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**SGT University, Gurugram**  
**Faculty of Mass Communication & Media Technology**  
**B.A. (Journalism and Mass Communication) 2021-2024**

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**B.A. (Journalism & Mass Communication)**  
**2021-24**

**SYLLABUS**  
**Semester-1<sup>st</sup>**



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**SEMESTER-I**  
**INTRODUCTION TO JOURNALISM**

**UNIT I: INTRODUCTION TO JOURNALISM**

Concept of Journalism

Brief history of Journalism

Role and Responsibility of Journalism

**Practical, Exercises/Assignments:** Student's seminar, Group discussions

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II: NATURE AND STRUCTURE OF NEWS**

Concept and meaning of News, Elements of news

News sense, News Values, Soft news, hard news

Follow – Up, News Story Structure, Headline and its types

Intro/lead writing and its types, Re-writing

**Practical, Exercises/Assignments:** To write 5 news

**UNIT III: REPORTING TECHNIQUES**

Roles and responsibilities of different types of Reporters, Reporting techniques, qualities of a reporter, Pitfalls and problems in reporting - attribution - off the record, embargo, pool reporting, Principles of reporting, Types of Reporting

**Practical, Exercises/Assignments:** To cover 5 news

**UNIT IV: COPY EDITING, PRINTING & LAYOUT**

Nature and need for editing. Roles of editorial staff, Principles of editing, Functions of editorial desk, Newsroom, News selection, style sheet, Editing symbols, Proof reading symbols and their significance, Translation, News agency copy editing

QuarkXPress, Page Making, Lay out designing

Publishing of newspaper and magazine

**Practical, Exercises/Assignments:** To edit 5 copies using symbols

To make 5 newsletter containing 4 pages each



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**MAJOR PROJECT:**

A 4-page newspaper based on in-house Reporting (Group Project)

**SUGGESTED READINGS:**

- Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
- Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
- R. Parthasarathy Journalism in India, Sterling Publishers
- H.R. Luthra Indian Broadcasting
- J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
- S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
- P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
- Parthasarathy Rangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
- M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
- Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

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**SEMESTER-I**  
**INTRODUCTION TO PHOTOGRAPHY**

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT I - CONCEPT OF PHOTOGRAPHY**

How still camera works?

Different parts of camera and their function

Digital image file Formats (TIFF, JPEG, GIF, PNG, RAW)

**Practical** - Camera Handling exercises

**UNIT II**

Image sensors & sizes (CCD and CMOS)

Exposure triangle, Concept of depth-of-field

White balance & Color temperature

Lenses & Filters

**Practical** - Photographs with different Exposure & Lenses

**UNIT III- VISUAL GRAMMAR IN PHOTOGRAPHY**

Visual grammar in photography, photographic composition: elements of composition, rule of thirds, framing, principles of composition, types of shots and camera angles

High Dynamic Range (HDR) Photography

Types of Photography (Based on Usage & Area)

**Practical** - Photographs depicting different Camera Angles, Exercise on framing of Photo Captions for various photographs and developing a Photo Feature

**UNIT IV- CAMERA LIGHTING**

Understanding lighting: artificial & natural

Photographic lighting equipments & sources

Three-point lighting: key, fill and back light

Introduction to Adobe Photoshop

**Practical** - Lighting & Editing

**PROJECT**

Project File - Photo Feature (10 - 15).

Individual focus on three different candles aligned in a row

Focusing a moving subject using electronic focus and of points.



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Understanding the working of the shutter, capturing motion

Long exposures

Practice shooting with bounce and reflected light

**SUGGESTED READINGS:**

- 1) Basic Photography, Focal Press, 2003 Private Limited, 1999 ; Michael Langford
- 2) Food Shots; Hicks, Roger & Schultz, Frances
- 3) A Simple Guide To 35mm Photography; Corbett, Bill
- 4) Point And Shoot; Jacobs, Lou (Jr.)
- 5) Practical Photography, Hind Pocket Books ; Sharma, O P
- 6) James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal  
Thomsan learning
- 7) Lee Frost Photography, Hodder Headline

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**SEMESTER-I**  
**ENGLISH COMMUNICATION**

**UNIT I: SPEAKING SKILLS and PHONETICS**

Presentation – Types  
Nuances of delivery  
Public Speaking  
Body Language  
Interview Skills  
Phonetics  
Pronunciation  
Syllable  
Word stress  
Intonation

Credit Distribution			
L	T	P	C
2	0	0	2

**Practical:**

- Extempore
- Group Discussion
- Panel Discussion
- Anchoring
- Mock Interview
- Transcription of words
- Practice of selected words through speech

**UNIT II: READING COMPREHENSION AND TRANSLATION**

*Free Writing*: Peter Elbow  
*Of Truth*: Francis Bacon  
*It's only Game Enjoy*: TarunTejpal  
*Girls*: MrinalPande  
*What makes sGood Writing Good*: Peter Elbow  
*Go Kiss The World*: SubrtoBagchi  
*Last and Found: Benegal's Bose*: Mihir Bose

**Practical:**

- Comprehension of selected texts
- Translating literary and non- literary text
- Translating text from English to Hindi

**UNIT III: LANGUAGE AND VERBAL ABILITY**

Sentence  
Clauses and phrases  
Tag-questions  
Punctuation  
Common errors



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Articles  
Modals  
Word formation

**Practical:**

- Grammar exercises on each part

**UNIT IV: WRITING SKILLS**

Letter-Writing  
Composing an effective paragraph  
Writing a report

**Practical:**

- Exercises on each part

**SUGGESTED READINGS:**

- Raymond Murphy '*Essential English Grammar*', Cambridge University Press: New Delhi. 1998. Print
- Elbow, Peter. *Everyone can Write: Essays Towards A Hopeful Theory of Writing and Teaching Writing*. OUP: New York. 2000. Print.
- English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
- Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
- Fluency in English Part I, Department of English DU. OUP. Print.
- Fluency in English Part II, Department of English DU. OUP. Print
- Arora, V N and Laxmi Chandra, Improve your Writing. OUP. Print



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**SEMESTER-I**  
**CONTEMPORARY ISSUES AND CURRENT AFFAIRS-I**

**UNIT I: BRIEF HISTORY OF INDIA**

Partition and After

Nehru Era, Emergence of Non Congress Parties

India after Globalization and Privatization

SEC-01			
L	T	P	C
3	0	1	4

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT II: CONSTITUTION OF INDIA**

Main Features of Constitution

Rights and Duties of Citizens

Directive Principles

Federal Structure

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT III: POLITICAL SYSTEM OF INDIA**

Democracy, Parliament and Political Parties

Governance, Executive and Judiciary

Local Governance, Police system

Political Reforms

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT IV: CURRENT AFFAIRS & SOCIAL ISSUES &**

To write, rewrite, translate news, articles, features etc.

Traditional societies: Strengths and Weaknesses

New Social Movements

**Practical:** Students will make a file of news, articles etc on the basis of their work



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**SUGGESTED READINGS:**

- 1) Rajni Kothari: Caste in Indian politics
- 2) Bakshi P.M.: The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- 3) D. D. Basu: An introduction to the Constitution of India
- 4) Bharat Kasamvidhan D. D. Basu (Hindi)
- 5) Bharat Ka samvidhan Subhash kashyap (Hindi)
- 6) India after Gandhi-Ram Chandra Guha
- 7) Shyam Benegal Bharat Ek Khoj (Series)
- 8) Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
- 9) D.B. Vohra History of Freedom Movement, Delhi Admin
- 10) H.R. Ghosal An Outline History of Indian People
- 11) A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
- 12) A.N. Aggarwal Indian Economy
- 13) Rajni Kothari Caste in Indian politics
- 14) Ministry of I & B Facts about India

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**SEMESTER-I**  
**PUBLIC SPEAKING**

**UNIT 1 INTRODUCTION TO PUBLIC SPEAKING**

Credit Distribution VAC			
L	T	P	C
2	0	0	2

You as a public Speaker  
Managing Your Fear of Speaking  
Planning for a speech

**PRACTICAL**

*Speech of Self-Introduction:* A 2-3 minute speech introducing yourself. You should choose objects to represent each of the following 4 areas: (a) how you see yourself, (b) how others see you, (c) how you would never like to be seen, and (d) how you would like to be seen in the future. This speech will allow you to meet your peers, but will also be an opportunity to master the recording and uploading process.

**UNIT 2 KNOWING YOUR AUDIENCE AND RESEARCHING AS A PUBLIC SPEAKER**

Selecting and researching Your Topic  
Becoming a Better Listener  
Speaking in Groups

**PRACTICAL**

*Demonstration Speech:* a 4-6 minute speech, where you will teach the audience how to do a step-by-step process. This speech must be delivered and videotaped before an audience of at least 7 adults. You will also incorporate Q&A this time.

