

Soban Singh Jeena University, Almora



Syllabus For
B. Voc. (Journalism and Mass Communication)
Part-I
June 2023-24

Soban Singh Jeena University, Almora

B.Voc in Journalism & Mass Communication

Syllabus

June 2023 - 24

Title of the Program: B. Voc. (Journalism and Mass Communication)

(To be implemented from Academic Year - 2023-2024)

Course structure:

- B.Voc. is three-year program with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1) First Year B. Voc. (Diploma): A student who has passed the Higher Secondary School certificate (10+2) in any stream or its equivalent examination.

2) Second Year B. Voc. (Advanced diploma): Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.

3) Third Year B. Voc. (Degree): Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the Department, in accordance with conditions laid down by the SSJ University, Almora.

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted.
- Minimum passing percentage is 40% for each theory and practical examination.

B.Voc. (Journalism & Mass Communication)

SEMESTER-I/II/III/IV EXAMINATION, Duration: 2 Hours

Total Marks: 40

Instructions: 1) All questions are compulsory.
2) Figures to right indicate full marks.

Q. No. 1: Multiple Choice Questions (1 Marks Each)

08 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8)

Q No 2 - Write notes (any four)

Marks 12

- a)
- b) -
- c)
- d) -
- e)
- f).....

Q. No. 3: Descriptive Type Question (Any one)

10 Marks

- a).....
- b)

Q. No. 4: Descriptive Type Question. 10Marks

B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I [F.Y. Part I (Diploma in Journalism & Mass Communication)]

Sub. Code	Subject Name	Type of Exam	No. of Credits	UA	CA	Marks
General Component						
BVJMC 101	Introduction to Communication and Media	Th	4	40	10	50
BVJMC 102	Introduction to Journalism	Th	4	40	10	50
BVJMC 103	News Reporting & Feature Writing	Th	4	40	10	50
Skill Component						
BVJMCP 101	Editing (Print Media)	Pr	6	60	15	75
BVJMCP 102	Anchoring	Pr	6	60	15	75
BVJMCP 103	Computer Applications for Media	Pr.	6	60	15	75
	Total		30	300	75	375

First Year Semester – II [F.Y. Part II (Diploma in Journalism & Mass Communication)]

Subj. Code	Subject Name	Type of Exam	No. of Credits	UA	CA	Marks
General Component						
BVJMC 201	Communication & Mass Communication Theories	Th	4	40	10	50
BVJMC 202	Fundamentals of Press	Th	4	40	10	50
BVJMC 201	Introduction to Radio	Th	4	40	10	50
Skill Component						
BVJMCP 201	Writing for Radio	Pr.	6	60	15	75
BVJMCP 202	Photography for Journalism	Pr.	6	60	15	75
BVJMCP 203	Event Management	Pr.	6	60	15	75
	Total		30	300	75	375

Second Year Semester – III [S.Y. Part I (Advanced Diploma in Journalism & Mass Communication)]

Subj Code	Subject Name	Type of Exam	No of credits	UA	CA	Marks
General Components						
BVJMC 301	Development communication	Th	4	40	10	50
BVJMC 302	Introduction to Television	Th	4	40	10	50
BVJMC 301	Introduction to Public Relations	Th	4	40	10	50
Skill Components						
BVJMCP 301	Writing for Television	Pr.	6	60	15	75
BVJMCP 302	Writing Developmental news and Stories	Pr.	6	60	15	75
BVJMCP 303	Translation of News and Articles	Pr.	6	60	15	75
	Total		30	300	75	375

Second Year Semester – IV [S.Y. Part II (Advanced Diploma in Journalism & Mass Communication)]

Subj code	Subject Name	Type of Exam	No of credits	UA	CA	Marks
General component						
BVJMC 401	Corporate Communication	Th	4	40	10	50
BVJMC 402	Film Studies and Appreciation	Th	4	40	10	50
BVJMC 403	Introduction to Advertising	Th	4	40	10	50
Skill Component						
BVJMCP 401	Writing For PR & CC	Pr.	6	60	15	75
BVJMCP 402	Writing and production of Advertisements	Pr.	6	60	15	75
BVJMCP 403	Documentary & Short Film Making	Pr.	6	60	15	75
	Total		30	300	75	375

Second Year Semester – V [S.Y. Part II (Graduation in Journalism & Mass Communication)]

Sub. Code	Subject Name	Type of Exam	No. of Credits	UA	CA	Marks
General Component						
BVJMC 501	Media Audience and Society	Th	4	40	10	50
BVJMC 502	Digital Media	Th	4	40	10	50
BVJMC 503	Digital Journalism	Th	4	40	10	50
Skill Component						
BVJMCP 501	New Media	Pr	6	60	15	75
BVJMCP 502	Sound	Pr	6	60	15	75
BVJMCP 503	Editing Technology	Pr.	6	60	15	75
	Total		30	300	75	375

