



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS

BACHELOR'S OF JOURNALISM (BJ-MJ) INTEGRATED

YEAR - 2017-19

DURATION - 2 YEARS (YEARLY PATTERN)

SYLLABUS FOR: BJ - MJ
YEARLY PATTERN

FACULTY OF MANAGEMENT AND HUMANITIES

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Program Structure – BJ - I Year (Batch 2017-18)

Yearly Pattern

1st Year Motive: The aim of first year- (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.

BJ –MJ - YEAR PATTERN FOR 2017 – 18					
Nature of Course	Course Name	C	T	P1	Ps
Video Production Theory & Practical	Video Production Pre-production, Production, Post-production	2	1	0.5	0.5
	Video Production camera set up, types of Shots & Angles, handling the camera	4	0	1	1
	Video Production Lighting Techniques- Indoors & outdoors	2	1	0.5	0.5
<i>Photography</i> Theory & Practical	Still Photography Introduction to Photography Understanding basics of Camera its features and its working	2	1	0.5	0.5
	Still Photography Camera- Understanding of Framing. How to take a good picture. Aesthetics of a Picture	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
Cinematography Theory & Practical	Cinematography Basics of Cinematography, Cinema and Cameras	3	1	1	1
	Cinematography Lensing, Lighting techniques	3	1	1	1
	Cinematography Videography, Shooting for Chroma techniques of keying, matting and frame blending are used.	2	1	0.5	0.5
Radio & TV Production Theory & Practical	Radio & TV Production Scripting, Content Generation	3	1	1	1
	Radio & TV Production Voicing, Modulation, Types of Programs, Organization and Roles	3	1	1	1
	Radio & TV Production – Practical Making a Radio & TV Program	2	1	0.5	0.5
History Growth & Development of Media Theory	History Growth & Development of Media Origin, History, growth of Print Media	2	2	0	0
	History Growth & Development of Media Origin History, Growth of Radio	2	2	0	0
	History Growth & Development of Media Origin and History, of T.V.	2	2	0	0
<i>Reporting & Editing</i>	Reporting & Editing - Print Meaning, Nature & Principles of Reporting,	2	1	0.5	0.5

- Print Theory & Practical	Reporting & Editing- Print Reporting: reporting techniques	2	1	0.5	0.5
	Reporting & Editing- Print Newsroom Organization	3	2	1	1
	Practice Session of Reporting & Editing Exercise from I & II in University Newspaper/ Reputed Local or National Level Newspaper	1	0	0	10 Sessions
Basic Principles of Communication & Mass-Communication Theory	Basic Principles of Communication & Mass-Communication Communication: Definition, Elements, Process, Functions	2	2	0	0
	Basic Principles of Communication & Mass-Communication Models of Communication	2	2	0	0
	Basic Principles of Communication & Mass-Communication Theories of Communication & Research Methodology	2	2	0	0
	Practice Session of Reporting & Editing Exercise from I & II in University Newspaper/ Reputed Local or National Level Newspaper	2	0	0	20 Sessions
Internship	Radio (45 Days)	8			
University Compulsory Course	WRL	1	1	0	0
Dissertation	Dissertation	4			
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		69	66+1+1+1=69		

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.

Program Summary

BJ -MJ 1ST YEAR - 2017 -18

YEARLY PATTERN

Sl.No	Nature of Course	Credit
1.	Video Production - Theory & Practical	8
2.	Still Photography - Theory & Practical	8
3.	Cinematography - Theory & Practical	8
4.	Radio & TV Production - Theory & Practical	8
5.	History Growth & Development of Media - Theory	6
6.	Reporting & Editing - Print - Theory & Practical	8
7.	Basic Principles of Communication & Mass-Communication - Theory	8
8.	WRL - UCC - Theory	1
9.	Internship - Radio (45 Days)	8
10	Dissertation	4
11.	CTE - CDA - UCC	2

Video Production (Theory & Practical)

Credits 8

Max. Marks: 100 (Theory 50 and Practical's 50)

COURSE OBJECTIVES:- The students will get to learn about various Stages of Film Making i'e pre production, production and post production also learn the camera movements and shots in the video production.