**UNIT 3 SPEAKING & WRITING AS PUBLIC SPEAKER**

Writing Language Effectively, Importance of language.  
Speaking from Manuscript & Reading film/plays, developing opinions.  
Speaking during Crises Defining Crises, Risks, and Disasters

**PRACTICAL**

*Informative Speech:* A 5-7 minute informative speech to enhance the audience's understanding of an event or an idea. Audience of 7, ppt, outline, and Q&A required.

**UNIT 4 THE FUTURE PUBLIC SPEAKER & FINAL PRESENTATIONS**

To be either for the motion or against the motion speaker  
TED Talk Writing & Discussing TED Talk speech On Camera Speaking

**PRACTICAL**

*Persuasive Speech:* a 6-8 minute persuasive speech in which you will be an advocate of an idea, a policy, a plan of action, a program or a product. Audience of 7, ppt, outline, and Q&A

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required, on camera recording mandatory.

**FINAL PRACTICAL PRESENTATION:-**

*All 4 Week Practical Speeches, which includes (1.Speech of Self-Introduction 2.Demonstration Speech 3.Informative Speech 4.Persuasive Speech) along with this student can choose any one of the options listed below and can present in the final practical submissions, the options are as follows:-*

- a) Introduction
- b) Storybook Reading
- c) Impromptu 1 – National Level Topic Given By Faculty Member
- d) Impromptu 2 – International Level Topic Given By Faculty Member
- e) Songs/Lyrics
- f) PPT Speech
- g) Debate

**SUGGESTED READINGS:**

1. THE ART of PUBLIC SPEAKING, 2012, by Steven Lucas. Publisher: McGraw-Hill, 11th edition.
2. Sprague, J., Stuart, D., & Bodary, D. (2010) The speaker's handbook (10th ed.)
3. Public Speaking, Osborn & Osborn 8th Edition

**Assessment and Grading Scale: *Under Preparation\****



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**GENERIC ELECTIVE PAPER**

(The paper will be selected by the students under Multidisciplinary Generic Elective under university umbrella)

GE-01			
L	T	P	C
4	0	0	4

  
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**SYLLABUS**  
**Semester-2<sup>nd</sup>**



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**BJMC - SEMESTER-II**

**INTRODUCTION TO COMMUNICATION - 9010202**

**UNIT-I - FUNDAMENTALS OF COMMUNICATION**

Concept, Characteristics, Nature & Features of Communication

Elements and Process of Communication

**Indian model of communication**

7 Cs of Communication

Barriers of Communication

Types of Communication

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT-II - INTRODUCTION TO MASS COMMUNICATION**

Mass Communication- Meaning, Concept, Characteristics, Functions

Tools of Mass Communication: Print, Electronic, New Media, Film, Advertising, Public Relations

Traditional Media: Introduction, Importance, Reach and effects

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT-III - MODELS OF COMMUNICATION**

Models of Communication: Nature, Scope, Definition

Aristotle Model, SMCR Model, Lasswell Model, Shannon & Weaver Model, Osgood Model, Gerbner Model, Gate keeping Model, Newcomb Model

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT-IV - THEORIES OF COMMUNICATION**

Normative Theories of Press-Authoritarian, Libertarian, Social Responsibility Theory

Other Theories-Development Media theory & Democratic Participant Media Theory, Social Influence or Identification Theory

Hypodermic Needle Theory/ Bullet Theory, Uses- Gratification Theory, Agenda setting theory,

Two-step, Multi-step theory, Cultivation Theory

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation



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**SUGGESTED READINGS:**

- 1) Baran, J. Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; McGraw-Hill
- 2) Vilanilam, V. John. *Mass Communication in India - A Sociological Perspective*; Sage Publications
- 3) McQuail, Dennis; *Mass Communication Theory*; Sage Publications
- 4) Singhal, A.; Rogers, E M.; *India's Communication Revolution - From Bullock Carts to Cyber Marts*; Sage Publications
- 5) DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
- 6) Vivian, John; *the Media of Mass Communication*; Pearson
- 7) Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
- 8) Dominick, Joseph R.; *the Dynamics of Mass Communication*; McGraw-Hill
- 9) Facets of Indian Culture by Vidya (Author), R. (Author), Rajaram (Author), Kalpana (Author), Spectrum-facets-of-Indian-culture
- 10) Samreshan Vidha Dayaram Vishwakarma Shreeram Prakashan Varanasi (Hindi)
- 11) Sampreshan Pratiroptatha Sidhanth, Dr. Shrikant Singh (Hindi)

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**BJMC - SEMESTER-II**  
**TELEVISION JOURNALISM - 9010204**

**UNIT I – INTRODUCTION TO TV JOURNALISM**

**Basics of Visual Communication**

History and Development of TV Journalism in India

Private and Public Broadcasting

Skills Required for a TV Journalist

**Differences between Print and TV News**

Newsroom: Technical set up, Editorial Structure

News Packaging: Various Formats of News

**Language skills: Scripting for Different Types of News**

Voice-over, Structure of Bulletin, Run down, Ticker

**Practical:** Scripting, voice over and packaging of news

**UNIT II – TV REPORTING**

Basics of Television reporting: visualizing news – research, investigation – interview techniques

Types of reporting, Piece to camera, Walk through, Live Reporting

Television Anchoring: Pronunciation, flow, Modulation, body language

Facing a camera – eye contact - use of teleprompter

**Shooting videos and conducting interviews**

**Practical:** PTC and reporting exercise

**UNIT III – INTRODUCTION TO TV PRODUCTION**

Stages of TV Production: Pre-Production, Production and Post-Production

Parts of video Camera and their functions

Camera mounting, Camera support system

White/black Balancing, Color Temperature, Basic Camera Shots, Angles and Movements

Various Lenses and Filters, Video file formats

Aspect ratio and resolution

TV Broadcasting standards (SD, HD, 4K & 8K)

Credit Distribution			
L	T	P	C
4	0	2	6



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Electronic News Gathering (ENG,) Electronic Field Production (EFP)

Online and off line editing

Basic Editing (FCP/Adobe Premier Pro)

Planning, production and compilation of News Bulletin and programs

Prepare Run Down

Practical-Static & Camera Movement (Pan/Tilt) Shots Exercise

**Practical** -Various shots, angle and movement exercises, writing, shooting and editing news package, interview exercise

10 min. 'live' bulletin on current issues (group)

**UNIT IV - NEWS AND PROGRAMMING**

Concept and designing of news programs

Developing Concept & Treatment

**Script for Non-News Television Programs**

Genres of Television Programme

(Crime / Cuisine / Talk show/ Lifestyle / Entertainment)

**Practical** - write a script for a crime / Cuisine show/Talk show/Lifestyle show / Entertainment Program

**Practical: Production of small duration programs**

**Practical: Recording PTC, Interviews, Making reports**

**PROJECT**

(Group = Director + Camera + Editor)

Develop 1 min fiction PSA film

12 min. TV Programme (News bulletin / Interview based / Panel discussion Crime / Cuisine / Talk show/ Lifestyle / Entertainment)

**SUGESSTED READINGS:**

- 1) Ralph Donald and Thomas Spann: Fundamentals of Television Production-Surjeet Publications, New Delhi.
- 2) Herbert Zettl: Handbook of Television Production, Publisher: Wadsworth



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- 3) Thomas D Burrows & Lynne S.: Video Production Publisher: MC Graw Hill
- 4) Boyd Andrew: Broadcast Journalism, Oxford Press
- 5) Broughton, Iry: Art of Interviewing for Television
- 6) Kumar, Keval J. Mass Communication in India, Jaico Publishing House
- 7) Lawrence Lorenz, Alfred & Vivian John: News Reporting and Writing, Pearson Education
- 8) Trevin, Janet: Presenting on TV and Radio, Focal Press
- 9) Yorke, Ivor: Television News (Fourth Edition), Focal Press
- 10) Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap: Rajkamal Prakashan (Hindi)
- 11) Chanelo ke chehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap: Rajkamal Prakashan (Hindi)
- 12) TRP, TV News Aur Bazaar, Dr. Mukesh Kumar, Vani Prakashan (Hindi)

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**SEMESTER-II**  
**ENVIRONMENTAL STUDIES**

**UNIT I - ENVIRONMENTAL AND NATURAL RESOURCES**

Definition, Scope, Importance

Conservation of Natural Resources

Credit Distribution			
L	T	P	C
2	0	0	2

**UNIT II - ECOLOGY AND BIO-DIVERSITY**

Concept of Ecosystem

Structure and function of an Ecosystem

Producers, Consumers and Decomposers

Energy flow, Ecological Succession

Food chain, Food web and Ecological Pyramids

Bio Diversity: Definition, Genetic, Species and Ecosystem Diversity

Bio-Geographical classification of India, hotspots, threats related to habitat loss

Conservation of Bio-Diversity

**UNIT III - ENVIRONMENTAL POLLUTION**

Definition – Causes, Pollution Effects and Control

Measures of Air, Water, Soil, Marine, Noise, Thermal, Nuclear hazards

Solid waste management: Causes, Effects and Control Measures of Urban and Industrial Waste

Pollution Measures, Case Studies

Disaster Management: Floods, Earthquake, Cyclone and Landslides.