Second Year Semester – VI [S.Y. Part II (Graduation in Journalism & Mass Communication)]

Sub. Code	Subject Name	Type of Exam	No. of Credits	UA	CA	Marks
General Component						
BVJMC 601	Broadcast News Reporting	Th	6	60	15	75
BVJMC 602	Audio Visual Technology	Th	6	60	15	75
Skill Component						
BVJMCP 601	Advance Camera Technique	Pr	6	60	15	75
BVJMCP 602	Project	Project	6	60		300
	Total		30	300	75	375

BVJMC 101: Introduction to Communication and Media

Course Objectives: 1. To understand the nature of communication.

2. To understand the types of Communication.

Unit I- Communication-Meaning, Definition, Nature, Scope, Process of communication, Elements of communication (Source-receiver- context-message-channel-noise-encoding-decoding-feedback-effect). Why do we communicate? Development of Human communication, Meaning & Elements, Components of human communications; Concept of Communication, 7 c's Communication, Noise and feedback in communication, Functions of Communication, Communication barriers: Psychological, mechanical, physical, Linguistic, and cultural.

Unit II - Kinds of Communication: Oral & Written, Verbal and Non – Verbal., Characteristics of verbal and non-verbal communication, Levels of Communication: - Intrapersonal – Interpersonal, - Group – Mass Communication., Differences between levels of Communication.

Unit III. Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication.

Unit IV: Media for Mass Communication: Characteristics of Traditional and folk media, Print Media, Electronic Media (Radio, TV, Cinema), and New Media. Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India. Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

Books and References:

- 1) Vir Bala Agarwal & V. S. Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- 2) Keval J. Kumar: Mass Communication in India;
- 3) Baidyanath Bhattacharya: Adhunik Ganama dhyam;
- 4) Sinha K.K.: Business Communication ,Galgotia Publishing Company
- 5) AshaKaul: Communication ,Prentice Hall India
- 6) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 7) McLuhan Marshall understanding Media Rutledge &Kegan Paul, , 1964.
- 8) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
- .9) Dr. PawarSudhakar, SanvadShastra, MansammanPrakashan, Pune

BVJMC 102: Introduction to Journalism

Course Objectives: 1. To understand journalism.

2. To know stalwart editors and their contribution to journalism

Unit I: Beginning of the Press in world, Technological development, Invention of printing and movable type in Europe, Beginning of Press in India, Early Anglo-Indian newspapers, Hicky"s Gazette, Buckingham"s Journal, Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit II: National leaders and newspapers, Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, LokmanyaTilak, Surendranath Banerjee, DadabhaiNauroji, Mahatma Gandhi, Ghose brothers (Amrut Bazar Patrika), BenjaminHorniman (Bombay Chronicle),KasturiRanga (The Hindu), LalaLajpatRai, Moulana Azad, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit III: Role of the language press with emphasis on Marathi newspapers and editors: BalShastriJambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. BabasahebAmbedkar, Khadilkar, AcharyaAtre, NanasahabParulekar, KrishnaraoBhalekar, DinkarraoJawalkar, BhagvantraoPalekar, ShripatraoShinde, MukundraoPatil, etc.;

Unit 4: Emergence of the fourth estate: Development of news agencies In India, Changing role and nature of the press, Role, and reports of press commissions- First Press Commission, second press commission, government's newsprint policy, Emergency and the press, Newspapers after globalization, Present status of newspapers, Current trends in English and language journalism in India.

Books and References:

1. Mitra, Mohit, and Sunil Basu. A History of Indian Journalism.
2. Murthy, N.K. Indian Journalism,
3. Miller, Carl G., and others. Modern Journalism.
4. **Parvate, T.V. Marathi Journalism.**
5. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
6. Rau, Chalapathi. The Press. National Book Trust.
7. Madhavrao L.R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.

BVJMC 103: News Reporting & Feature Writing Course

Objectives: 1. To understand news.

2. To understand the types of news.

Unit 1 - What is News – Various Definitions – News Sources –. Elements of News - Immediacy, Proximity, Prominence, Conflict, Types of news – soft news, hard news, basic components of a news story, Qualities, Duties and Responsibilities of reporter - Tools of Reporting. structure of a News Bureau – Basics of Reporting -Qualification of a Reporter – Embargo –Follow- up, Style book, Dead line, Date line, By-line –dateline, credit line, The news process: from the event to the reader (how news is carried from event to reader).

Unit 2 - Robert Gunning Principles of clear writing: lead and body; different kinds of lead; changing styles of news writing., Organizing a news story, 5W 's and 1H, Understanding the structure and construction of news, Structure of a news story-inverted pyramid and narrative styles; Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet.