UNIT-I - Introduction - (1-0.5-0.5)

Credit: 2

Theory - (1 Credit)

Development, Pre-production, Production, Post-production, Clearing Up, Production team- Six key roles, Technical crew. Formats- Linear tape formats, Digital tape formats, Film formats. Breakdown- How to read Screenplay, property breakdown, Dress breakdown

Acting - Concept of acting, Camera facing, Marking, Dialogue Delivery, Lip Synch, Expression & Movement, Retakes & Continuity.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make a screenplay*
- 2) *Video record audition*
- 3) *Lip Sync - Dub a video/film*

UNIT-II - Camera - (2-1-1)

Credit: 4

Theory - (2 Credits)

Learn the art and craft using Field Camera's basics Requirement of camera set up, Various types of Shots & Angles, handling the camera Cut in & Cut away shots multi-camera production, Aperture & Depth of field & Multi Camera Production. Continuity-Dress continuity, Action continuity, Property continuity, Location continuity, Background continuity, Effect continuity.

News Reading Presentation & Anchoring - News presentation, News reading, Electronic news gathering, Electronic field production, Reporting, Anchoring programs involving audience, the art of interviewing people, Talk shows, Discussion.

Practical / Practice Approach: (1 + 1 Credit)

- 1) *Make a video with different shots & angles*
- 2) *Anchoring Workshops*
- 3) *Multi Camera Set Up*

UNIT- III - Lighting - (1-0.5-0.5)

Credit: 2

Theory - (1 Credit)

Concept of lighting, Uses of lights, Lights sources. Lighting Techniques- Indoors & outdoors Lighting Techniques. Various types of lights-Hard lights, Soft lights, Spotlights, Multi lights, Uses of skimmer, Uses of reflector Light set up- Lighting at Night, Three light setups, Studio lighting.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *180* degree rule*
- 2) *Shoot at night with minimal lighting*

Recommended Text Book:

- Video Production - Vasuki Belavadi Oxford University Press, New Delhi.

Suggested Readings:

- Advanced Film & Video Production - Mr William Mims Createspace
- The Art of Video Production – Leonard Shyles, Sage Publications
- Master Handbook of Video Production – Jerry Whitekar, Mc-Graw Hill

Supplementary Practical Approach:

- 1) *Assisting in Video Recording of Faculty Lectures*
- 2) *Checking Scripts and Lectures/Maintaining Schedules*
- 3) *Creation of 15 Minute News Capsule related to University Campus (News gathering and Presenting)*
- 4) *Interviewing Students and Faculties*
- 5) *Maintain Sound Recording and Lighting for best results*
- 6) *Editing Video footages*
- 7) *Recording Studio programs/Chroma Background*

Still Photography (Theory & Practical)

Credits- 8

Max. Marks: 100 (Theory 50 and Practical's 50)

Objectives of the Course: On completion of the course students should be able to describe photography, explain parts of film & digital camera, its functions and use of accessories, describe lights and lighting application for indoor and outdoor, 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)

- 3) *Participate in Outdoor shoots/University Programs*
- 4) *Make camera Obscura*
- 5) *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 Angle Lens),(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

Cinematography (Theory & Practical)
Max. Marks: 100 (Theory 50 and Practical's 50)

Credits- 8

COURSE OBJECTIVES:- The students will get to learn about Camera Handling, Recording to prepare a news story, different types of programs. They also know about various parts of photography using camera and video camera

UNIT - I - Basics of Cinematography - (2-0.5-0.5)

Credits- 3

Theory - (1 Credit)

Cinematography derives most of its technical and artistic skill from the knowledge of still photography. It is through still photography that students understand basic ideas like framing, exposure, shutter speeds, depth of field and lensing. By learning to use the still camera well, students actually create for themselves a solid foundation of theoretical and practical knowledge, which they can build upon as they go on to movie cameras.

History - Cinema and Cameras

Students are introduced to the art of Cinematography with its history and shown films in various genres. This encourages open discussion and also an exchange of ideas between the faculty and the class. Cinematography and its skills in the absence of present day technological advancements is a good way to learn how many optical effects were achieved through simple means without sophisticated gadgetry.