**UNIT IV- SOCIAL ISSUES AND THE ENVIRONMENT**

Urban Problems Related to Energy and Sustainable Development

Water Conservation, Rain water Harvesting, Watershed Management

Problems Related to Rehabilitation – Case Studies, Wasteland Reclamation

Human population and the environment : Population growth, variation among nations

Population Explosion – Family Welfare Programme

Environmental and Human Health



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Human Rights, Value Education, HIV / AIDS, Women and Child Welfare

**TEXT & REFERENCES:**

- Keerthinarayana And Daniel Yesudian, 'Environmental Science And Engineering', Hi-Tech Publications
- Erachbharucha, "A Text Book for Environmental Studies", Text Book of University Grants Commission,
- Peavy. H.S.D.R. Rowe and George T, "Environmental Engineering", New York: Mcgraw Hill,
- Metcalf and Eddy, "Wastewater Engineering: Treatment and Reuse", Tata Mcgraw Hill,

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**BJMC - SEMESTER-II**  
**BASICS OF RADIO - 9010207**

**UNIT I - GROWTH OF RADIO AND CONTEMPORARY TRENDS**

Radio in India: inception and growth, Public broadcasting service

Commercial broadcasting, Education vs. Entertainment

Privatization, FM broadcasting and changing idioms, Podcasting

Developments of Community Radio in India, AIR Code/Broadcasting Code

**Practical, Exercises/Assignments:** Students' seminar, Group discussions

Credit Distribution			
L	T	P	C
3	0	1	4

**UNIT II - RADIO NEWS, PROGRAM AND EQUIPMENTS**

Writing for the ear: spoken words and music

Radio news, Interview, discussion, Radio Newsreel, Feature and documentary

Entertainment, Drama and serial, Jingles,

**Practical, Exercises/Assignments:** Radio ads and jingle, Phone-in programs, Commentary,

Musical entertainment program

**UNIT III - RADIO NEWS BROADCAST**

Newsroom and its functions, AIR & News Pooling

News reporting and scripting

News bulletins - compilation and production

**Practical, Exercises/Assignments:** News bulletin, Interview, Panel discussion

**UNIT IV - BROADCAST TECHNOLOGY AND PROGRAM PRODUCTION**

MW and SW transmission, AM & FM

Studios for recording, broadcasting and dubbing

Audio editing software

**Practical, Exercises/Assignments:** Editing of news and programs



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**SUGGESTED READINGS:**

- 1) R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- 2) Keval j. Kumar, mass communication in India, jaico publishing
- 3) Paul Chantler, peter, basic radio journalism, focal press 2003
- 4) H.R. Luthra Indian Broadcasting, Publications Division
- 5) Robert Mc Liesh Radio Production, Focal Press
- 6) James R. Alburger The Art of Voice Acting, Focal Press
- 7) Style Book AIR
- 8) Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
- 9) Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
- 10) Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- 11) Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- 12) Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- 13) Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971

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Newly added  
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**SEMESTER-II**

**INTRODUCTION TO MOBILE JOURNALISM**

**UNIT-I INTRODUCTION TO MOBILE JOURNALISM**

Credit Distribution VAC			
L	T	P	C
2	0	0	2

Brief introduction of Journalism

Global adoption and influence of the portable device

Major players of the phone market

Mobile integration into our daily lives

Mobile and its influence in Journalism

**UNIT-II THE MOJO WORKFLOW**

Basic steps of mobile reporting.

Creating and sharing branded mobile journalism content.

Use of mobile apps to make an audio or video documentary, or a narrated photo-essay.

Selecting accessories that enhance the camera or audio quality of smartphones.

**UNIT- III DESIGNING FOR THE MOBILE EXPERIENCE**

Making something immediately usable.

Importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.

Difference between mobile design from established desktop design. (Options and choices for your content).

Best practices for process: Design, Development and Content.

Mobile Analytics

**UNIT-IV MOBILE NEWS PRODUCT DEVELOPMENT & FUTURE OF MOBILE (AND BEYOND)**

Mobile development approaches and their benefits as well as weaknesses

Mobile apps vs. mobile-optimized Sites

Planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)



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Evolution of wearables

Augmented reality storytelling and journalism along with reflection on artificial intelligence (AI)

**SUGGESTED READINGS:**

- Handbook of journalism and Mass Communication by Vir Bala Aggarwal.
- MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum (Author), Stephen Quinn.
- The Online Journalism Handbook by Paul Bradshaw.

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**GENERIC ELECTIVE PAPER**

(The paper will be selected by the students under Multidisciplinary Generic Elective under university umbrella)

GE-02			
L	T	P	C
4	0	0	4



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**B.A. (Journalism & Mass Communication)**  
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**SYLLABUS**  
**Semester-3<sup>rd</sup>**



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**SEMESTER-III**  
**ADVANCE ANCHORING AND REPORTING**

**UNIT I- SPECIALIZED REPORTING**

Specialized Reporting –Concept & Features

Specialized Reporting for Print, Radio, T.V and Internet

Types of specialized reporting: City reporting, Legal, Political, Parliament, Business, Crime, Sports, Science & Technology, Health and Medical, culture and life, Environment, Human Right, Education and Career Reporting, Agriculture and Rural Development, Entertainment

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II- INVESTIGATIVE REPORTING**

Investigative Reporting – Purposes, Sources, Styles, Techniques.

Sting Operation- Tools and Techniques, use of spy cams

Examples of Major Investigative Reporting in India & World

**UNIT III - DIFFERENT TYPES OF ANCHORING**

TV Anchoring- broadcast skills – pronunciation, flow, modulation, body language, make-up & attire

Facing a camera – eye contact, use of teleprompter

Live studio and field interviews

Moderating TV studio discussions

Anchoring during the election and Budget presentation

**UNIT IV - NEW TRENDS IN REPORTING**

New trends and areas in Reporting

Ethical issues in TV Reporting and Anchoring

**PROJECT**

1. News-gathering and report writing on various beats
2. Searching of information on the Net
3. Conducting interviews
4. Preparing video capsules and documentary on various subjects
5. Writing news analysis, comment and articles



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**SUGGESTED READINGS:**

- 1) Herbert Zettl: Television Production Handbook
- 2) Boyd, Andrew: Broadcast Journalism, Oxford
- 3) Broughton, Iry: Art of Interviewing For Television, Radio & Film, Tab Books Inc. 1981
- 4) Kumar Keval J: Mass Communication In India, Jaico Publishing House
- 5) Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education
- 6) Trevin, Janet, Presenting on Tv And Radio, Focal Press
- 7) Yorke, Ivor, Television News (Fourth Edition), Focal Press
- 8) KhabreVistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan (Hindi)
- 9) ChaneloKeChehre- Dr. Mukesh Kumar And Dr. ShyamKashyap, RajkamalPrakashan (Hindi)

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**SEMESTER-III**  
**DIGITAL MEDIA**

**UNIT I - INTRODUCTION TO DIGITAL MEDIA**

History and development of Digital media

Differences with the print and broadcast media

**New Trends in Digital Media** X X

**Practical:** PPT presentation and students' seminar

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II-NEWS ON THE WEB**

E-newspapers, E-magazines,

Digital tools for journalist

Web writing, Editing of digital content, **SEO**

**Practical:** Blogging, Writing and editing for web.

**UNIT III- SOCIAL MEDIA**

Characteristics of social media

Types of social media: Facebook, Twitter, Linked-in, WhatsApp, youtube etc.