Unit 3 - Beat and Source: definitions, Principles of News, Writing: Intro, Lead; Principles of Agency News Specialization in Journalism: Specialization in Journalism: Interpretative and

Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting. Corporate, Economic, Financial and Business Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism, Page-3 Reporting.

Unit IV-Interview: Meaning, Preparation, Techniques, Types. Methods of Writing Interview Stories, Features: Meaning, Definitions, Kinds. Writing different kinds of features. Human interest stories, backgrounders, Op-ed articles, Editorials, Articles, Middles, and Columns. .

. Books and References-

- (1) John Hohenberg: Professional Journalists;
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;

BVJMCP 101 : Editing (Print Media)

Course Objectives: 1. To understand functions of newsroom.

2. To understand the editing process.

Unit- 1: Editorial structure of newspaper, Editorial hierarchy and responsibilities of various functionaries, Functioning of news Desk, Newsroom, News Flow and Editing: Role and Responsibility of Gatekeepers, Sources of News Managing the news flow.

Unit-II: Functions of Newsrooms – Reporting Sections- Editorial Dept. – Different Designations in Reporting and Editorial Depts., Qualifications and responsibilities of Managing Editor, Editor, News Editor, Assistant Editor, Chief sub editor, Chief Reporter, Sports Reporter, SubEditor.

Unit III :Editing Process - News selection, News Value and other parameters ,Handling of news copy,Principles of Editing – Rewriting, translation:, Planning and visualization of news ,Rewriting news stories , Headlines and intro ,Kinds of headlines: banner, skyline etc.,Stylebook and Style sheet ,Use of synonyms and abbreviations.

Unit- IV:Structure of newspaper, broadsheet, tabloid and Berliner size, Newspaper Design and Layout – Introduction to Typography, Graphic Arts, Animation. Principles of Page Designing, Comparative Front and Inside Pages,Computer Page Makeup; Principle & Techniques of Page

Makeup.Picture Editing and Caption Writing, study of page designs of different newspapers.
Recent trends in Pagination.Newspaper Printing Process and printing terminology.

Books and References

- 1 कुलकर्णी एस.के., पत्रकारिता, पुणे काशन, 2004
मागदशक विद्यार्थी ग्रंथ
- 2.सुनील माळी, बातमीदार, राजहंस काशन, 2008
3. Lewis James. The Active Reporter.Vikas Publication
4. Warren Carl. Modern News Reporting.Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism.Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.).Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.
9. Kamath, M.V. Reporter at Large.

BVJMCP 102: Anchoring

Course Objectives: 1. To understand the technique of anchoring.

2. To understand the script writing for anchoring..

Unit I - Anchoring of Public Events- Basics of Anchoring,Introducing to microphone, EP, Stage, Lightning,Voice grooming-tips and techniques,Dress code for men and women,Make-up tips and techniques,Techniques to ace the interview and create a powerful impression,Tips on anchoring from the experts in the field,Showing how to hold an audience's attention,Event

Unit II - Radio Anchoring: Know your voice pitch/tone/intonation/inflection. Know your listener ,Presentation Techniques ,Role of Announcer/Radio Jockey/News reader ,Voice Over: Rhythm of speech, Breathing, Resonance, VO for radio commercials , Writing Script for Radio ,Formats of Radio programmes: Announcement, talks, features-documentaries, plays, news, discussion, interviews, , commercial/jingles, music etc

Unit III - Duties and Responsibilities of Anchor- Duties and responsibilities while news reading: Understanding the news scripts and news, agenda On-air Essentials ,Studio autocue reading & Recording the voice ,Anchoring for AIR channels and private FM channel, Equipments used by anchors - mike, phone, computer, console etc, Sound Recording, Editing and streaming ,The technical process of Radio Broadcasting,Handling live shows

Unit IV -TV Anchoring- Concept of TV Journalism ,Scripting for television media ,Techniques of taking visual for TV News ,Writing for TV news ,Sound bites ,Voice-overs ,Live reports ,Types of TV news stories/Packaging/Interviews , News room setup.,The basics of fluency, Voice: pitch/tone/intonation/inflection , Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV, Voice and its function, demonstrating how to control body language, Breathing and articulation., Duties and responsibilities while news reading, Understanding the news scripts and news. agenda On-air Essentials ,Studio autocue reading & Recording the voice ,A look at personality, style and general show presentation, Examples of anchors work and detailed analysis of their styles, Talk show host and moderating an event.TV Reporting techniques-

3. Brown, Michele & Gyles Brandreth. How to Interview and be interviewed. London:

Sheldon Press, 1994.

4. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977. Collins, Patrick.

5. Speak with Power and Confidence. New York: Sterling, 2009.

BVJMCP 103: Computer Applications for Media

Course Objectives: 1. To understand the computer applications for media.