Practical / Practice Approach: (1 + 1 Credit)

- 1) *Watching & Reviewing Award winning Films*
- 2) *Film Workshop*
- 3) *Deciphering Cinema Scripts for Short Films*

UNIT - II - Lensing - (2-0.5-0.5)

Credits- 3

Theory - (1 Credit)

Lensing is directly connected to the emotional response of spectators. It is the lens that decides the image magnification, the depth of field, the area of coverage and the plane of focus. It is also the lens that helps us capture the subtle variations of light and textures. Students discover the artistic fundamentals of shot taking and are taught how lensing is the most crucial aspect of mise-en-scene as well as shot break down.

Lighting

Lighting is different for diverse mediums and hence there are different lighting techniques for still photography, film and television. The parameters along with techniques of each are explained in detail. Students are taught to set up the shoots themselves and work on the textures of light. Students are given inputs in both indoor and outdoor lighting to enable them to respond to any kind of challenge in their professional life.

Practical / Practice Approach: (1 + 1 Credit)

- 1) *Shoot a Mise en scene*
- 2) *Shoot an outburst of Emotional Charge*
- 3) *Lighting techniques for different Moods*

Unit - III - Videography - (1-0.5-0.5)**Credits- 2****Theory - (1 Credit)**

When the image is acquired electronically, instead of the usual optical process then it is called videography. Students are taught the nitty gritty of how video signals are generated, amplified and recorded. They are also brought into contact with information about the various formats and resolutions in which video exists today. Apart from inputs in DV CAM, multicam setups, they are also given inputs into high end cameras like Red and various other HD cameras capable of 2k (film) resolution and the knowledge of 2k film transfer.

Shooting for Chroma

Whenever it is found necessary to create a composite shot using two or more separate shots, the techniques of keying, matting and frame blending are used. Students are taught how to light up green/blue screens meant for chroma key effects and also give in inputs about matting and blending techniques.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) Shoot on a Chroma and later keying*
- 2) Shooting on various formats like 25 / 50i etc*

Recommended Text Book:

- Cinematography - Kris Malkiewicz, Fireside Books

Suggested Readings:

- Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers - Blain Brown, Focal Press
- Motion Pictures & Video Lighting – Blain Brown, Elsevier/Focal Press
- Digital Cinematography – Paul Wheelar, Focal Press

Radio & TV Production (Theory & Practical)
Max. Marks: 100 (Theory 50 and Practical's 50)

Credits- 8

COURSE OBJECTIVES:- The students will get to learn about the production aspects of Radio & TV. This shall make them industry ready and take up career in Radio and Television Industry.

Unit I – Basics of Radio Production - (1-1-1)

Credits- 3

Theory - (1 Credit)

Basic principles of audio production, Formats of radio programs, Making of a radio station, Acoustics, Microphones, Field and studio recording, Use and mixing of sound, audio, effects, music, Voice modulation, Key elements of radio writing, anchoring, Radio Jockey, Production of radio news, Announcement, talks, features-documentaries, plays, dialogue, writing, newsreel, discussion, interviews, news-writing, commercial/jingles, music

Practical / Practice Approach: (1 + 1 Credit)

- 1) *Recording Indoor & Outdoor Programs*
- 2) *Mixing Programs*
- 3) *Writing News Scripts/ Ads / Social Messages for Radio*
- 4) *Record an Interview*
- 5) *Create a Jingle*
- 6) *Visit to Commercial Radio Station*

Unit II – Basics of Television Production - (1-1-1)

Credits- 3

Theory - (1 Credit)

Making of a television studio, crew, Key elements of television writing, Television news, documentary/feature, discussions, interview, drama, Commercials Program presentation, Kinds of cameras, camera mountings, angles, movements, shots, Ideating a script, visualizing and then shooting that script, Picture composition, Logging, editing, dubbing graphics, special effects, Lighting, Art direction, Costumes, Make up

Practical / Practice Approach: (1 + 1 Credit)

- 1) *Shooting Indoor & Outdoor Programs*
- 2) *Editing Programs on Software's*
- 3) *Writing News Scripts/ Ads / Social Messages for TV*
- 4) *Record a Video Interview*
- 5) *Create a 2D graphic Effect*
- 6) *Visit to Doordarshan*

Unit III – Practical Approach to Radio & TV Production (0-1-1)

Credits- 2

Making a Video and Audio Project for Evaluation Purposes

Books Recommended:

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.
3. Editing Film and Video on the Desktop by Thomas A.
4. TV Production by Gerald Millerson.
5. Film Production by Steven Bernstein.
6. Creating Special Effects for TV and Video: Barnard Wilkie.
7. Single Camera Video Production by R.B. Musburger.
8. Documentary for the small screen by P. Kriwaczek.
9. The Art of Recording by William Moylan.
10. Editing and Postproduction by Declan McGrath.
11. The Grammar of Television Production by Davis & Weller
12. TV Camera Operation by Millerson
13. Script to Screen by Sharda Kaushik

History Growth & Development of Media (Theory)

Credits: 6

Max. Marks: 100

COURSE OBJECTIVES: To develop the understanding of the three verticals of Media (Print, Radio and TV) it's History, growth and development.

Unit-I – Theory

Credit: 2

Origin, History, growth of Print Media with special reference to India
Regional Press : Importance & Reach
Role of Press in Pre Independence and Post independence in India
Origin of Indian News agencies and their role

Unit-II - Theory

Credit: 2

Origin History, Growth of Radio with special reference to India
Radio as a tool of development
Future of Radio: FM, Online Radio , Visual radio
Community Radio: Concept & Importance

Unit-III - Theory

Credit: 2

Origin and History, of T.V. with special reference to India
Origin History, Growth of Cinema with special reference to India
Role of Cinema in Social Change: Critical analysis
Origin History & Growth of Internet
Role of Internet as a tool of Communication
Future of web journalism/cyber media

Recommended Text Book:

- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai

Suggested Readings:

- Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra: Anamika Publication New Delhi
- Vasudev Aruna: The New Indian Cinema: MacMillan:New Delhi
- Dasgupta, Chidanada: Talking about Films:Orient Longman Mumbai
- Rai Satyajeet:Our Films, Their Films: Orient Longman Mumbai
- Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
- The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
- The Romance of Indian Journalism:J.Basu:Kolkatta university Prees Kolkatta
- Mass Coomunication in India: J.Vinanilum: Sage Publication New Delhi

Reporting & Editing - Print (Theory & Practical)**Credits: 8****Max. Marks: 100**

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

UNIT- I - Basics of Reporting - (1-0.5-0.5)**Credits 2****Theory (1 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 + 0.5 Credit)

- 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 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 + 0.5 Credit)

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

UNIT-III – Newsroom Organization - (1-1-1)**Credits 3****Theory (1 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: (1 + 1 Credit)

- 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*

Recommended Practices Session: Practice Session of Reporting & Editing. Exercise from I & II in university Newspaper/Reputed Local or National Level Newspaper

Credits 1**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. Ambrish Saxena, Kanishka Publishers
- News Reporting & Editing – Suhas Chakravorty, Kanishka Publishers

Basic Principles of Communication & Mass-Communication
Max. Marks: 100 (Theory)

Credits: 8

COURSE OBJECTIVES: To develop in the student the understanding of the Communication and its process for a seamless effective working of the media.

Unit-I - Human Communication - (2-0-0)
Theory (2 Credits)

Credit: 2

Nature and Process of Human Communication, Communication: Definition, Elements, Process, Functions, Need and Significance of communication, Kinds of Communication, Elements and Process of Communication, Functions of Communication, Barriers to Communication

Unit-II - Models of Communication - (2-0-0)
Theory (2 Credits)

Credit: 2

Models of Communication: Relevance & limitations, Lasswell, SMCR, Shannon and Weaver Osgood, Wilbur Schramm, Newcomb, Mclean & Dance model of Communication, Limitations and Potentialities of each Media. History of development of each Media – Print, Radio, TV, Cinema, Electronic Media, Media Values and Social Development: Media and minority rights , Media, Sex and Violence, Media and Education

Unit-III - Theories of Communication - (2-0-0)
Theory (2 Credits)

Credit: 2

Theories of Communication: Sociological and Normative Theories, Bullet, Psychological or Individual Difference, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda Setting, Free Press, Development, Communist Media theory and others. Mass communication as a agent of Social change Demassification, Decentralization and convergence Characteristics of Audiences Type of audiences: Elite audience, General audience, specialized audience Limitations of Mass Communication

Recommended Practices Session: Practice Session of Reporting & Editing Exercise from I & II in university Newspaper/Reputed Local or National Level Newspaper

Credits 2

Recommended Text Book :

- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai

Suggested Readings:

- Mass-Communication theory-An Introduction :Denis McQuail: Sage Delhi
- Bharat Men Sanchar aur Jansanchar: J.V.Vilani: M.P. Hindi Granth, Academy Bhopal
- Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
- Mass-, Culture, Language and arts in India: Mahadev L.Apte: Popular, Prakashan Mumbai
- Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan
- Introduction to Communication Studies: John Fiske: Methuen London
- The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.