Blogging and micro blogging

**Launching your own website, youtube channel**

**Social Media Movements, Social Media & Elections, Issues of Concern**

**Social/Digital media as a tool for Ad and PR**

**Marketing and branding**

**Projects:** Five Audio/ Visual stories for websites. Publication of minimum 10 blogs.

**UNIT IV – LAWS & ETHICS**

Major Cyber Laws and cyber security

Ethics of Digital Media

**Practical:** Group Discussions and students' seminar



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**SUGGESTED READINGS:**

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M. (2002). Journalism Online, Focal Press.
- Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J. (2001). Online Journalism, A Critical Primer, Pluto Press, London
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

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**SEMESTER-III**  
**INTRODUCTION TO ADVERTISING**  
**AND PUBLIC RELATIONS**

**UNIT I: INTRODUCTION TO ADVERTISING**

Concept and functions of Advertising, types of Advertising

Evolution of Advertising in India and the world;

Advertising media; Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA,

AIDCA, DAGMAR approach;

Advertising, Publicity & Propaganda

**Practical:** Student seminar and group discussions

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II: CREATIVE STRATEGY AND MEDIA PLANNING**

USP, Appeals in advertising, Message strategy

Visualizing an Ad, Ad strategies for different stages of PLC

Copywriting: Idea generation, Copywriting Principles, Copy devices, Jargons

Ad copywriting for different media

Factors influencing media planning - media strategy, media scheduling, mediamapping

**Practical:** Student seminar and group discussions, Layout-Formal and informal

**UNIT III: UNDERSTANDING PUBLIC RELATIONS**

Concept of Public Relations and its types

Lobbying, PR viz-à-viz advertising

Functions of PR department, Organizational structure, PR skills, PR tools.

PR Agencies -Structure and Functions of Agency,

Client- Agency-Media interface, ClientServicing

**Practical:** Writing Press release & Organizing Press Conferences

**UNIT IV: ORGANIZATIONAL BEHAVIOR**

Electronic-PR, Strategic PR, Organizational Communication

Media characteristics: Media selection, Media buying, Media briefing

Making of House Style

Organizational crisis and role of PR



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**Practical:** Student seminar and group discussions

**SUGGESTED READINGS:**

- 1) Jethwaney, Jaishri & Jain, Shruti (2012), Advertising Management, fOUP India
- 2) Sachdeva, Iqbal S. (2009), Public Relations – Principles and Practices, OUP
- 3) Ogilvy, David. (2001). Ogilvy on Advertising, Prion.
- 4) Valladares, June A. (2000). The Craft of Copywriting. Sage Publications.
- 5) Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
- 6) White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- 7) Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
- 8) Douglas Torin The Complete Guide to Advertising: MacMilan, London
- 9) Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
- 10) Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
- 11) Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
- 12) Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
- 13) K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons

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**SEMESTER-III**  
**ADVANCE TV PRODUCTION**

**UNIT I - LIGHTING TECHNIQUES**

Importance of lighting in television production

Lighting equipment and their usage

Use of filters and reflectors

low key and High key lighting

**Practical-** Shot practice by using three-point and various lighting condition

Credit Distribution			
L	T	P	C
1	0	1	2

**UNIT II - SOUND RECORDING TECHNIQUES**

Types of Sound and recording technique

Microphones and Software Uses in Programme

Narration, dialogue and voice over in Programme

Final Sound Mixing

**Practical-** Recording Outdoor Sound on given theme /

Dubbing exercises / Foley exercises

**UNIT III - VIDEO EDITING**

Video editing Aesthetics

Continuity Editing

Editing for Discontinuity

Uses of cut-away and cut-ins

Teasers, Promo, Ads and Montage Sequencing (Practical Exercise)

**Practical-** Writing, shooting and editing 30-60 sec Teaser & Promo

**UNIT IV - DOCUMENTARY**

Types of Documentary

Analysis of National and International Documentaries

Writing for Proposals for Documentary



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**Practical-** Writing proposal for a Documentary- 10 minute

Production of up to 10 minutes Live Talk Show/ News Bulletin

**SUGGESTED READINGS:**

- Kenny, Robert F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Lezzi, Frank; Understanding TV Production; Prentice Hall of India
- Bettinger, Hoyland; Television Techniques; Harper and Brothers Publisher
- Tyrell, Robert; The Work of a TV Journalist; Focal Press
- Scannell, Paddy; Radio, TV & Modern Life; Blackwell Publication
- Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; Electronic Media; Wordsworth Thomson Learning
- Belavadi, Vasuki; *Video Production*; Oxford University Press
- Schultz, Brad; *Broadcast News Producing*; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(hindi)
- Chanelokechre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(Hindi)

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**SEMESTER-III**  
**HUMAN VALUES & ETHICS**

**UNIT- I HUMAN RIGHTS AND VALUES**

Autonomy

Consent process (Written/Oral/Informed consent)

Right to withdraw

Equality (as related to physical/mental/gender/cast/religion)

Ethical issues in Research

**UNIT- II PROFESSIONAL MEDIA ETHICS**

Introduction to media ethics

Rules, Laws and Ethics

Objectivity and balancing a news

Media Ethics and TRP, Yellow Journalism,

Paid News and election coverage, Media trial

Investigative Journalism and Sting Operation (Legality and ethics)

Advertorials, embedded journalism

Self-regulations

Media and communal harmony

Ethical values and media language

Stretching an issues which is not relevant

**SUGGESTED READINGS:**

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- PatrakaritaEvam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)

Credit Distribution			
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2	0	0	2



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- SamacharPatraVyavsaayEvam Press Kanoon, Dr. SanjeevBhanavat Shipramathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. nandkishoreTrikhavishvavidyalayaPrakashan Varanasi (Hindi)

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**B.A. (Journalism & Mass Communication)**  
**2021-24**

**SYLLABUS**  
**Semester-4<sup>th</sup>**



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**SEMESTER-IV**

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**UNIT I** – □□□□ □□□□□

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Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II** – □□□□□ □□□□□□

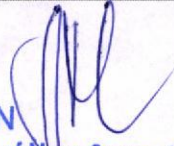
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**UNIT III** – □□□□□□, □□□□ □□ □□□□□□

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**UNIT VI** – □□□ □□□□□□

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- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.
- Ed. Bill Nichols; Movies and Method' 2 - Volumes; University of California.

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**SEMESTER-IV**  
**RESEARCH METHODOLOGY**

Credit Distribution			
L	T	P	C
4	0	1	5

**UNIT I-INTRODUCTION TO MEDIA RESEARCH**

Research-Concept, Role & Function, Importance of Research

Steps of Research

Types of Research, Areas of Media Research

**Class Exercises:** Writing of Hypothesis and Research Problems

**UNIT II-RESEARCH METHODOLOGY**

Qualitative-Quantitative Technique

Content Analysis, Survey Method, Observation Methods

Experimental Studies



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**Class Exercises:** 1-Conducting Survey 2-Content analysis of two Newspapers

**UNIT III-SAMPLING**

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error

Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls

**Class Exercises:** Writing questionnaires

**UNIT IV-DATA JOURNALISM**

Importance of Data Journalism

Skills required for data journalism

Data sources, Tips for Working with Data

Report writing: Data Analysis Techniques; Coding and Tabulation

Writing Citations, Bibliography

**Class Exercises:** Data based reports writing

**Research Practical**

1. Report writing: elements and importance of report writing,
2. Use of research for television, radio films and other media

**SUGGESTED READINGS:**

- 1) Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- 2) Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- 3) Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- 4) Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication
- 5) SamajikAnusandhan, Dr. D. S. Beghel (Hindi)
- 6) Media Shodh Ritu Goshtli lakshya Publication (Hindi)
- 7) Anusandhan ke pravidhi aur prakriyaein Rajendra Mishra Takshila Publications (Hindi)

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**SEMESTER-IV**  
**MEDIA LAWS AND ETHICS**

**UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA**

**Role of media laws and ethics**

Freedom of expression and constitution of India

**Practical: Group discussion on Freedom of Speech and Expression**

Credit Distribution			
L	T	P	C
4	0	1	5

**UNIT II – IMPORTANT ACTS AND JUDICIARY**

Contempt of Courts Act 1971,

Defamation and its types

Right to information Act, 2005

Press & Registration of Books Act 1867

**Working Journalists and Non-journalists Act 1955**



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Cinematograph Act 1952

Official Secrets Act

Copyright Act, IT Act,

**Practical:** Case study on cases related to various acts.

**UNIT III - MEDIA ETHICS**

Introduction to media ethics

Self Regulation for Media

Language and Media Ethics

New technologies and Ethics

Ethics of Reporting and Sting Operation)

**Practical:** Group discussions and student's seminars

**UNIT IV – REGULATORY BODIES**

**Press Council of India and need of Media council**

**BEA, NBSA**

**Central board of certification (Censor board)**

**Advertising Standards Council of India**

Global media ethics

**Practical:** Group Discussion and seminar presentations

**SUGGESTED READINGS:**

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- PatrakaritaEvam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)



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**SEMESTER-IV**  
**ADVANCE EDITING**

**Unit-I Concept of editing**

History & Concept of editing

Need of Editing in films and other audio visual programmes

Difference between linear & Non Linear Editing

Assignment: Students will submit assignments on history & concept of editing.

