

**SGT University, Gurugram**  
**Faculty of Mass Communication & Media Technology**  
**B.A. (Mass Communication & Journalism) 2017-18**

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Yellow

**SYLLABUS**  
**Semester - 1**

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

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Communication Skills in English

**UNIT – I: PHONETICS BASICS**

Received Pronunciation – Sounds: Vowels/Diphthongs, Consonants – Syllables – Word stress – Transcription of words- Weak forms – Intonation

**UNIT – II: ENGLISH LANGUAGE**

Parts of speech – Articles – Modals – Sentence types – Subject-verb, concord – Tenses – Voice – Reported speech – Clauses – Tag, questions – Punctuation – Common errors - Jumbled sentences

**UNIT III: VOCABULARY**

Word formation – Synonyms, Antonyms – Homonyms, Homophones – Words often confused – One word substitution – Phrasal verbs – Idiomatic expressions - Eponyms

**UNIT IV:**

**(A) Communication**

Communication, an overview – Definition & Process – Features – Importance – Forms – Barriers – Remedies – Non verbal communication – Body language – Paralinguistic features – Proxemics/Space distance – Haptics

**(B) Telephonic skills – Group Discussion – Facing interviews**

**TEXT & REFERENCES:**

- Communication Skills in English - Sanjay Kumar & Pushp Lata New Delhi, Oxford University Press 2012
- Communication Skills Meenakshi Raman & Sangeeta Sharma New Delhi, OUP, 2011
- A Remedial English Grammar for Foreign Students' F.T. Wood New Delhi, Macmillan, 1965
- Towards Academic English Mark Cholij New Delhi, CUP, 2007

**WEB RESOURCES**

Phonetics –

Available at <http://alturl.com/5ts8a>

Available at <http://alturl.com/vdj22>

English Language

Available at <http://alturl.com/rmyic>

Available at <http://alturl.com/5berg>

Vocabulary

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Available at <http://alturl.com/tjwbe>  
Available at <http://alturl.com/8pahp>

**Communication**

Available at <http://alturl.com/vs5n6>  
Available at <http://alturl.com/5ciin>

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**SEMESTER-I**

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**SEMESTER-I**  
**BASICS OF RADIO**

**UNIT I**

**Growth of Radio and Contemporary Trends**

Radio in India: inception and growth

Three-tier broadcasting, Public broadcasting service

Education vs. Entertainment, Commercial broadcasting

Privatization, expansion of FM broadcasting and the changing Idioms

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Community broadcasting, developments of Community radio stations

Web broadcasting, Internet radio

Prospects of Radio in India

**UNIT II**

**Radio Programme Formats**

Writing for the ear: spoken words and music

Radio news, Interview and Panel discussion

Feature and documentary

Drama and serial

Vox Pop and Jingles

Phone-in programmes

Innovation in Radio programmes formats

Music

**UNIT III**

**Radio News Broadcast**

AIR and its divisions, different News services

News reporting setup at various level

Newsroom functions, News pool

News bulletins - compilation and production

News writing, New format (NF)

News and Current Affairs based programmes

**UNIT IV**

**Broadcast Technology and Programme Production**

MW and SW transmission, AM & FM

Analogue and digital, digital recording

Satellite vs. terrestrial broadcasting, DTH

Studios for recording, broadcasting and dubbing

Types of Microphones and their uses

Audio editing software

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**UNIT V**

**Practicals, Exercises/Assignments**

1. Interview
2. Panel discussion
3. Radio ads and jingle
4. Phone-in programmes
5. Outside broadcast (OB)
6. Commentary: national events, sport
7. Vox pop
8. Musical entertainment programme
9. Adobe audition and audacity

**TEXT & REFERENCES:**

- Ambrish Saxena, radio in new avatar: AM to FM, kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval j. Kumar, mass communication in India, jaico publishing
- Paul Chantler, peter, basic radio journalism, focal press 2003
- Drashya Shravya evam jansanchar Madhaym, Dr. Krishan kumar Rattu, Rajasthan Hindi Granth Academy (Hindi)