2. To know the software's used for media.

Unit-I . Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application

Unit II :Components of Computer System - Central Processing Unit (CPU) , VDU (Visual Display Unit) Keyboard and Mouse , Other input/output Devices , Computer Memory ,Storage device. Introduction to the internet search engines ,E-Mails, Google Docs and Forms

Unit III: MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel ,Using printers & scanners

Unit-IV : DTP Software, Features and their basic application:,. Corel draw,. PageMaker,. In Design, Photoshop

Suggested Readings:

1. Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today

First Year Semester II

BVJMC 201: Communication & Mass Communication Theories

Course Objectives: 1. To understand models of communication.

2. To understand theories of Communication and Mass Communication.

Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

Unit-II

Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon & Weaver, Newcomb and Dance's model

Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory,, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

Unit-IV

Normative Theories - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory. Other Theories: Development Media & Democratic Participant Theory

SUGGESTED READINGS

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

BVJMC 202–Fundamentals of Press and Media Organizations

Course Objectives: 1. To understand the fundamentals of press.

2. To understand government media organizations.

Unit-I: Principles of Journalism, Journalism Definition, Nature, Scope and Significance. Freedom of Press in India, its basic principles and constraints - Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate, Responsibilities and Criticism. Types of journalism - Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism, Yellow Journalism, PR Journalism, Tabloid Journalism.

Unit II: Information flow in world – monopoly of news agencies AP, AFP, Reuter, McBride Commission (NWICO), Non-aligned countries news network, News agencies in India – PTI, UNI and other news agencies, effect of internet and globalization on news flow.

Unit-III Various Media Committees, Commissions and Organizations- Chanda Committee, Varghese Committee, Joshi Committee, PrasarBharati, First Press Commission, Second Press Commission, International Organization of Journalists, International Federation of Journalists, Indian Federation of Working Journalists, Women Journalist Associations, WAN- INFRA etc

Unit-IV National Media organizations -: Various Government Organizations for Press and their responsibilities - PCI, PIB, DAVP, Directorate of field Publicity, Films division, RNI, Photo division, Publication division, PII, DGIIPR. Private Media organizations INS, AAAI etc.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.

BVJMC 201: Introduction to Radio journalism

Course Objectives: 1. To understand the basics of radio medium.

2. To understand various radio program formats.

Unit-1: Radio as a medium of mass communication in today's context. Characteristics of radio, Limitations of radio, Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM, Different types of radio stations.

Unit II - History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-III :Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National, Programme in AIR; Radio Jockey: Role and Responsibilities. Radio format: Meaning & Importance 2. Radio news 3. Radio talks 4. Radio features

Unit-IV Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos

. Suggested Readings:

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.
- (7) Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.
- 8). H.R. Luthra Indian Broadcasting, Publications Division
- 9). Robert McLiesh Radio Production, Focal Press
- 10) James R. Alburger The Art of Voice Acting, Focal Press

BVJMC 201 Writing for Radio

Course Objectives: 1. To understand writing techniques for radio.

2. To understand production skills of radio..

Unit I - Basics for writing for Radio; Difference between Print writing and Radio writing, Role, duties and responsibilities: Announcer, Presenter and Comperes; Voice: Pitch, Volume and Tempo; Importance of pronunciation and vocabulary; Presentation techniques of music and film music. Types and formats of Radio programs--News, Interviews, Talks, Dramas, Discussions, Features, Documentaries, Jingles, Phone-ins, Roadshows, Spots, Sponsored programs, Sponsorship and Info-commercials; Traffic management by Radio.

Unit-II- Radio writing techniques for writing news, Writing script for radio news-Compiling Radio news bulletins, Rewriting the printed and agency copy for broadcasting, writing headlines, writing detailed news.

Unit-III- Writing Script for radio talk and interview – Phone-in program ,Writing script for radio feature –Writing radio drama, Pre-production idea and research, radio script, storyboarding, Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.

Unit IV- Writing Script for radio anchoring – writing anchoring script for AIR, FM, community radio, writing script for jingles, spot, sponsored programs, Documentaries, features etc.

Books :

- 1) Mass Communication and Journalism in India: D.S. Mehta, Allied Publishers Limited
- 2) Mass Communication In India: Keval J. Kumar, Jaico Publishing House, Mumbai
- 3) Understanding Mass Communications: Defleur / Dennis, Goyalsaab Publishers, New Delhi
- 4) Broadcasting in India: P.C. Chatterjee, Sage Publication, New Delhi
- 5) Broadcast Journalism: Boyd Andrew, Focal Press, London
- 6) News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
- 7) This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
- 8) News Writing: George A. Hough, Kanishka Publication, New Delhi

BVJMCP202 Photography for Journalism

Course Objectives: 1. To understand the history of photography..