L	T	P	C
1	0	1	2

**Unit-II Editing software interface**

Introduction to editing software interface

Final cut pro introduction

Data Capturing

Organize footage

Creating bin

Timeline editing with Video Filters & Transitions



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**Unit-III Sound editing**

Audio editing and music

Audio tracks

Music

Ambience Sound

Sound Effect

Assignment: Students will practice on audio balancing, music and sound effects

**Unit-IV Tools & effects**

Title and graphics & Effects

Title

Credit roll

Lower Third

Tickers

Graphics

Effects

Export

Assignment: Students will submit a short film with using professional techniques of non-linear editing.

Assignment: Student will practice on title, graphics & other visual effects.

Advance Editing

**SUGGESTED READINGS:**

- Gordon, B., & Gordon, M. (2002). The complete guide to digital graphic design. Watson-Guptill Publications, Inc..
- Berger, A. A. (1989). Seeing Is Believing: An Introduction to Visual Communication. Mayfield Publishing Company, 1240 Villa Street, Mountain View, CA 94041
- Kress, G. R., & Van Leeuwen, T. (1996). Reading images: The grammar of visual design. Psychology Press.
- Pender, K. R. (1997). Digital Graphic Design. Butterworth-Heinemann
- Conover, C. (2011). Designing for print. John Wiley & Sons
- Arntson, A. E. (2011). Graphic design basics. Cengage Learning
- Roberts, L. (2006). GOOD: an Introduction to Ethics in Graphic Design: Ethics of Graphic
- Design (Vol. 26). Ava Publishing
- Designing the 21st Century by Charlotte J. Fiell, Peter M. Fiell Publisher: Taschen, 2001
- A History of Graphic Design by Philip Meggs Publisher: John Wiley & Sons; 3 edition, 1998



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- Art and Illusion: A Study in the Psychology of Pictorial Representation by Ernst Hans Josef Gombrich Publisher: Bollingen; Millennium edition, 2000
- Push Pin Graphic: A Quarter Century of Innovative Design and Illustration by Seymour Chwast, Martin Venezky (introduction) Publisher: Chronicle Books, 2004

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**SEMESTER-IV**  
**SOFT SKILLS**

**UNIT 1: INTRODUCTION TO SOFT SKILLS**

Communication Skills

Presentation Skills

Time Management Skills

**UNIT 2: BODY LANGUAGE & ETIQUETTES**

Group Discussion & Interview Skills



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Preparation of CV

Emotional Intelligence Skills

Life Skills

Presentation on Soft Skills

**Practical : Activities related to Soft Skills**

**SUGGESTED READINGS:**

1. **Soft Skills Training: A Workbook to Develop Skills for Employment**, Book by Frederick H. Wentz
2. **Soft Skills: The Software Developer's Life Manual**, Book by John Sonmez
3. **SOFT SKILLS PERSONALITY DEVELOPMENT FOR LIFE SUCCESS**, Book by Prashant Sharma

**SEMESTER-IV**  
**SUMMER TRAINING /PROJECT**

It is a 4-6 week faculty supervised summer training/project which a BA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house or any. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

**NOTE : Students need to submit the Project report/ Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department in fifth semester.**



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**B.A. (Journalism & Mass Communication)**  
**2021-24**

**SYLLABUS**  
**Semester-5<sup>th</sup>**



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**SEMESTER-V**  
**SUMMER TRAININGREPORT / PROJECT REPORT**

Credit Distribution			
L	T	P	C
0	0	2	2

Students need to submit the Project report/ Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the summer training/project. Without a proof of SUCCESSFUL COMPLETION of SUMMER TRAINING/PROJECT, a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of summer training/project of a student will be a norm and practice. Any student not undergoing summer training/project or misleading the university will not be awarded the degree.

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**SEMESTER-V**

**CONTENT WRITING & SCRIPTING**

**UNIT-I WRITING: ORIGIN, ROLE AND SCOPE**

Language, dialects and script

Analytical writing & descriptive writing

Essentials of good writing

**Practical : To collect Two analytical writing & Two descriptive writing from different media sources**

Credit Distribution			
L	T	P	C
4	0	2	2

**UNIT -II WRITING FOR FORMAL COMMUNICATION**

Writing for Different Media

Writing for radio and television voice-overs

Writing news and commercials

**Practical : To write News & Commercial scripts for TV & Radio- 6**

**UNIT-III WRITING FOR DYNAMIC WEBSITE**

Features of writing for web

Researching online resources

**Practical : Write 5 Stories for WEB**

**UNIT-IV WRITING FICTION AND NON-FICTION**

Types of screenplay- Proposal, script, shooting script, post-production script

Story Structure : theme, characters, situation,

Developing a screenplay

Storyboarding

**Practical : Writing Script for 5- to 10 minutes short fiction/Non- fiction film**



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**SUGGESTED READINGS:**

- Letting Go of the Words: Writing Web Content that works by Janice (Ginny) Redish, Elsevier
- Content is currency: Developing Powerful Content for Web and Mobile by Jon Wuebben, Necholas Brealey Publishing
- Writing Short Films: Structure and content for screenwriters by Linda J. Cowgill, Random House LLC, Copyright
- Writing for Visual Media by Anthony Friedmann, CRC Press
- Writing Content: Mastering Magazine and Online Writing by Roger W. Nielsen

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**DISCIPLINE SPECIFIC ELECTIVE SUBJECT**

**Student can opt any one specialization area from the below five specialization offer in fifth semester as discipline specific elective**

- 1. HINDI JOURNALISM**
- 2. DIRECTION**
- 3. FILM & TV PRODUCTION,**
- 4. DIGITAL MEDIA**
- 5. ADVERTISING, PR & EVENT MANAGEMENT)**



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**DISCIPLINE SPECIFIC ELECTIVE (OPTION ONE)**

**HINDI JOURNALISM**

**SEMESTER-V**

**समाचार पत्र, रेडियो और टेलीविजन की भाषा**

**UNIT 1 : भाषा**

- उद्भव, विकास, प्रसार और मानकीकरण
- भाषा की विकास प्रक्रिया
- भाषा में चिह्न और प्रतीक

**Credit Distribution DSE-01**

L	T	P	C
4	0	2	6

**Unit 2 : समाचार पत्र की भाषा**

- परिचय तथा समाचारपत्र का इतिहास : समाचार पत्र में समाचार की उपस्थिति, समाचार का स्वामित्व, अखबार का अर्थतंत्र, निष्पक्षता, नैतिकता
- शीर्षक : शीर्षक किस लिए हैं? शीर्षकों की भाषा, शीर्षक के शब्द, शीर्षक की भाषा का पुनर्गठन, शीर्षकों की ग्राफिकल विशेषताएं
- पाठक / ऑडियंस : समाचारपत्र कौन पढ़ता है? समाचारपत्र अपने दर्शकों की पहचान कैसे करता है? पाठक की पहचान, दर्शकों की भूमिका, संपादकीयकरण  
(पुस्तक : The Language of Newspapers By Danuta Reah)

**Unit 3 : रेडियो की भाषा**

- भाषा दृष्टिकोण : बहुआयाम तथा मनोभाव को परिभाषित करना, भाषा दृष्टिकोण से भाषा विचारधाराओं तक
- उच्चारण : स्वर/ ध्वनि, संयुक्त स्वर, दो स्वरों का एक उच्चारण (डिप्लॉगा), एकस्वर (मोनोफथॉग्स)
- उच्चारण परिवर्तनशीलता : स्वर/ ध्वनि, संयुक्त स्वर, दो स्वरों का एक उच्चारण (डिप्लॉगा), एकस्वर (मोनोफथॉग्स); समाचार प्रसारण; जिगल्स; इन्टरव्यू; रिपोर्ट्स; अभिवादन और साइन-ऑफ

**Unit 4 : टेलीविजन की भाषा**

- टेलीसिनेमैटिक : भाषाई दृष्टिकोण  
टीवी संवाद की भूमिका, लिपि, मामले का अध्ययन (case study)
- कहानी / वर्णन के संचार से संबंधित भूमिका
- चलती हुई तस्वीर (विसुअल्स)



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**SUGGESTED READINGS:**

- संपादन के सिद्धांत : डॉ रामचंद्र तिवारी  
संपादन कला : एन.सी. पंत  
संपादन कला : राजशेखर मिश्र  
नुवादविज्ञान : भोलानाथ तिवारी  
अनुवाद विज्ञान की भूमिका : कृष्ण कुमार गोस्वामी  
अनुवाद : भाषाएँ-समस्याएं : डॉ. एन.ई. विश्वनाथ अय्यर  
हिंदी भाषा : अमृतलाल  
अच्छी हिंदी कैसे लिखें : संत समीर  
Programme Making for Radio : Jim Beaman  
Newspaper Language : Nicholas Bagnall  
The Language of News Media : Bell Allan  
The Language of Television: Uses and Abuses : Albert Hunt