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**SEMESTER-I**  
**INTRODUCTION TO MEDIA & MASS COMMUNICATION**

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**UNIT-I**

**Fundamentals of Communication**

Definitions, Characteristics, Nature & Features of Communication

Elements and Process of Communication

Seven C's of Communication

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Barriers of Communication

Models of Communication

Types of Communication

**UNIT-II**

**Introduction to Mass Communication**

Mass Communication-Meaning, Definitions, Characteristics, Functions

Tools of Mass Communication: Print, Electronic, New Media, Film,

Advertising, Public Relations

Traditional Media: Introduction, Importance, Reach and effects

**UNIT-III**

**Models of Communication**

Models of Communication: Nature, Scope, Definition

Aristotle Model

SMCR Model

Lasswell Model

Shanon & Weaver Model

Osgood Model

Gerbner Model

Gatekeeping Model

Newcomb Model

**UNIT-IV**

**Theories of Communication**

Normative Theories of Press-Authoritarian, Libertarian,

Soviet Communist and 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,

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Cultivation Theory

**UNIT-V**

Group discussion

Seminar presentation

**TEXT & REFERENCES:**

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

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

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**UNIT I**

**Journalism and Society**

**History of Journalism**

Role and Responsibility of Journalism

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Journalism as a Profession

Freedom of the Press & its limitations

Journalism, Society and Democracy Journalism as a Profession

Freedom of the Press & its limitations

Journalism, Society and Democracy

**UNIT II**

**Nature of News**

What is News?

News Values

News Story Structure

Types of News

**UNIT III**

**Different Types of Information**

Source, Facts, Bogus and Misleading Information

Digging for Information: Background Material, Developing And Building Sources

News Agencies

National and State Level Press Information Organizations

**UNIT IV**

**Media Interview**

Interview and Its Types

Preparation for an interview

Uses of Graphics and Cartoons

**UNIT V**

**Journalistic Trends**

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New Trends in Journalism

Challenges before Journalism

Citizen journalism

**TEXT & REFERENCES:**

- Balasubramaniam, T.; English Phonetics for Indian Students: A Work Book; Macmillan Publishers
- Bansal; Harrison, R. K. J. B; Spoken English: A Manual of Speech and Phonetics; Sangam Publishers
- Krishna swamy, N.; Modern English: A book of Grammar, Usage and Composition; Macmillan Publishers
- Hindi Ptrakarati: Sidhantha Se Prayogtak, Arun kumar Bhagat, Janmat Nirman Sahitya Sanshthan New Delhi (Hindi)
- Vishwa Patrakarati Itihaas Ki ek Jhalak: Ishwar Devmishra Centre For media research, Varanasi (Hindi)

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

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**UNIT I**

**History of Modern India**

Partition and After

Nehru Era, Emergence of Non Congress Parties

India after Globalization and Privatization

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**UNIT II**

**Constitution of India**

Main Features of Constitution  
Rights and Duties of Citizens  
Directive Principles  
Federal Structure

**UNIT III**

**Political system of India**

Democracy, Parliament and Political Parties  
Governance, Executive and Judiciary  
Local Governance, Autonomous Corporations,  
Corruption, Defection and Political Reforms

**UNIT IV**

**Analysis of News and Current Issues**

News and Current Affairs

**UNIT V**

Students will have to make presentation and organize group discussions.