2. To understand photojournalism.

Unit I- What is photojournalism, History of photojournalism -Elements of Visual news story telling, History of photojournalism Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Types of news stories, Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper, Principles and Ethics and of photojournalism.

Unit II: Basic Concepts of Photography and photojournalism,What is camera, its functions, and introduction to different types of camera, Mechanics of photography: apertures, shutter speeds, focus, and focal length, Introduction to different types of lenses, Lighting, composition

Unit III- Photo-editing, Need for Editing, Ways to Edit, Reading the mistakes in photos (noise in photographs, over exposure etc.), Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. Caption Writing, Management of photographs and Digital archives. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDsee Photo editor. Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit IV- Fields of Photojournalism, Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime., Photographs for photo features, photo stories and photo essays, Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, Developing flair for news photos

Books :1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press

2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall

3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson

4. Fred Ritchin ,Bending the frame

5. John Berger, Ways of Seeing

6. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate

Better.Oxford University Press.

7. Lewis James. The Active Reporter.Vikas Publication

8. Warren Carl. Modern News Reporting.Harper and Row.

9. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.

BVJMCP203 Event Management

Course Objectives: 1)To equip the students with Event Management.

2)To know the event management techniques.

UNIT – I History and evolution of Events, Nature, scope, types, significance and of event management, Interrelationship between events and tourism, Key stakeholders – their roles and responsibilities, Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event.

UNIT – II Event Planning Process, Creation of Concept – Brain storming for concept, Creativity – setting goals and objectives – Announcing the project, selecting the project team, Defining communication channels and Resource specification, The Planning process, Planning Tools. Events Activities in Event Management: Pre-event Activities, During-event Activities, Post-event Activities.

UNIT – III Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track. Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic –understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down , Site Selection , Layout and design. Theme based Events, Outdoor and Indoor events, Resources required, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT – IV Event Promotion: Trends and Challenges – Marketing Communication: image, Branding, advertisement, Publicity, Public Relations – The five „W“s of Event Marketing – Marketing equipment's and tools Marketing skills for Event Management: Creativity, Self-Motivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination Essentials for a successful event - Monitoring, Evaluation and Feedback

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful CareerbyDevesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

B. Voc(Journalism and Mass communication)

Term Work and Practical

Semester-I

Paper 1	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 1	Contribution for Vidya – Warta in semester (5 marks each) - submit (file no 1)	10 Marks	Internal Assessment
Paper 2	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 2	Participation in Departmental activities during sem. (2 mark each)-submit (file no 2)	10 Marks	Internal Assessment
Paper 3	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 3	Writing review of book/ journal visiting library (2 marks each) - submit (file no 3)	10 Marks	Internal Assessment
Paper 4	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 4	Writing and Editing 10 news (1 mark each) - submit (file no 4)	10 Marks	Internal Assessment
Paper 4	Newspaper Internship report - submit (file no 5)	25 Marks	External Assessment
Paper 4	Reporting 05 news from city (2 marks each) - submit(file no6)	10 Marks	External Assessment
Paper 4	Writing 02 articles and 01 interviews (5 marks each) - submit (file no 7)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 5	Writing report on specialties' of any 02 anchors (5 marks each) - submit (file no8)	10 Marks	External Assessment
Paper 5	Writing and presenting anchoring script for 02 public programmes (5 mark each) - submit (file no 9)	10 Marks	External Assessment
Paper 5	Writing 02 Anchoring script for radio (One for AIR , one for FM) with audio recording. submit (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Writing 01 PTC script and presenting it - submit (file no 11 + soft copy)	10 Marks	External Assessment
Paper 5	Writing 02 TV anchoring script and its presentation - submit (file no 12 + soft copy)	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 6	Writing report on any two blogs (05 marks each) - submit (file no 12 + soft copy)	10 Marks	External Assessment
Paper 6	Writing two articles on Wikipedia (05 Marks each) - submit (file no 12 + soft copy)	10 Marks	External Assessment
Paper 6	Writing 03 article on own Blog (5 marks each) - submit (file no 12 + soft copy)	15 Marks	External Assessment
Paper 6	Page making of one page on computer as assigned by examiner	15 Marks	External Assessment
Paper 6	Composing 02 news and one article on computer (5 marks each)	10 Marks	External Assessment