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**SEMESTER-V**  
**प्रूफ रीडिंग, संपादन और अनुवाद**

**unit 1 : प्रूफ रीडिंग**

- बोलना, पढ़ना और लिखना, शब्द; वाक्य; पंक्चुएशन
- वैज्ञानिक युग में हिंदी का विकास; वर्तनी के परिवर्तन
- कम्प्यूटर स्किल

**unit 2 : संपादन**

- कंटेंट, स्ट्रक्चर, भाषा
- पांडुलिपि की समीक्षा, संरचनात्मक (मूल) संपादन, संपादन कौशल
- कम्प्यूटर पर संपादन : संबंधित सॉफ्टवेयर
- पृष्ठ रेखांकित ले आउट

**unit 3 : अनुवाद**

- थ्योरी और अनुप्रयोग; भाषा का प्रकार्यात्मकत प्रयोजन
- भाषा विज्ञान का सामान परिचय : साहित्य अनुवाद, तकनीकी अनुवाद
- रचनात्मक विश्लेषण

**unit 4 : लेखक, संपादक, पाठक का अंतर्संबंध**

- तथ्यों की शुद्धता; एक्जुरेसी
- वस्तुपरकता; ऑब्जेक्टिविटी
- निष्पक्षता; प्रेफरनेस
- संतुलन; बैलेंस
- स्रोत; सोर्सिंग-एट्रीब्यूशन

Credit Distribution DSE-01			
L	T	P	C
4	0	2	6

**SUGGESTED READINGS:**

संपादन के सिद्धांत : डॉ रामचंद्र तिवारी  
संपादन कला : एन.सी. पंत  
संपादन कला : राजशेखर मिश्र  
नुवादविज्ञान : भोलानाथ तिवारी  
अनुवाद विज्ञान की भूमिका : कृष्ण कुमार गोस्वामी  
अनुवाद : भाषाएँ-समस्याएँ : डॉ. एन.ई. विश्वनाथ अय्यर



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हिंदी भाषा : अमृतलाल

अच्छी हिंदी कैसे लिखें : संत समीर

Programme Making for Radio : Jim Beaman

Newspaper Language : Nicholas Bagnall

The Language of News Media : Bell Allan

The Language of Television: Uses and Abuses : Albert Hunt

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION TWO)**  
**DIRECTION**

**SEMESTER-V**  
**ADVANCE DIRECTION**

Credit Distribution DSE-02			
L	T	P	C
4	0	2	6

**UNIT:I ARTISTIC IDENTITY**

The Job of the Director  
Identifying Themes as a Director  
Developing Story Ideas

**UNIT:II UNDERSTANDING SCREENCRAFT**

A Director's Screen Grammar  
Seeing with a Film-maker's Eye  
Shooting Projects

**UNIT:III AESTHETICS AND AUTHORSHIP**

Point of View  
Genre, Conflict, and Dialectics  
Structure, Plot, and Time  
Space, Stylized Environments, and Performances  
Form and Style

**UNIT:IV PRACTICAL**

- In this semester students will be making one short film of minimum 7 minutes and maximum 15 minutes. This will be director's original idea that will be turned into a short FICTION FILM which shall necessarily include one picturized song built into the story. The film should make the statement about the Director's style that he will follow in his career later.

**SUGGESTED READINGS:**

How to read a film : James Monaco  
Documentary Storytelling - Sheila Curran Bernard  
Story - Robert Mckee  
Directing: Film Techniques and Aesthetics- Michael Rabiger  
Screenplay Writing - Syd Field  
Directing the Documentary - Michael Rabiger  
The 5 C's of Cinematography Joseph - V Mascelli

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**SEMESTER-V**  
**PRODUCTION MANAGEMENT**

Credit Distribution			
DSE-02			
L	T	P	C
4	0	2	6

**UNIT I: PRODUCTION PROCESS**

Key Personnel and Role of Production Manager

Role of Line Producer

Scheduling & Budgeting

Time Management

Difference in Managing Fiction and Non-Fiction Production

**Practical: Create various budgeting and Scheduling Charts for a Dummy Television (DSO)**

**Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-II: PRODUCTION RESEARCH/RECCE BASED ON PROJECT REQUIREMENT**

Location Management

Production Management for Location and Studio Shoots

Shooting Abroad

Cash Flow Management and Cost Reporting

Post Production Routes & Delivery for Film & Television

**Practicals: Create various Production Management Modules and Excel Charts for a**

**Dummy Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-III: LEGALITIES IN PRODUCTION PROCESS**

Contracts

IPR and Copyright Issues

**UNIT-IV: SAFETY ISSUES**

First Aid for Film & TV Production

Health & Safety



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**PRACTICAL:**

- **Preparing Budgets, Call Sheet, Shoot Schedules**

**Suggested readings:**

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
- Art and Production: Sarkar, N.N TV Production: Gerald Millerson, Published 1993, Focal Press

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION THREE)**  
**FILM & TELEVISION PRODUCTION**

**SEMESTER-V**  
**DOCUMENTARY FILM MAKING**

**UNIT I - HISTORY OF DOCUMENTARY**

Type of Documentary

Television Documentary

Documentary Production (Pre to Post) (Idea, Research and Scripting)

Documentary film and Social Sciences

Social, Political and Historical issues in Documentary films

State of Indian Documentary Films

**Practical** - Review of National & International Documentaries

Credit Distribution DSE-03			
L	T	P	C
4	0	2	6

**UNIT II - WRITING & TECHNIQUES**

Proposal/Treatment/Synopsis Writing

Documentary Writing

Human Interaction and Interview Techniques

Interview Analysis

Voice Over

**Practical** - Develop a Proposal for a Documentary on a Subject of your choice

**UNIT III - DISTRIBUTION AND EXHIBITION OF DOCUMENTARY**

Trailers and Promos

Documentary Films in Current Scenario

Ethics for Documentary Films

Censorship

Film Festivals

Modes of funding/ International funding and Crowd funding



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PSBT, FD and other organization

**Practical** - Research & Basic shoot of a Documentary

Project Pitching - Make 25 to 30 sec trailer on the Documentary film and give presentation.

Mandatory Screening of Documentary (Pitching)

Making a diary on the Film Screening

**UNIT IV - PROJECT**

Project- A documentary film, Shoot for 8-10 min film.

**SUGGESTED READING:**

Directing the Documentary, Michael Rabiger (Focal Press 1992)

Documentary in the Digital Age, Maxine Baker (Focal Press, 2006)

Theorizing Video Practice, Mike Wayne (Lawrence and Wishart, 1997)

The Technique of Documentary Film Production, W. Hugh Baddeley (Focal Press, 1963)

Bill Nichols, Introduction to Documentary, 2nd edition, Indiana University Press, 2010.

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**SEMESTER-V**  
**PRODUCTION MANAGEMENT**



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*Prodn Man 1*

Credit Distribution DSE-03			
L	T	P	C
4	0	2	6

**UNIT I: PRODUCTION PROCESS**

Key Personnel and Role of Production Manager

Role of Line Producer

Scheduling & Budgeting

Time Management

Difference in Managing Fiction and Non-Fiction Production

**Practical: Create various budgeting and Scheduling Charts for a Dummy Television (DSO)**

**Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-II: PRODUCTION RESEARCH/RECCE BASED ON PROJECT REQUIREMENT**

Location Management

Production Management for Location and Studio Shoots

Shooting Abroad

Cash Flow Management and Cost Reporting

Post Production Routes & Delivery for Film & Television

**Practicals: Create various Production Management Modules and Excel Charts for a**

**Dummy Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-III: LEGALITIES IN PRODUCTION PROCESS**

Contracts

IPR and Copyright Issues

**UNIT-IV: SAFETY ISSUES**

First Aid for Film & TV Production

Health & Safety

**PRACTICAL:**

- **Preparing Budgets, Call Sheet, Shoot Schedules**



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**Suggested readings:**

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
- Art and Production: Sarkar, N.N TV Production: Gerald Millerson, Published 1993, Focal Press

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION FOUR)**  
**DIGITAL MEDIA**

  
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**SEMESTER-V**  
**BASICS OF ONLINE JOURNALISM**

**UNIT I : INTRODUCTION TO ONLINE JOURNALISM**

Credit Distribution DSE-04			
L	T	P	C
4	0	2	6

Online Journalism- Concept & Function, the changing landscape: Newspapers and broadcast outlets on the Web, Online Journalism in India-An Overview, Tools of Online Journalism- Multimedia, Interactivity, Hyperlinks, Weblogs and content management systems, Citizen Journalism-Concept & Ethical Issues, Hyperlocal Journalism, Applying Journalism Ethics to online journalism