**TEXT & REFERENCES:**

- Tapan Biswal: Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni: Indian and Nepal, Konark Publisher
- Madan Gopal: India through the Ages, Publication Division
- R.S. Yadav (ed.): India's Foreign Policy: Contemporary Trends
- S.R. Sharma: Indian Foreign Policy (Om Sons)
- Rajni Kothari: Caste in Indian politics

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- Shukla V.N.: Constitution of India, Eastern Book Company, Lucknow
- Bakshi P.M.: The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- D. D. Basu: An introduction to the Constitution of India
- Bharat Kasamvidhan D. D. Basu (Hindi)
- Bharat Kasamvidhan Subhash kashyap (Hindi)
- Bhartiya Shashanevam Rajniti Pukhraaj Jain Agra (Hindi)

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

**UNIT I**

**Introduction to Photography**

Meaning and Definition of Photography

History of Photography

Photography as a Medium of Mass Communication

Requirement and Utility of Photographs

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**UNIT II**

**Camera Anatomy & Functions**

Concept + functioning of SLR & D-SLR Cameras

Concept of Analogue Camera & Digital Camera

Image Sensors & Sizes (CCD and CMOS)

Aperture and Its Function

Shutter & Shutter Speed

Concept of depth-of-field

Co-Relation between Aperture, Shutter Speed & ISO Speed

What is White Balance? (Color Temperature)

Lenses and Types of Lenses - (Super Wide, Wide Angle, Normal, Telephoto, Long-Telephoto, Zoom Lenses)

**UNIT III**

**Composition**

Visual Grammar in Photography, Photographic Composition: Elements of Composition, Rule of Thirds, Framing, Principles of Composition

Camera Angles

**UNIT IV**

**Lighting**

Understanding Lighting: Artificial & Natural

Photographic Lighting Equipments & Sources

One, Two and Three Point Lighting: Key, Fill and Back Light

**UNIT V**

**Practical /Assignments**

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Familiarization with Photography Equipment

Practice on Various Cameras

Practice - SLR Camera with Various Lenses

Study and Practice of Composition

Shooting Exercises in Natural Light

Shooting Exercises in Artificial Light

Review and Analysis of Photographs

**TEXT & REFERENCES:**

- Basic Photography, Focal Press, 2003 Private Limited, 1999; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide to 35mm Photography; Corbett, Bill
- Point and Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books; Sharma, O P
- Digital Photography Vishnu P. Singh ( Hindi)

# **SYLLABUS**

## **Semester - 2**

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

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**UNIT I**

**Environmental and Natural resources**

Definition, Scope, Importance

Natural Resources – Forest Resources – Use, Exploitation, Deforestation, Construction of Multipurpose dams, effect of forests

Water Resources – Use of surface and subsurface Water, Effect of floods, Drought, Water conflicts, Food Resources

Food Problem, Advantages and Disadvantages of fertilizers and Pesticides, Effect on Environment

Energy Resources – Need to Develop Renewable Energy

Land Resources – Land Degradation, Landslides, Soil erosion, Desertification and case studies

**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

Poaching of wildlife, man-wildlife conflicts

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.

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**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

Consumerism and Waste Products – Environment Protection Act, Air Water, Wildlife, Forest Conservation Act

Environmental Legislation and Public Awareness

**UNIT V**

**Human Population and the Environment**

Population growth, variation among nations

Population Explosion – Family Welfare Programme

Environmental and Human Health

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

Role of Information Technology – Visit to local Polluted site / Case studies

Customer Orientation – QFD – CSM – TQM Models – Case studies.

**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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**SEMESTER-II**  
**REPORTING AND EDITING FOR PRINT**

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**UNIT I**

**News Editing**

Nature and need for editing, Newsroom, Organizational setup of a newspaper editorial department, Role of sub/copy-editor, News editor and Editor, Principles of editing, Headlines; importance, functions of headlines, types of headline, Style sheet, Selection of news pictures, Editing symbols and practice, Translation

**UNIT II**

**News Source**

News gathering and Sources: Types of sources, Basic tools for information gathering: Maintaining a diary, Taking notes, Use of computer, internet, mobile and other gadgets, Using maps, history and archives  
Cultivating the sources: Why and how? Reliability, Checking information from various sources, Follow up, Press conference, Press release, Interview

**UNIT III**

**News Reporting**

News Reporter: Qualities of a news Reporter

Categories: Staff Reporter, Stringer, Correspondent, Chief reporter, Principal correspondent, Bureau Chief, Foreign Correspondent

