played by different functionaries of a radio station: Station Director, Station Engineer, Program personnel, Transmission staff, Radio Announcer, describe the functioning of All India Radio

Classify the different types of radio stations: types of radio stations: private radio stations, community radio stations.

Writing for radio: Scripts and Skits. Key elements of radio writing Styles and techniques of radio scripting

Presentation of programs, Announcing and anchoring, Radio jockeying, News reading, Running commentary.

The advantages of a short script, the disadvantages of brevity and the changing facet of deadline journalism.

Practical Approach: (1 Credit)

- 1) *Visit to community radio stations*
- 2) *Make a short program on social issue*

Recommended Text Book:

1. Mcleish , Robert, Radio Production 5 Rev ed Edition, Focal Press, 2005
2. Reese, David, Gross, Lynne, Gross, Brian, Radio Production Worktext, 5TH Edition, focal press publishers, 2005

Suggested Readings:

1. Robert.C.Qiuet. al, Cognitive Radio and communications networking, John Wiley, 2012
2. Mcluhan, Marshall, Understanding media, Routledge Classics, 2001

Still Photography

Credits- 8

Objectives of the Course: On completion of the course students should be able to:

1. Describe photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps involved in printing a digital photograph.

Unit-I - Introduction to Photography(1-0.5-0.5)

Credits- 2

Theory – (1 Credit)

What is photography, Brief History of Photography? How Camera works, the role & importance of photography, Principles of Camera obscura

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Participate in Outdoor shoots/University Programs*
- 2) *Make camera Obscura*
- 3) *Make a model of camera*

Unit-II - Camera (2-0.5-0.5)

Credits- 3

Theory – (2 Credits)

What is Camera, Basic Parts of single lens reflex (SLR) [film & digital, (i) Lens, (i) Film Chamber (CCD & CMOS), (iii). Aperture, (IV).Shutter, (v). View finder, (vii). Memory (Internal & External)
3. Camera formats – 35mm, medium format, large format, 4. Camera design & its working – simple camera, compact camera, view camera, range, finder & reflex camera TLR & SLR

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Using Digital SLR and Mobile camera/developing an idea and practice*
- 2) *Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera*
- 3) *All photo feature images to be uploaded on blog*
- 4) *Workshop by a professional photographer*

UNIT-III -DIGITAL CAMERA(2-0.5-0.5)

Credits- 3

Theory – (2Credits)

1. Lenses – controlling the image.(i) Photographic lenses – prime & zoom lens, angle of view Narrow & Wide AngleLens),(ii) Aperture, Focal No. & Focal Length, (iii) Depth of focus, Depth of Field and How they work (iv) Lens care, 2 Lens perspective, film speed, flash gun, light meter
3. Exposure (i) Measurement of light – exposure metering system, (ii).Exposure control – relationship between shutter speed and aperture
4. Camera accessories: Tripod, monopod, filters, Lens hood

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Shooting in Studio - Shooting exercise in artificial lights*
- 2) *Shoot with different backgrounds and three point lighting*
- 3) *Process pictures on Photoshop/Color Correction*
- 4) *A visit to professional photo studio for a shoot*

Recommended Text Book:

- Practical Photography - O.P. Sharma - Hind Pocket Books

Suggested Readings:

- Basic Photography - Michael Langford - Focal Press
- Handbook of Photography - James A. Folts Ronald P. Lovell

Writing for Media

Credits- 6

COURSE OBJECTIVES: The students will be able to write for different media's in communicative language.

UNIT-I - Basic grammar skills(1-1-0)

Credits- 2

Theory - (1 Credit)

Basic grammar skills: Verbs, Adverbs, Nouns, Pronouns, Active & Passive voice, Précis writing and comprehension. Dictions, Punctuation, Vocabulary. Practical lessons on Précis writings based on news analysis.

Practical Approach: (1 Credit)

- 1) Write a news analysis***
- 2) Enact with dictions***

UNIT-II- Principles and methods of effective writing -(1-1-0)

Credits- 2

Theory - (1 Credit)

Principles and methods of effective writing, rules of grammar, sentence construction; paragraphing, narration; adjectives and adverbs, tenses, sequence, logic.

Practical Approach: (1 Credit)

- 1) Make a flow chart of tenses***
- 2) In a class read out a narration of your own story***

UNIT-III- Historical background of writing(1-1-0)

Credits- 2

Theory - (1 Credit)

Historical background of writing-elements of language- writing as coding of contents- language for mediated communication. Creativity in writing- feature writing, article writing, writing poetry, short stories, interview stories- business writing, technical writing, techniques of Translation, The Basic skills and techniques required for writing letters, reports and proposals. Writing Skill: Tips on writing essays and articles. Writings for Radio & Television, media review's of arts, performing arts and cinema, Screenplay Writing for target group group's special interest audience

Practical Approach: (1 Credit)

- 1) Write a Feature/Article/Poetry***
- 2) Make a questionnaire for an interview***
- 3) Make translations from a news appeared in Hindi / English Newspaper to the other language***

Recommended Text Book:

- Journalism in India- K.C, Regal Publication, New Delhi

Suggested Readings:

- Essentials of Mass Media Writings- T K Ganesh, Author press
- Writing for mass media- Janes Glan, Pearson Education India
- An Introduction to writing for Electronic Media- Robert B Musburger, Focus Press

News Letter Production Lab

Credits- 6

Objectives of the Course: On completion of the course students should be able to:-

1. Design material in Photoshop and Corel Draw
2. Differentiate between object oriented and bitmap images, vector and raster graphics.

Exercises and Assignments:

Students will be taught the basics of the DTP software's used for designing.

Photoshop: Students should be able to create visuals with text. They should also be able to give various effects to the photographs.

1. Design a poster for social awareness
2. Design a cover page of a magazine
3. Design flash cards
4. Design a brochure / pamphlet
5. Give various effects to the photographs
6. Make a cut out

Corel Draw: The students should be able to work with objects.

1. Design an invitation card
2. Design a logo
3. Design a title page of a book
4. Design a calendar