**Practical:** Blogging, Writing and editing for web.

**UNIT II : DIGITAL MEDIA**

Digital Media-Concept, Definition & Function, Brief history of Digital Media in the world and in India, Features of Digital Media, Digital Media Vs Print, Electronic & Traditional Media

**Practical:** PPT presentation and students' seminar

**UNIT III : INTRODUCTION TO INTERNET**

Internet- Concept & Origin, www & Internet, Web 2.0 and above, Advantages & Disadvantages of Internet, Networking, E-mail, Video Conferencing, Cyber Space, Information Super Highway; Internet and Information Revolution

**Practical:** Group Discussions and students' seminar

**UNIT IV: DIGITAL MEDIA PRODUCT**

Websites- Concept & Types, Portals, Internet TV, Internet radio, Web Series, Webcasting, Podcasting, Website Designing & Development, Marketing & SEO-An overview

**Projects:** Five Audio/ Visual stories for websites. Publication of minimum 10 blogs

**SUGGESTED READINGS:**



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1. Macromedia Dreamweaver 8 for Windows and Macintosh: Visual QuickStart Guide by Dori Smith; Peachpit Press. Copyright.
2. Macromedia Dreamweaver 8 Unleashed by Zak Ruvalcaba; Sams Publishing. Copyright
3. Macromedia Dreamweaver MX: Training from the Source, Volume 1 by Khristine Annwn Page; Macromedia Press. Copyright. .
4. Macromedia Dreamweaver MX Killer Tips by Joseph Lowery, Angela C. Buragli; New Riders. Copyright.
5. Macromedia Dreamweaver 8: Training from the Source by Khristine Annwn Page; Prentice Hall Professional. Copyright.

**SEMESTER-V**



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**WEBSITE DESIGNING WITH HTML & DREAMWEAVER**

**UNIT I: BASICS OF HTML AND DREAMWEAVER**

Websites and pages, text formatting, tables, images, links, HTML Introduction, HTML Basics formatting tags, the basic Dreamweaver environment, creating a site profile, the importance of a site profile, organizing the files & folders, folder and file naming rules, creating folders and webpage files, the implementation / coding process.

Credit Distribution			
L	T	P	C
4	0	2	6

**Practical:** The Students Need To Do Planning & Designing A Website By Using Free Tools Available Online.

**UNIT II: WEBSITE DESIGNING WITH DREAMWEAVER**

Opening a file for editing, titling pages, creating divisions, adding headings, Paragraph vs. line breaks, tags: logical vs. physical, lists, linking to other websites, linking to the user files, inserting images on web pages, changing images into links, adding an Email link.

**Practical:** The Students Need To Do Planning & Designing A Website By Using Free Tools Available Online.

**UNIT III: WORKING WITH STYLE SHEET**

CSS design, Applying DIVs, working of style sheet, starting a styles sheet, font, margins, link colors, stylish headlines, paragraphs indentation, types of images, organizing images, inserting and formatting tables.

**UNIT IV: WEB HOSTING**

Form elements, head elements, page templates, form objects, accessible forms, page layers, working with layers, flash elements, multimedia contents, browser compatibility testing, uploading the website on web, testing website online, uploading changes, maintaining website.

**Practical:** Students Will Be Launching Their Own website and YouTube Channel and Making at Least 2-4 Videos.

**SUGGESTED READINGS:**

1. Macromedia Dreamweaver 8 for Windows and Macintosh: Visual QuickStart Guide by Dori Smith; Peachpit Press. Copyright.
2. Macromedia Dreamweaver 8 Unleashed by Zak Ruvalcaba; Sams Publishing, Copyright



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3. Macromedia Dreamweaver MX: Training from the Source, Volume 1 by Khristine Annwn Page; Macromedia Press. Copyright.
4. Macromedia Dreamweaver MX Killer Tips by Joseph Lowery, Angela C. Buragli; New Riders. Copyright.
5. Macromedia Dreamweaver 8: Training from the Source by Khristine Annwn Page; Prentice Hall Professional. Copyright.

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION FIVE)**

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**ADVERTISING, PR & EVENT MANAGEMENT**

**SEMESTER-V**  
**CORPORATE COMMUNICATION, BRAND MANAGEMENT**  
**AND EVENT MANAGEMENT**

**UNIT-I: INTRODUCTION TO CORPORATE COMMUNICATION AND STRATEGY**

Concept, Definition and Evolution of corporate communication in India

Corporate communication functions

Tools and trinity in corporate communication

Corporate social responsibility

Corporate communication and management

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

Credit Distribution DSE-05			
L	T	P	C
4	0	2	6

**UNIT II: STAKEHOLDERS AND MEDIA RELATIONS**

Stakeholders

Media characteristics (Media selection, Media buying, Media briefing)

Changing media scenarios in India

Criss management : Concept and Definition

Types of crisis

**Organizational Crisis**

Managing crisis situation in different levels

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT III: CONCEPT OF A BRAND**

Evolution of Brands

Company, Brands & Products

Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives

Building a distinct corporate identity: concepts, variables and process

Making of house style: logo, lettering and process

Products branding and its types



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Brand Positioning, Brand Differentiation , Brand Equity , Brand Image, Brand Extension , Brand Loyalty , Consumers and Brands

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT IV: MANAGING AN EVENT**

Process, concept and types

Identifying sponsors

Media retail partners

Post-event sponsorship maintenance

Core marketing, societal marketing

Event promotion, Elements in event promotion

Staging and execution of events

**Practical/ assignment/ Exercise:** Proposal Making, Organizing Departmental Events

**SUGGESTED READINGS:**

- Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publication
- Kirk, R. Land; Catherwood, D. W.; *The Complete Guide to Special Event Management*; John Wiley and Sons
- Singh, G.S.; Devesh, Kishore; *Event Management*; Haranand Publications
- Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Events Management* ; Taylor & Francis
- Jethwani; Jaishree J.; *Corporate Communication*; Oxford University Press
- Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; *Effective Public Relations*; Pearson Education
- Wilcox, Dennis L.; *Studyguide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
- Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
- Marketing Management, Philip Kotler, Pearson Education
- Brand Management, Harsh V Verma, Excel Books

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**SEMESTER-V**  
**PLANING AND CONCEPT DESIGNING**

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Credit Distribution DSE-05			
L	T	P	C
4	0	2	6

**UNIT-I AD. CAMPAIGNS**

Introduction to Ad. Campaigns Campaign Planning Appraisal and Analysis for a Campaign  
Setting Campaign Objectives, Creative Strategy Copy Writing and Art Work Media Structure,  
Media Options and Media Selection, Budgeting, Evaluation of Campaign

**Assignment : AD Campaigns**

**UNIT-II PR CAMPAIGNS**

Introduction to PR Campaigns Appraisal and Analysis for PR Campaign, Setting Campaign  
Objectives. Planning and strategies in PR Campaigns Choosing Appropriate PR Tools Budgeting  
for PR Campaigns, Evaluating PR Campaigns Special Information Campaign, Political  
Campaigns

**Assignment : PR Campaigns**

**UNIT-III ADVERTISING MEDIA**

Print Media : News Papers, Magazines Electronic Media : Radio, TV, Films Outdoor Media :  
Posters, Banners, Hoardings, Wall Writings, etc. Transit Media Media Characteristics :  
Advantages and Disadvantages of Various Media Media Scene in India – Changing Profile of the  
Press, Radio and TV in India New & Emerging Media : Internet Advertising, Exhibitions, Road  
Shows, Special  
Events etc.

**Assignment : Advertising Project**

**SUGGESTED READINGS:**



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- Ferdinand, Nicole; Kitchin, Paul J.; *Event Management*; Sage Publication
- Bowdin, Glenn; Allen, Johnny; Harris, Rob; *Events Management* ; Taylor & Francis
- Jethwani; Jaishree J.; *Corporate Communication*; Oxford University Press
- Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; *Effective Public Relations*; Pearson Education
- Wilcox, Dennis L.; *Studyguide for Public Relation: Strategies and Tactics*; Academic Internet Publisher
- Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
- Brand Management, Harsh V Verma, Excel Books



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**B.A. (Journalism & Mass Communication)**  
**2021-24**

**SYLLABUS**  
**Semester-6<sup>th</sup>**



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**SEMESTER-VI**  
**INTERNSHIP REPORT / PROJECT REPORT**

Credit Distribution			
L	T	P	C
0	0	2	2

Students need to submit the Project report/ Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the summer training/project. Without a proof of SUCCESSFUL COMPLETION of INTERNSHIP TRAINING/PROJECT, a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of Internship training/project of a student will be a norm and practice. Any student not undergoing internship training/project or misleading the university will not be awarded the degree.