Types of Reporting- Local Reporting, Political, Crime, Business, Court, Sports, Science, Cultural, Health, Education, Entertainment etc

Investigative Reporting, Sting Operation

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**UNIT IV**

**Printing & Layout**

QuarkXPress, Page Making, Lay out designing, Dummy, Publishing of newspaper and magazine, Printing technology and process

**UNIT V**

**Practical Exercises**

To prepare a 4 page newspaper based on in house Reporting (Group Project)

To prepare a 32 page magazine based on students' write up (Group Project)

**TEXT AND REFERENCES-**

- So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett Practical
- Newspaper Reporting by David Spark and Geoffrey Harris
- Writing and Reporting News: A Coaching Method by Carole Rich
- News Writing by George Hough (Kanishka Publishers)
- Writing and Editing News Hardcover – 2015 by Krishna Swamy K.V. (Author), Orient Blackswan Private Limited - New Delhi.

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**SEMESTER-II**  
**TELEVISION JOURNALISM**

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**UNIT I**

**Introduction to TV Journalism**

Visual Communication – Communicating with still pictures and video

History and development of TV Journalism

**TV News Industry**

Private and Public broadcasting

Economics of TV broadcasting

Skills required for a TV Journalist

**UNIT II**

**Structure and functioning of News channels**

Newsroom: Technological set up, Editorial structure

Roles and responsibility of editorial staff

News Agencies

**UNIT III**

**Production of news**

News Packaging: various formats of News

Language skills: Scripting for different types of News

Structure of News

Voice-overs, Structure of bulletins. Run down. Ticker

**UNIT IV**

**Reporting and TV Anchoring**

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

Types of reporting, Piece to camera and voice over

Live Reporting-Phone in, Beats, Mobile Journalism

Television Anchoring: Pronunciation, flow, Modulation, body language

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Facing a camera – eye contact - use of teleprompter

Live studio and field interviews: moderating TV studio discussions; anchoring chat shows

**UNIT V**

**News Programs**

Concept and designing of news programs

Process of Production

Types of programs-Crime, Entertainment, Business, Sports etc

Talk show, Studio based programs. Outdoor programs

**Practical**

Script Writing

News Packaging

Reporting

News Anchoring and studio Discussion

Program Production

**TEXT & REFERENCES:**

- Ralph Donald and Thomas Spann: Fundamentals of Television Production, Surjeet Publications, New Delhi.
- Herbert Zettl: Handbook of Television Production, Publisher: Wadsworth
- Thomas D Burrows & Lynne S.: Video Production Publisher: MC Graw Hill
- Boyd Andrew: Broadcast Journalism, Oxford Press
- Broughton, Iry: Art of Interviewing for Television
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House
- Lawrence Lorenz, Alfred & Vivian John: News Reporting and Writing, Pearson Education
- Trevin, Janet: Presenting on TV and Radio, Focal Press
- Yorke, Ivor: Television News (Fourth Edition), Focal Press
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap: Rajkamal Prakashan (Hindi)
- Chanelokechhe- Dr. Mukesh Kumar and Dr. Shyam Kashyap: Rajkamal Prakashan (Hindi)
- TRP, TV News Aur Bazar, Dr. Mukesh Kumar, Vani Prakashan (Hindi)

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**SEMESTER-II**

**CONTEMPORARY ISSUES AND CURRENT AFFAIRS**

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**UNIT I**

**Understanding Social issues**

Traditional societies: Strengths and Weaknesses

Social change and Policy Changes

Development, Displacement and Rehabilitation

Women's Empowerment

New Social Movements

**UNIT II**

**Electoral System of India**

Election Commission-Functions and Powers

General elections, Assembly Elections

Election of President and Vice President

Election Reforms, Public Funding

**UNIT III**

**Economic system of India**

Main features and trends of Indian Economy

Finance Ministry, Budget, Reserve Bank

Globalization, Privatization and Liberalization

Problems of Poverty, Hunger Mal-nutrition, Unemployment, Economic Disparity

Agricultural crisis and problems of Rural Development

**UNIT IV**

**Analysis of News and current Issues**

News and current affairs

**UNIT V**

**Practical**

Students will have to make presentation and organize group discussions.