Program Structure – MJ - II Year (Batch 2018-19)

Yearly Pattern

1st Year Motive: The aim of first year- (MJ) 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.

BJ - MJ – YEAR PATTERN FOR 2018 – 19 – 2ND YEAR					
Nature of Course	Course Name	C	T	P1	Ps
Digital Editing – Video & Audio Theory & Practical	Digital Editing – Video & Audio Concept & Objectives of Editing	2	0	1	1
	Digital Editing – Video & Audio Title, Credits & Sounds, Sound editing, mixing sound, laying sound tracks, syncing sound and picture	2	0	1	1
	Digital Editing – Video & Audio Camera angle, continuity, Editing software's: Final Cut Pro, Avid Express, Sony Vegas and Adobe Premiere Pro.	2	0	1	1
	Digital Editing – Video & Audio Practicing Editing, work on University Projects	2			20 Sessions
<i>Film Studies</i> Theory & Practical	Film Studies - Introduction to film studies, Modes of film studies, what is film making all about?	2	1	0.5	0.5
	Film Studies - History of cinema- The beginning of cinema-Precursors of film, The silent era	2	1	0.5	0.5
	Film Studies - Indian cinema history, Current trends, Film Production Various Stages	2	1	0.5	0.5
	Film Studies - Practices Session	2	0	0	20 Sessions
Advertising & Public Relations Theory	Advertising & Public Relations Advertising: Evolution and growth of advertising	2	1	0.5	0.5
	Advertising & Public Relations Advertising agency structure, Functions of various departments	2	1	0.5	0.5
	Advertising & Public Relations Public Relations – definition ,Tools for PR, growth of PR in India	2	1	0.5	0.5
	Advertising & Public Relations Make Radio PR Campaigns and Advt.	2	0	0	20 Sessions
New Media Journalism	New Media Journalism Spread of Internet	2	1	0.5	0.5
	New Media Journalism Open source journalism	2	1	0.5	0.5
	New Media Journalism New Social Media	2	1	0.5	0.5

Theory					
Research Methodology	Research Methodology What is Communication Research	3	2	0.5	0.5
Theory	Research Methodology Defining the research problem	3	2	0.5	0.5
	Research Methodology Data Tabulation	2	1	0.5	0.5
<i>Contemporary Issues</i>	Contemporary Issues - India's relations with its neighbors especially Pakistan, Sri Lanka, Bangladesh and Nepal, Global Issues	2	2	0	0
<i>Theory</i>	Contemporary Issues - India and Major Concerns Major poverty alleviation programs, Food Self-Sufficiency, Naxalism	2	2	0	0
	Contemporary Issues - Security Concerns	2	2	0	0
University Compulsory Course	Environmental Science & Disaster management : Ecosystem and pollution	1	1	0	0
Internship	Internship- TV (90 days)	8			
Dissertation	Dissertation	4			
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					
59 Credits				56+1+1+1=59	

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.

Program Summary

BJ - MJ - 2ND YEAR - 2018 -19

YEARLY PATTERN

Sl.No	Nature of Course	Credit
1.	Digital Editing - Video & Audio - Theory & Practical	8
2.	Film Studies - Theory & Practical	8
3.	Advertising & Public Relations - Theory	8
4.	New Media Journalism - Theory	6
5.	Research Methodology - Theory	8
6.	Contemporary Issues - Theory	6
7.	WRL - UCC - Theory	1
8.	Internship / Dissertation - TV (90 days)	12
9.	CTE - CDA - UCC	2

Digital Video and Sound Editing (Theory & Practical)
Max. Marks: 100 (Theory 50 and Practical's 50)

Credits- 8

COURSE OBJECTIVES: - The students will get to learn about various aspects of Digital Video and Sound editing on different Professional software's like Sony Vegas, Adobe Premier Pro.