Semester-II

Paper 1	Two monthly tests based on the syllabus of 05mark each.	10 Marks	Internal Assessment
Paper 1	Contribution for Vidya – Warta in semester (5 marks each) - submit (file no 1)	10 Marks	Internal Assessment
Paper 2	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 2	Participation in Departmental activities during sem. (2 mark each)-submit (file no 2)	10 Marks	Internal Assessment
Paper 3	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 3	Writing review of book/ journal visiting library (2 marks each) - submit (file no 3)	10 Marks	Internal Assessment
Paper 4	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 4	Writing and 02 talks and its audio recording (1 mark each) - submit (file no 4)	10 Marks	Internal Assessment
Paper 4	Radio Internship report - submit (file no 5)	25 Marks	External Assessment
Paper 4	Conducting 2 interview for radio and its audio recording (2 marks each) - submit(file no6)	10 Marks	External Assessment
Paper 4	Writing feature for radio and its audio presentation - submit (file no 7)	15 Marks	External Assessment
Paper 5	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 5	Write a comparative report on news photos printed in any two newspapers during 15 days - submit (file no8)	10 Marks	External Assessment
Paper 5	Conduct and submit interview of a press - submit (file no 9)	10 Marks	External Assessment
Paper 5	Submit 15 photographs on a theme assigned by faculty (file no 10+ soft copy)	15 Marks	External Assessment
Paper 5	Writing two articles on own Blog (05 Marks each) - submit (file no 11 + soft copy)	10 Marks	External Assessment
Paper 5	Writing 03 article on Wikipedia (5 marks each) - submit (file no 12 + soft copy)	15 Marks	External Assessment
Paper 6	Two monthly tests based on the syllabus of 05 mark each.	10 Marks	Internal Assessment
Paper 6	Review of two best documentaries(5 marks each)- submit (file no 13)	10 Marks	External Assessment
Paper 6	Writing and production of one documentary (7 to 10 min duration) - submit (file no 14 + soft copy)	25 Marks	External Assessment
Paper 6	Writing and production of short film (2 to 5 min duration) - submit (file no 15 + soft copy)	15 Marks	External Assessment
Paper 6	Review of two best short films (5 marks each), submit file no 16	10 Marks	External Assessment

Semester – V	Paper - I
Course Code: BVJMC 501	Title of the Course: Media Audience and Society
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To describe the evolution of mass audience
2. To identify the context related to media audience
3. To discuss the theories and explain the relevance of audience in media studies

Detailed Syllabus:

Unit-I: Understanding Audiences

(7 Lectures)

- History of the term Audience
- Public-Crowd-Group-Mass Audience
- Media – Audience Relationship
- Audience as Consumer

Unit-II: Audience Specification

(7 Lectures)

- Audience Typologies
- Types of Audiences
- Characteristics of Audience
- Cult, Niche Audience

Unit- III: Audience Theories

(7 Lectures)

- Bullet Theory
- Individual Difference Theory
- Social Category Theory
- Mass Audience in Critical Perspective

Unit- IV: Audience Research Traditions

(7 Lectures)

- Importance of Audience Study
- Structural Tradition
- Behavioral Tradition
- Cultural Tradition

Unit- V: Reaching Mass Audience

(7 Lectures)

- Audience in a flux
- Forces of change: Social, Economic and Technological Factors
- Abundance and Fragmentation: Moving away from „Mass“?
- Need to „reach“ audiences and „know“ them

Unit- VI: Measuring Mass Audience

(7 Lectures)

- Pressure for measuring audience
- Key Concepts: Viewer, Listener, Reader
- History of audience measurement
- Audience Measurement Systems

Unit- VII: Audience Measurement Systems

(7 Lectures)

- Circulation
- Rating Points
- Box Office
- Hits, Views

Unit- VIII: A View from Audience Side

(7 Lectures)

- Negotiating meaning
- Construct of media use
- Social factors, Normative framing of media use
- Holistic understanding of audience hood

Suggested Readings:

1. McQuail, D. (1997). Audience analysis. Thousand Oaks, Calif: Sage Publications
2. McQuail, D. (2000). McQuail's mass communication theory. London: Sage Publications.
3. Fiske, J. (1990). Introduction to communication studies. London: Routledge
4. Ang, I. (1991). Desperately seeking the audience. London: Routledge.

5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House
6. Nightingale, V. (2011) (ed.), The Handbook of Media Audiences, Wiley and Blackwell, United Kingdom

Ross, K. and Nightingale, V. (2003), Media and Audiences: Issues in Cultural and Media Studies, McGraw

Semester – V	Paper - II
Course Code: BVJMC 502	Title of the Course: Digital Media
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To familiarize the students with the basic understandings of digital media.
2. To understand function of digital media.
3. To develop knowledge about digital media.