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**TEXT & REFERENCES:**

- Rajni Kothari: Caste in Indian politics
- Tapan Biswal: Human Rights Gender and Environment
- Rajan Harshe & K.N. Sethi: Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma: Indian Foreign Policy (Om Sons)
- Shukla V.N.: Constitution of India, Eastern Book Company, Lucknow
- The Constitution of India, Universal Law Publishing Co. Pvt. Ltd.
- D. D. Basu: An introduction to the Constitution of India
- J.C. Johri: Indian Political System
- Bharat Kasam vidhan D. D. Basu (Hindi)
- Bharat Kasam vidhan Subhash kashyap (Hindi)
- Bhartiya Shashan evam Rajniti Pukhraaj Jain Agra (Hindi)

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**SEMESTER-II**  
**INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS**

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**UNIT I**

**Fundamentals of Advertising:**

Advertising: Definition and Concept of Advertising.

Models of Advertising

Need & Impact of Advertising: National and Global Scenario, Integrated Marketing Communication, Persuasion, Retention and Recall

Various Media of Ad: Print Media-Newspaper, Magazine, Pamphlet, handbill, souvenir, brochure etc.,  
Electronic- Radio, Other direct mail, outdoor etc.

**UNIT II**

**Creativity and Advertising:**

Types of Advertising and their functions

Copy writing for Print, Radio and T.V. Advertisement.

Advertising design & layout: difference between the two

Defining Creativity, Appeal, Rhetoric of words and images

**UNIT III**

**Understanding Public Relations:**

PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends

Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory

Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other  
publicity, propaganda ; Crisis Management

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**UNIT IV**

**PR Practice and Process:**

In house PR- Structure, Scope, Role & Function

PR Consultancy- Structure, Role, Scope & Function

PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship

The PR process: Research, Strategy, Measurement, Evaluation and Impact

Tools of Media Relations - Press conferences, Press meet/tours, Press releases, Backgrounders, Rejoinders,

Feature writing, Video news releases, Blog writing etc; Selection of media in reaching out to its various publics

**UNIT V**

**AD & PR practical Exercise:**

Writing Ad Copy for various mediums

Organizing PR campaign

**TEXT & REFERENCES:**

- L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DOROTHY, COHEN: Advertising, (USA: Scott. Forsmon and Co. 1988)
- JETHWANNEY JAISHRI & JAIN SHRUTI: Advertising Management, second edition, 2011 (Oxford University Press)
- MANUKONDA R.: Advertising Promotions and News Media (DPS Publishing House India, 2013)
- MARIEKE DE MOOIJ: Consumer Behavior and Culture: Consequences for Global Marketing & Advertising (Sage Publication New Delhi, 2011)
- Adhunik vigyapan, Dr. PremchandPatanjali, VaniPrakashn (Hindi)
- VigyapanTaknik Evam Sidhanth, Narendra SinghYadav, Rajasthan Hindi Granth Academy (Hindi)

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**SEMESTER-II**

**ADVANCED PHOTOGRAPHY**

L	T	P
3	0	2

**UNIT I**

**Introduction to TV Journalism**

Visual Communication – Communicating with still pictures and video

History and development of TV Journalism

TV News Industry

Private and Public broadcasting

Economics of TV broadcasting

Skills required for a TV Journalist

**UNIT II**

**Structure and functioning of News channels**

Newsroom: Technological set up, Editorial structure

Roles and responsibility of editorial staff

News Agencies

**UNIT III**

**Production of news**

News Packaging: various formats of News

Language skills: Scripting for different types of News

Structure of News

Voice-overs, Structure of bulletins. Run down. Ticker

**UNIT IV**

**Reporting and TV Anchoring**

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

Types of reporting, Piece to camera and voice over

Live Reporting-Phone in, Beats, Mobile Journalism

Television Anchoring: Pronunciation, flow, Modulation, body language

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Facing a camera – eye contact - use of teleprompter