UNIT – I - Concept & Objectives of Editing - (1-1-1)
Theory (1 Credit)

Credit - 3

Concept & Objectives of Editing, Software & tools, Continuity & Jerk Enter & Exit in Frame, Title, Credits & Sounds. Sound editing, mixing sound, laying sound tracks, syncing sound and picture. Capturing video. Editing techniques for News, Documentary and Fiction & Ad Film.

Practical / Practice Approach: (1 + 1 Credit)

- 7) Types of editing software's- audio and video
- 8) Editing Programs on Software's
- 9) Understanding video and audio track
- 10) Practice Titles & Credits
- 11) Make an Ad Film
- 12) Design Sound for a sequence
- 13) Difference between editing a music video / Interview / Short Films

UNIT – II - Elements of the Edit - (1-1-1)
Theory (1 Credit)

Credit - 3

Picture transitions and their use, Elements of the edit: motivation, information, shot composition sound, camera angle, continuity. Types of the edit, Voice over and sound bytes, dubbing and mixing of so: action edit, screen position edit, form edit, dynamic edit. Do's and don'ts of editing. Computer hardware for editing, editing software's: Final Cut Pro, Avid Express, Sony Vegas and Adobe Premiere Pro.

Practical / Practice Approach: (1 + 1 Credit)

- 1) Practice Voiceovers
- 2) Practice Continuity aspects of editing
- 3) Watching Award Winning Films for Editing
- 4) Make a list of Women Editors in Indian Film Industry

UNIT – III – On Line Editing - (1-0.5-0.5)
Theory (1 Credit)

Credit - 2

On line editing in a multi-camera TV program production. TV Graphics and Animation: Elements of 2D Graphic Elements of 3D Graphics. 3D Modeling. 3D Animation. Special effects creation. Environmental special effects, Lighting camera & texturing Introduction to

virtual sets. Film Analysis: The Editor's point of view Extensive sound recording, video editing, graphics and animation.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) Editing using dissolves, wipes etc***
- 2) Creating SFX***
- 3) Virtual Sets for Chroma***

Recommended Text Book:

- Editing - B.N Ahuja, Surjeet Publication New Delhi.

Suggested Readings:

- Television And Video Engineering - Dhake, Tata Mcgraw Hill Education Private Limited
- Editing Digital Video – Robert M Goodman, Mc GrawHillProfessional
- Audio Post Production for Film and Video – Jay rose, Elsevier Science

Film Studies (Theory & Practical)
Max. Marks: 100 (Theory 50 and Practical's 50)

Credit: 8

COURSE OBJECTIVES: - The students will get knowledge about Films Studies. To develop a deep understanding of various types of Film techniques, Film analysis, History of the Films and cinema types.

UNIT- I – Introduction to Film Studies - (1-0.5-0.5)

Credit: 2

Theory (1 Credit)

Introduction to film studies, Modes of film studies, what is film making all about? Evolution of art forms in cinema, Montages vs. misc in scene, New wave cinema, Extension theory, Methods of film production, Corporatization of Indian cinema industry, Ideology of filmmaker, Film analysis.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 4) *Create a montage of Film scenes depicting New Wave Cinema*
- 5) *Writing Film Analysis / Review*
- 6) *Decipher New Wave Cinema by watching Classics*

UNIT-II - History of Cinema - (1-0.5-0.5)

Credit: 2

Theory (1 Credit)

History of cinema- The beginning of cinema-Precursors of film, The silent era- Film history from 1895 to 1906, Film history from 1906 to 1914, Film history from 1914 to 1919, Hollywood triumphant, The sound era-Industry impact of sound, Creative impact of sound, The 1940s: the war and post-war years, The 1950s, 1960s, 1970s: The 'New Hollywood' or Post-classical cinema, 1980s: sequels, blockbusters and videotape, 1990s: New special effects, independent films, and DVDs, 2000s, 2010s

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make a Silent Film*
- 2) *Make a short film based on sound*

UNIT-III – Indian Cinema History - (1-0.5-0.5)

Credit: 2

Theory (1 Credit)