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION ONE)**  
**HINDI JOURNALISM**

**SEMESTER-VI**

**PROJECT: समसामयिक विषयों पर मीडिया रिसर्च**

Credit Distribution DSE-03			
L	T	P	C
0	0	6	6

**Media Research Project and Presentation**

Selection of topic

Writing the Report

Presentation

**TEXT & REFERENCES:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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**SEMESTER-VI**  
**PROJECT WORK: मीडिया प्रोडक्शन:**  
**समाचार पत्र/ टेलीविजन कार्यक्रम**

Credit Distribution DSE-04			
L	T	P	C
0	0	6	6

*\*This is a 06Credits Course provided to the students to seek guidance and for teacher/supervisor to evaluate the progress of their respective projects.*

**EVALUATION:**

- THE ROJECT WILL BE EVALUATED BY THE BOARD OF EXAMINERS COMPRISING ONE INTERNAL AND ONE EXTERNAL EXAMINER.



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**DISCIPLINE SPECIFIC ELECTIVE (OPTION TWO)**  
**DIRECTION**

Credit Distribution DSE-03			
L	T	P	C
0	0	6	6

**SEMESTER-VI**

**PROJECT: MEDIA RESEARCH ON CURRENT ISSUES OF FILMS**

**Media Research Project and Presentation**

Selection of topic

Writing the Report

Presentation

**TEXT & REFERENCES:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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**SEMESTER-VI**  
**PROJECT WORK: MAKING OF FICTION FILM**

Credit Distribution DSE-04			
L	T	P	C
0	0	6	6

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION THREE)**  
**FILM & TELEVISION PRODUCTION**  
**SEMESTER-VI**

Credit Distribution DSE-03			
L	T	P	C
0	0	6	6

**PROJECT: MEDIA RESEARCH ON CURRENT ISSUES OF FILMS & TV**

**Media Research Project and Presentation**

Selection of topic

Writing the Report

Presentation

**TEXT & REFERENCES:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
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**SEMESTER-VI**

**PROJECT WORK: TV PROGRAMME PRODUCTION/DOCUMENTARY**  
**FILM**

Credit Distribution DSE-04			
L	T	P	C
0	0	6	6

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**DISCIPLINE SPECIFIC ELECTIVE (OPTION FOUR)**  
**DIGITAL MEDIA**  
**SEMESTER-VI**

**PROJECT: RESEARCH ON DIGITAL MEDIA**

Credit Distribution DSE-03			
L	T	P	C
0	0	6	6

**Media Research Project and Presentation**

Selection of topic

Writing the Report

Presentation

**TEXT & REFERENCES:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
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DEAN  
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Budhera, Gurugram



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**SEMESTER-VI**  
**PROJECTS-WEB DESIGNING/DIGITAL MARKETING &**  
**SEO/WEBCASTING/PODCASTING**

Credit Distribution			
L	T	P	C
0	0	6	6

**WEB DESIGNING**

In this part of practical the students have to make a website with the help of HTML and Dreamweaver under the supervision of concerned faculty member.

OR

**DIGITAL MARKETING**

In this part of practical the students have to design a digital campaign of any chosen product as well as have to present a marketing plan of the same under the supervision of concerned faculty member.

OR

**SEO/WEBCASTING/PODCASTING**

In this part of practical the students have to make a platform on social media for uploading video content/ to start online radio channel through free web hosting services under the supervision of concerned faculty member.

**SUGGESTED READINGS:**

1. Alan Herrick (2014), "2014 Insights – Connecting Technology and Story in an Always-On World", SapientNitro, report.
2. Ann Handley, David Meerman Scott (Foreword by), C.C. Chapman (2010),
3. "Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) T
4. hat Engage Customers and Ignite Your Business", book. Basu, Dev (June 29, 2011),
5. "Inbound marketing: The customer finds you". The Globe and Mail. February 27, 2012.
6. Benner Michael (January 19, 2012), "Get Found: 7 Steps to Fire Up Your Inbound Marketing".
7. Business2Community. February 27, 2012.
8. 3), "Visual Networking Index: Forecast and Methodology – 2012–2017",



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**DISCIPLINE SPECIFIC ELECTIVE (OPTION FIVE)**  
**ADVERTISING, PR & EVENT MANAGEMENT**

**SEMESTER-VI**

**PROJECT: MARKETING RESEARCH**

Credit Distribution DSE-03			
L	T	P	C
0	0	6	6

**Marketing Research Project and Presentation**

Selection of topic

Writing the Report

Presentation

**TEXT & REFERENCES:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication

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**SEMESTER-VI**

**PROJECT WORK: ADVERTISING/PR/EVENT MANAGEMENT**

Credit Distribution DSE-04			
L	T	P	C
0	0	6	6

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**SEMESTER-VI**

**मीडिया लेखन**

Credit Distribution GE/Core			
L	T	P	C
4	0	2	6

**UNIT-01**

प्रिंट के लिए लेखन

समाचार : न्यूजड्र लेखन. हार्ड न्यूज ए सॉफ्ट न्यूज

फीचर लेखन

सम्पादकीय लेखन

कॉलम लेखन

पत्रिका के लिए लेखन

पीआर और कॉर्पोरेट लेखन

प्राैक्टिकल: हार्ड न्यूज. 1ए सॉफ्ट न्यूज.1ए फीचर लेखन.1ए

सम्पादकीय लेखन.1ए कॉलम लेखन.1ए पत्रिका के लिए आर्टिकल.1ए

प्रेस रिलीज.1

**UNIT-02**

रेडियो के लिए लेखन

रेडियो के लिए समाचार लिखना

सामयिकी प्रोग्राम के लिए लेखन

रेडियो फाचर लेखन

प्राैक्टिकल: रेडियो न्यूज बुलेटिन.1ए रेडियो फीचर.1ए रेडियो वार्ता.1



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**UNIT-03**

टीवी के लिए लेखन

टीवी न्यूज बुलेटिन की स्क्रिप्ट

समाचार आधारित प्रोग्राम की स्क्रिप्ट तैयार करना

क्राइम प्रोग्राम की स्क्रिप्ट तैयार करना

मनोरंजन प्रोग्राम और रियल्टी शो की रूपरेखा तैयार करना

प्रैक्टिकल: टीवी न्यूज बुलेटिन की स्क्रिप्ट. 1ए समाचार आधारित प्रोग्राम की स्क्रिप्ट. 1ए

क्राइम प्रोग्राम की स्क्रिप्ट. 1ए रियल्टी शो की रूपरेखा. 1ए विभिन्न समाचारों के लिए

एंकर लिंक. 5ए विभिन्न घटनाओं पर पीटीसी. 5

**UNIT-04**

फिल्म के लिए लेखन

विज्ञापन और कॉर्पोरेट फिल्मों के लिए लेखन

डॉक्यूमेंटरी फिल्म के लिए लेखन

पीएसए के लिए लेखन

फिक्शन फिल्म के लिए लेखन

प्रैक्टिकल: स्क्रिप्ट लेखन. एड फिल्म. 1ए पीएसए. 1ए डॉक्यूमेंटरी. 1

**UNIT-05**

डिजिटल मीडिया के लिए लेखन

कंटेंट लेखन की संकल्पना और कंटेंट डवलपमेंट की तकनीक

ब्लॉग लेखन



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वेबसाइट के लिए समाचार और फीचर लेखन

प्रैक्टिकल: ब्लॉग लेखन. 1 वेबसाइट के लिए समाचार और फीचर लेखन. 2

प्रोजेक्ट

स्क्रिप्ट लेखन.

न्यूज बुलेटिन.2

रिपोर्टिंग. 2

न्यूज एंकरिंग और स्टूडियो वाद.विवाद प्रोग्राम. 1

प्रोग्राम प्रोडक्शन. 1

**SUGGESTED READINGS:**

- हिन्दी में पटकथा लेखनए जाकिर अली रजनीशए उत्तर प्रदेश हिन्दी संस्थानए लखनऊ
- पटकथा लेखनए मनोहर श्याम जोशीए राजकमल प्रकाशनए दिल्ली
- समाचार लेखनए पीके आय
- ऑनलाइन मीडियाए सुरेश कुमार
- टीवी समाचार की दुनियाए कुमार कौस्तुभ
- फीचर लेखन रू स्वरूप और शिल्पए डॉण मनोहर प्रभाकरए राजकमल प्रकाशनए दिल्ली
- रेडियो वार्ता शिल्पए सिद्धनाथ कुमारए राधाकृष्ण प्रकाशनए दिल्ली