Detailed Syllabus:

Unit- I: Digital Media (7 Lectures)

- Introduction to Digital Media
- Characteristics of Digital Media
- Understanding the dynamics of human computer interface

Unit- II: New media and Identity (7 Lectures)

- Virtual Reality
- Digital Media and Cultural Imperialism
- Negotiating Identity (Gender, Class and Caste)

Unit- III: Language of Digital Media (7 Lectures)

- Computer mediated form of Communication
- Hybridity and Convergence
- Contestations: Verbal vs. Visual

Unit – IV: Digital Media Technologies (7 Lectures)

- Web Development
- Games
- Animation
- Social Media

Unit- V: Digital Media Industries (7 Lectures)

- Media and Entertainment
- Games and Animation
- Health and Education
- Social Media

Unit- VI: Digital Data (7 Lectures)

- What is Digital Data?
- Types of Digital Data
- Structured Data
- Unstructured Data

Unit- VII: Digital Advertising (7 Lectures)

- What is Advertising
- Types of Advertising
- Advertising Strategy
- Various Platforms
- Target Audience

Unit- VIII: Digital Marketing (7 Lectures)

- Principles of Marketing
- Types of Marketing
- Website/Blogs/Apps
- Online Video/Displays Adds
- Social Media

Suggested Readings:

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication (2009)

3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication, (2007)
5. Paul Hodkinson, Media, Culture and Society – An introduction by, Sage Publication, (2011)
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication
8. Smith, Richard -. "What is Digital Media?". The Centre for Digital Media.
9. Rayburn, Dan -. Streaming and Digital Media: Understanding the Business and Technology. Taylor & Francis. ISBN 978-1-136-03217-2.
10. Londoño, Juan - "The Growing Tensions Between Digital Media Platforms and Copyright Enforcement".
11. Dewar, James A. (1998), "The information age and the printing press: looking backward to see ahead". RAND Corporation. 5.Koehl, Sean (15 May 2013), We need to act now to prevent a digital 'dark age. Wired. Retrieved 29 March 2014.
12. Hilbert, Martin; López, Priscila (2011). "The World's Technological Capacity to Store, Communicate, and Compute Information". Science.

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

Semester – V	Paper - III
Course Code: BVJMC 503	Title of the Course: Digital Journalism
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To enrich the power of Imagination.
2. To enhance the skill of writing.
3. To upkeep critical thinking and writing.

Detailed Syllabus:

Unit- I: Nature of Digital Journalism

(10 Lectures)

- Brief History of Digital Journalism
- Approach to Digital Journalism
- Characteristics of Digital Journalism
- Scope of Digital Journalism

Unit- II: Digital Journalism Platforms

(10 Lectures)

- Websites
- News apps
- Youtube Channels
- Web Portals

Unit- III: Digital Journalism Tools

(10 Lectures)

- Written Language
- Digital Photo Journalism
- Audio Visual Productions
- Use of Animation, Graphics and Cartoons

Unit- IV: Digital Journalism Practicals**(30 Lectures)**

- View the Web Portal
- Watch the Youtube News Channel
- Write for Web Portal
- Download News app, Read and Analyze

Unit- V: Reach and Outspread**(10 Lectures)**

- Use of Mobile (MoJo)
- Digital Reach and Expansion
- Likes, Subscribe and Share
- Digital Divide

Unit- VI: Responsibility and Reliability**(10 Lectures)**

- Sources : Untrustworthiness
- Fake News
- Rumours and Gossips
- Prejudice and Partiality

Unit- VII: Digital Journalism: Ethical Issues**(10 Lectures)**

- Journalistic Ethics
- Ethics of Online Journalism
- Digital Media Ethics
- Cyber Laws in India

Unit- VIII: Digital Journalism Practicals**(30 Lectures)**

- Find the Fake News
- View and Analyze the News Portal
- Search the News about Rumours and Gossips
- Analyze Online News

Suggested Reading:

1. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication.
2. Saxena Sunil (2006), Headline Writing, Sage.
3. Kim Jihoon :Between film, video and the digital, Bloomsbury.
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury.
5. Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.
6. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge.
7. Tapas Ray, Online Journalism, Cambridge University Press, 2011

Semester – VI	Paper – I
Course Code: BVJMC 601	Title of the Course: Broadcast News Reporting
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To enable students to write and produce programmes for Radio
2. To understand the development of Broadcast Journalism.
3. To introduce briefly the concepts of News Coverage and Presentation

Detailed Syllabus:

Unit I: Introduction

(10 Lectures)

- Concept of Broadcast Journalism
- Broadcast Reporting
- Types of Broadcast Reporting
- Radio and TV News Reporting

Unit- II: Radio Reporting

(10 Lectures)

- Characteristics of Radio
- Concept of Radio Reporting
- Radio News Reporting
- News Sources

Unit- III: Radio News Writing

(10 Lectures)

- Headlines
- Copy Writing
- Brevity and Neatness
- Use of Language

Unit- IV: Radio Practical**(30 Lectures)**

- Write the 15 headlines for Radio News
- Write the five news for Radio
- Record the Radio News with Headlines and Description (Individual)
- Record the News Bulletin (Group)