Indian cinema history, Current trends, Film Production Various Stages, Scripting, Casting, Rehearsing, Shooting, Sound Track, Editing, Various types of editing, Production, Publicity, Dubbing, Playback, Re-recording, Cinematography, National Film Policy, FFC, NFDC, Commercial Films, Documentaries, Film Division.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Design a complete production of a film*
- 2) *Laying a sound track for a film*

Practical Approach:

- 1) *Creation of Short Films*
- 2) *Making a silent movie*
- 3) *Writing of Scripts/Screenplay/Treatment*
- 4) *Directing/Acting/Editing/Dubbing*
- 5) *Handling of Video Camera/Lighting/Sound*
- 6) *Submitting short films for film festivals*

Recommended Practices Session: Practice Session of Film Techniques for Film Making

Credits 2

Recommended Text Book:

- Film Studies: An Introduction - Ed Sikov Columbia University Press

Suggested Readings:

- An Introduction to Film Studies - Jill Nelmes Routledge
- Film Studies : The Basics – Amy Villarejo, Routledge Taylor & Francis Group
- Cinema Studies – Susuan Hayward, Taylor & Francis Group

Advertising & Public Relation – Theory
Max. Marks: 100

Credit: 8

COURSE OBJECTIVES: - To develop the understanding about the work of Public Relation Officer, Characteristics of the PR practitioner and how to write for corporate as a communicator. To understand basics Advertising related to media industry. Recent patterns of advertising and marketing tools.

UNIT – I - Evolution and growth of Advertising - (1-0.5-0.5)
Theory (1 Credit)

Credits 2

Advertising: Evolution and growth of advertising – definition of advertising, relevance of advertising in marketing mix – classification of advertising, various media for advertising. . Target audience and audiences for advertising, Classification of advertising, advertising as a tool of marketing

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Make a chart classifying Advertising*
- 2) *Make an advertisement targeting a particular TG*

UNIT – II - Understanding Advertising agencies - (1-0.5-0.5)
Theory (1 Credit)

Credits 2

Understanding advertising agencies, Types of advertising agencies, Advertising agency structure, Functions of various departments, Ad agency management, various specialist departments in an ad agency: (account, planning, account servicing, creative, media planning, HRD, etc.) Mass media laws concerning advertising – apex bodies in advertising AAAI, ASCI etc. ASCI and its code of conduct

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Prepare Advertising Structure on a chart Paper*
- 2) *Create an advertorial*

UNIT – III - Public Relations - (1-0.5-0.5)
Theory (1Credit)

Credits 2

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function. PR (PRSI code of ethics). Communication with publics – internal and external – community relations – employee relations. ; Crisis management – Case studies. Tools for PR- Media Relations , Press Note, Press Release, Media Tours, Newsletters, Special Events, Newsletters, Media Tours

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Create a PR Communication for a corporate*
- 2) *Make a Newsletter (Jayoti Muhim)*

Recommended Practices Session: Practice Session of Debate, Case Studies & Group Discussions Exercise of Advertising Campaigns, Practice Session of Debate, Case Studies & Group Discussions Exercise of Public Relation Campaigns

Credits 2

New Media Journalism (Theory)
Max. Marks: 100

Credits: 6

COURSE OBJECTIVES: This subject will help to enhance the communication skills of students how to write, report and edit for the Cyber journalism.

UNIT - I - What is Internet? - (1-0.5-0.5)
Theory (1 Credit)

Credits 2

Spread of Internet: What is internet? Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and Mobile, what is online journalism? : Earlier websites of newspapers, E-books and E-publishing, Status of online journalism today digital storytelling.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 3) *Comparison between online-Print & Electronic Journalism*
- 4) *How to prepare News for web*

UNIT – II - Open source Journalism - (1-0.5-0.5)
Theory (1 Credit)

Credits 2

Open source journalism: Responding to the audience, Annotative reporting Citizen Journalists Problem of verification, accuracy and fairness Use of blogs, tweets, etc. for story generation and development protecting copyright Alternative Journalism: The new breaking news medium; changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Basics of web designing

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Creation of Blogs by each student*
- 2) *Creation of articles in the form of e-books*
- 3) *Opening of accounts on twitter/quora/facebook*

UNIT – III - New Social Media - (1-0.5-0.5)
Theory (1 Credit)