Live studio and field interviews: moderating TV studio discussions; anchoring chat shows

**UNIT V**

**News Programs**

Concept and designing of news programs

Process of Production

Types of programs-Crime, Entertainment, Business, Sports etc

Talk show, Studio based programs. Outdoor programs

**Practical**

Script Writing

News Packaging

Reporting

News Anchoring and studio Discussion

Program Production

**TEXT & REFERENCES:**

- Ralph Donald and Thomas Spann: Fundamentals of Television Production, Surjeet Publications, New Delhi.
- Herbert Zettl: Handbook of Television Production, Publisher: Wadsworth
- Thomas D Burrows & Lynne S.: Video Production Publisher: MC Graw Hill
- Boyd Andrew: Broadcast Journalism, Oxford Press
- Broughton, Iry: Art of Interviewing for Television
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House
- Lawrence Lorenz, Alfred & Vivian John: News Reporting and Writing, Pearson Education
- Trevin, Janet: Presenting on TV and Radio, Focal Press
- Yorke, Ivor: Television News (Fourth Edition), Focal Press
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap: RajkamalPrakashan (Hindi)
- Chanelokechahre- Dr. Mukesh Kumar and Dr. Shyam Kashyap: RajkamalPrakashan (Hindi)
- TRP, TV News Aur Bazar, Dr. Mukesh Kumar, VaniPrakashan (Hindi)

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# **SYLLABUS**

## **Semester - 3**

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

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**UNIT I**

**Introduction to Digital Journalism**

History and development of Digital Journalism

**Basics of Digital Journalism**

Differences with the other media

**UNIT II**

**News on the web:**

E-newspapers, E-magazines, Radio and TV newscasts on the web

**Changing Paradigms of news**

Digital tools for journalist

**Basics of digital news publishing**

Blogging and micro blogging

Web writing, Editing of digital content

**UNIT III**

**Social media**

Characteristics of social media

Types of Social media-Facebook, Twitter, Linked-in, WhatsApp etc.

Social media and PR, Advertizing and Branding

Characteristics of social networking sites

Characteristics of social bookmarking sites

**UNIT IV**

**Ethics & Law**

Ethics of Digital Media

Cyber Laws

Cyber Security

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**UNIT V**

**New Trends**

**Metrics,**

**Audience Development**

**Citizen Journalism**

**New Trends**

**TEXT & REFERENCES:**

- 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**  
**ADVANCE REPORTING AND ANCHORING**

**UNIT I**

**Specialized Reporting**

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

Salient features of specialized reporting

Types of specialized reporting: City reporting, Political, Business, crime, sports, science & technology, health and medical, culture and life, environment, human right, education and carrier reporting, agriculture and rural development, Entertainment

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**UNIT II**

**Investigative Reporting**

Investigative reporting – Purposes, Sources, Styles, Techniques.

Sting operation- tools and techniques, use of spy cams

**UNIT III**

**TV Anchoring**

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

Facing a camera – eye contact, use of teleprompter

Types of anchoring

Live studio and field interviews

Moderating TV studio discussions

**UNIT IV**

**Different Types of Anchoring**

Anchoring of Shows

Anchoring during the election and Budget presentation

Anchoring of special events

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**UNIT V**

**New Trends in Reporting**

New trends and areas in Reporting

Ethical issues in TV Reporting and Anchoring

**New challenges and opportunities**

**Practical**

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

**TEXT & REFERENCES:**

- Herbert Zettl: Television Production Handbook
- Boyd, Andrew: Broadcast Journalism, Oxford
- Broughton, Iry: Art of Interviewing For Television, Radio & Film, Tab Books Inc. 1981
- Kumar Keval J: Mass Communication In India, Jaico Publishing House
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education
- Trevin, Janet, Presenting on Tv And Radio, Focal Press
- Yorke, Ivor, Television News (Fourth Edition), Focal Press
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)
- Chanele Ke Chehre- Dr. Mukesh Kumar And Dr. Shyam Kashyap, Rajkamal Prakashan (Hindi)