Unit- V: TV Broadcasting**(10 Lectures)**

- Television Broadcasting: Main Characteristics
- News Broadcasters and Digital Association
- BARC India
- Ownership Pattern and Financial Issues

Unit- VI: TV News Broadcasting**(10 Lectures)**

- Input Head
- News Editing News Features
- News Features
- Live Broadcasting

Unit- VII: TV News Coverage**(10 Lectures)**

- News Resources
- News Agencies
- Research for News
- Stringer, Reporter, Correspondent, Bureau Chief
- Cameraperson, Use of Mobile for Reporting

Unit- VIII: Television Practical**(30 Lectures)**

- Write the 10 headlines for TV News
- Write the five news for Television
- TV News Production
- Record the Two PTC for News Bulletin

Suggested Reading:

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
6. Awasthi, G. C. Broadcasting in India, Allied Publications.

7. Chakravarthy, Jagdish. Net, Media and the Mass Communication., Authors press, New Delhi, 2004.
8. Bhargava, Gopal, Mass Media and Information Revolution, Isha Books, New Delhi, 2004.
9. Pavlik J.V., Media in the Digital Age, Columbia University Press.
10. Robert McLiesh, Radio Production, Focal Press.
11. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi.
12. Andrew Boyd, Techniques of Radio and Television News Publisher, Focal Press, India.

Semester – VI	Paper – II
Course Code: BVJMC 602	Title of the Course: Audio Visual Technology
Credits: 06 (4-T/2-P)	Total Lectures: T– 60 P-60 Hours

Course Outcomes (Cos)

1. To introduce students to basics of audio-visual technology.
2. To help students gain an understanding of use and function of various equipment's.
3. To acquire micro skills of using equipment's for audio visual projects.

Detailed Syllabus:

Unit- I: Understanding Audio Visual Form

(10 Lectures)

- Idea Generation
- Thinking in Images and Sounds
- 3 Act Structure
- Writing – from Concept to Scene

Unit- II: Narrative Technique

(10 Lectures)

- Story telling – Narration and Pitching
- Story telling through Camera
- Story telling through Editing
- Story telling through use of sound and music

Unit- III: Production Equipment and Technology

(30 Lectures)

- Camera types
- Audio / visuals cables and function
- Tripod and functions
- Lighting equipment's

Unit- IV: Basic Camera Function**(10 Lectures)**

- Overview of camera
- Composition
- Camera shot size
- Camera framing
- Camera angles and movement

Unit- V: Lighting**(10 Lectures)**

- Three point lighting
- Indoor and Outdoor lighting
- Soft lighting and Hard lighting
- Practical lighting

Unit- VI: Types of microphones for Sound recording**(10 Lectures)**

- Lavalier microphones
- Wireless microphones
- Directional microphone and accessories
- On camera microphones, Audio recorders

Unit- VII: Basics of Editing**(10 Lectures)**

- Introduction of the Editing software
- Understanding basic formats and projects set up
- Setting of the sequence/Arranging the footage
- Rough cut/Final cut
- Apply transition
- Rendering and exporting

Unit- VIII: Scene Exercise**(30 Lectures)**

- Student will have to complete an Practical Exercise like (Shoot a Scene)

Suggested Readings:

1. Monaco, J. How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D (1986). Television production: Disciplines and techniques. Dubuque, Iowa
4. White, G. (1982). Video techniques. London: Newnes Technical Books

5. Peter.Combs and John Tiffin(1978). TV production for Education.Focal Press. 196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing.Focal Press.328 pages.
7. Harcourt, A. The Independent producer: Film and television. London: Faber and Faber
8. Dancyger, K. (1999). The world of film and video production: Aesthetics and practices.Fort Worth: Harcourt Brace College Publishers.
9. Non linear Editing Basics, Electronic Film and Video Editing
10. Hart, Colin. (2012). Television Program Making. Focal Press
11. Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
12. Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston:
13. Anderson, G. H. (1984). Video editing and post-production: A professional guide.
14. Ivan Cury ()Directing and Producing for Television. A Formal Approach. 8.
Cinematography Image making for Theory & Practice.

Semester- VI	Paper- II
Course Code: BVC-JMC 604 T/P	Title of the Course: Production Project
Credits: 12 (4-T/8-P)	Total Lectures: T-60 P-240 Hours

Course Outcomes (Cos)

1. To write and produce the news reports.
2. To create the audio-visual song.
3. To write the creative content for social media.

Detailed Syllabus: (300 Marks)

1. News Bulletin.
2. Create website.
3. Create Blog.
4. Radio Documentary.
5. Video Advertising.
6. Audio Advertising.
7. Interactive Video.
8. Campaign Design.
9. Social Media Handling.
10. Reels.
11. Interview.
12. Audio Story, Drama

(Note: Guide will assign after the selection of project by the students.)