Credits 2

New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends, Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy. Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Creation of online feature writing by each student*
- 2) *Creation of advertisement for web by each student*

Recommended Text Book: Cyber Media Journalism: Emerging Technology - Jagadish Chakravarthy, Authorpress

Suggested Readings: Journalism and New Media – John Pavlik, Columbia University Press

- Journalism Today : A Themed History – Jane Chapman, Willey-Blackwell Publications
- New Media: A Critical Introduction- Martin Lister, Routledge

Research Methodology (Theory)
Max. Marks: 100

Credits: 8

COURSE OBJECTIVES:- This paper offers the students the knowledge of research in different disciplines and methods of Data collection. Various methods of communication research and knowledge about media research

UNIT- I - Research Methodology - (2-0.5-0.5)
Theory (2 Credits)

Credit: 3

What is Communication Research, Research Methodology. Introduction: Scope of communication research. Why Communication research? Types of research policy: formative, process, Summative. Different approaches to communication studies: Communication and awareness, knowledge and attitude changes related to communication. Types of Research- Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Survey Research*
- 2) *Gathering of Data from nearby Villages for Community Radio*

UNIT-II - Construction of Hypothesis - (2-0.5-0.5)
Theory (2 Credits)

Credit: 3

Defining the research problem, construction of hypothesis, need for hypothesis. Research design, types of research design Sources of information-primary and secondary sources. Scales and their types Data collection methods- Data Collection - Questionnaire, Interview Guide, Observation Methods Sampling methods and designs.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Preparing Questionnaire*
- 2) *Data Collection*
- 3) *Sampling of Data*

UNIT - III - Data Tabulation - (1-0.5-0.5)
Theory (1 Credit)

Credit: 2

Data Tabulation, Data analysis-use of various statistical techniques for data analysis, Data Interpretation Data Analysis - Statistical Analysis - Use of Pre-Programmes Computer packages for Analysis - SPSS, Reporting and presentation; Writing Research Reports, Organization, Use of Graphics & Visual Material.

Practical / Practice Approach: (0.5 + 0.5 Credit)

- 1) *Analyzing of Collected Data*
- 2) *Preparation of Survey Report/Findings*

Recommended Text Book:

- Media research Methods - Barrie Gunter Sage Publications Ltd;

Suggested Readings:

- Research Methodology: Methods and Techniques - C. R Kothari New Age International
- Research Methodology – A step by step guide for beginners – Ranjit Kumar, SAGE Publications
- Research Methodology – Panneerselvam, PHI Learning Pvt. Ltd.

Contemporary Issues – Theory

Credits - 6

Max. Marks: 100

Objectives of the Course: On completion of the course students should be able to: Contribute to the society in a positive manner by researching and broadening their horizons of knowledge. Identify, discuss and explain various issues and concerns. Differentiate and apply their Knowledge in reforming the society.

Unit - I - Indian Foreign Relations - (2-0-0)

Credit 2

Theory (2 Credits)

India's Foreign Policy, India's relations with its neighbors especially Pakistan, Sri Lanka, Bangladesh and Nepal, India and NAM, India and SAARC, India and UN, India and ICTs

Global Issues - Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism

Unit – II - India and Major Concerns - (2-0-0)

Credit 2

Theory (2 Credits)

Rapid Urbanization, Major poverty alleviation programs, Food Self-Sufficiency, Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario

Unit – III - Security Concerns - (2-0-0)

Credit 2

Theory (2 Credits)

India as a Nuclear Power, India's defense, Criminalization of Politics, Naxalism

Suggested Readings:

1. Tapan Biswal Human Rights Gender and Environment, Vina Books
2. Prof. S.D. Muni Indian and Nepal ,Konark Publisher,
3. Madan Gopal India through the Ages, Publication Division
4. Muchkund Dubey Political Issues
5. Prakash Chander International Politics
6. R.S. Yadav (ed.) India's Foreign Policy: Contemporary Trends
7. J.N. Dixit Assignment Colombo
8. I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
9. Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
10. S.R. Sharma Indian Foreign Policy (Om Sons)

Internship Report
Max. Marks: 100

90 days internship in Television Production House

Dissertation
Max. Marks: 100

Dissertation (A quantitative analysis) on Community Radio and its effect on local community living nearby. Student will use survey method to find the results.