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

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**UNIT I****Legal system**

Structure of judiciary: Supreme Court, High Courts, Lower Courts

Appointment process of judges, Pending cases and Delay in justice

IPC and CRPC

Public interest litigation (PILs), RTI

Judicial reforms

**UNIT II****Internal security**

Organizational structure of the Police and Paramilitary forces

Police Reform, Special Forces

Intelligence Agencies-RAW, IB, Investigation Agencies-CBI, NSA, SIT's

Acts to tackle organized Crimes and Terrorist Activities

**UNIT III****Movements and accords**

Punjab Accord, Assam Accord, Mizoram Accord, Gorkhaland Accord, Bodoland Accord, Jharkhand Accord

Movements for Separate States

Movements for Reservation, Naxal Movement

Movements related to environment and Jal, Jungle and Zameen

**UNIT IV****Analysis of News and Current Issues**

News and Current affairs

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**UNIT V**

**Practical-**

Students will have to make presentation and organize group discussions.

**TEXT & REFERENCE:**

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Rajni Kothari Caste in Indian politics
- MadanGopal India through the Ages, Publication Division
- RajanHarshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- Bharat Kasam vidhan D. D. Basu (Hindi)
- Bharat Kasam vidhan Subhash kashyap (Hindi)
- Bhartiya Shashan evam Rajniti Pukhraaj Jain Agra (Hindi)

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Discontinued

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**SEMESTER-III**  
**FILM STUDIES**

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**UNIT I**

**"Cinema" & Film Narrative**

Introduction of "Cinema"

Introduction to the basic terminology of filmmaking Miseen scene, long takes, focus Shots (close up, medium shot, long shot)

Editing: chronological editing, cross cutting, montage, continuity editing, continuity cuts, jump cuts, match cuts, 30 degree rule, 180 degree rule.

Sound in the movies

Color in the movies.

**UNIT II**

**Production Stages**

Production Stages: The production, distribution and reception of films; censorship.

Introduction to film genres

Fundamental of Film Narrative

Cinema of Narrative Integration – 'Classical Hollywood Cinema'

Indian Cinema (History, Studio Era, Major Directors and styles)

**UNIT III**

**History of Cinema**

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French new wave

**UNIT IV**

**Gender and Cinema**

Gender and Sexuality in World Cinema

Globalization and 'Indian Cinema'

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Case study of Any Two Director and their Style

**UNIT V**

**Film Appreciation**

Battleship Potemkin – Silent Cinema, Montage

Bicycle Thieves: Neo Realism

The Godfather: Hollywood Classic

Pather Panchali and Meghe Dhaka Tara: Indian Classic

Rashomon: Asian Classic. Japanese Cinema

Kagazke Phool-Guru Dutt

Guide-V. Anand

Other Director's Film may include

**Project- Submission of Film Study Report on given film Topic.**

**Text and References:**

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language,
- History and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford:
- Oxford University Press.
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.

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# **SYLLABUS**

## **Semester - 4**

Discontinued

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**SEMESTER-IV**  
**BASIC OF TV PRODUCTION**

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**UNIT I**

**Visual Grammar**

Parts of video Camera and their functions

Camera mounting

White/black Balancing

Color Temperature

Camera support system

Basic Camera Shots, Angles and Movements

Lenses and their application

Various Filters (Day, Night, Color Correction Filter, Diffusion Filter)

Analysis of video shooting with professional TV cameras

**Compulsory Practical-**

Static & Camera Movement (Pan/Tilt) Shots Exercise

**UNIT II**

**Television Production**

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

TV Broadcasting

NTSC, PAL etc.

Television Crew

Analysis Single Camera Shooting

Analysis Multi-Camera Shooting (Studio/outdoor)

Cues and commands

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

**UNIT III**

**Television News Production**

Planning, production and compilation of News Bulletin and programs

Prepare run order/Bulletin

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Headline Importance

Online and off line editing

Basic Editing (FCP/Adobe Premier)

**Compulsory Practical-**

Writing, Shooting and Editing AV, AVB and News Package

Interview Exercise

Min10'Live' Bulletin on Current Issues (Group)

**UNIT IV**

**Writing for TV Programs**

Analysis of Fiction and Non-fiction Programs

Concept & treatment (Non-fiction)

Story and Screenplay writing (Fiction)

Script visualization & Storyboarding

**Compulsory Practical-**

Write one Fiction/Non-fiction programme.

**UNIT V**

**Compulsory Practical (Group)**

Production of 12-15 Minutes Non-fiction programme in given time period.

**Or**

Production of 5-7 Minutes Fiction in given time period

**TEXT AND REFERENCES:**

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(hindi)
- Chanelokechrehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(Hindi)

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**SEMESTER-IV**  
**MEDIA LAWS & ETHICS**

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**UNIT I**

**Freedom of Press and constitution of India**

Constitution of India: Brief Introduction

Fundamental Rights, Duties and Directive Principles

Freedom of expression

Election Commission

Law Relating to the Election Coverage

**UNIT II**

**Acts and Judiciary**

Contempt of Courts Act 1971,

Civil and Criminal Laws of Defamation

Rule of Court Reporting, sub-judice matter

Right to information Act

**UNIT III**

**Media Acts and Laws**

Press & Registration of Books Act 1867

Cinematograph Act 1953

Official Secrets Act

Copyright Act

IT Act

Cable Network Act

**UNIT IV**

**Media Ethics**

Introduction to media ethics

History of media ethics, role of conventions

Personal and group ethics

Global media ethics

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**UNIT V**

**New Emerging Trends**

New technologies and Ethics

Investigative Journalism and Sting Operation (Legality and ethics) X

Cheque book journalism/paid news/embedded Journalism

Future of media Ethics

**TEXT AND REFERENCES:**

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

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**SEMESTER-IV**  
**MEDIA MANAGEMENT**

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4	2	0

**UNIT I****Overview**

Media as an Industry

Ownership patterns

Emergence of language media licensing

Media Management: concept need and scope

Operations and structure of news media companies

Media business and new technology

New trends in media business

Legal issues in media business

**UNIT II****The business of media**

Revenue sources

Media Metrics

Trends and opportunities

**UNIT III****Convergence and its impact**

Effect of technology on media distribution and consumption

Challenges from emerging media platforms

The future of Indian media

**UNIT IV****Media marketing: concept need and Scope**

Penetration, reach, access and exposure to media

Revenue-expenditure in media

Selling and buying space and time on media

TRP and audience profiles

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**UNIT V**

**Marketing**

Marketing: concept need and scope

Principles of marketing

Theories of marketing

Marketing and new technology

New trends in marketing

**TEXT AND REFERENCES:**

- Vanita Kohli-Khandekar, The Indian Media Business, Sage Publications
- Hargie O, Dickson D, TourishDenis Communication Skills for Effective Management, Palgrave Macmillan, India
- Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi
- Samachar Patra Prabandhan, Anil Kishore Purohit, Aditya publishers (Hindi)

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

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**UNIT I**

**Introduction to Corporate Communication and Strategy**

Concept

Definition and Evolution of corporate communication in India,

Corporate communication functions

Need for corporate communication and trinity in corporate communication,

Corporate social responsibility

**Strategic public relations**

Corporate communication and management

**Defining strategy and its relevance in corporate communication**

Campaign planning and management

**UNIT II**

**Stakeholders and Media Relations**

Defining stakeholder and media selection,

Media characteristics,

Changing media scene in India

**UNIT III**

**Crisis Management**

Concept and Definition

Types of crisis

Managing crisis situation in different levels

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**UNIT IV**

**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 , Line Branding , Range Branding , Umbrella Branding , Source/Double

Branding , Endorsement Branding,

Brand Positioning – Attribute Benefit, Application, User, Competitor, Price / Quality & Product Category positioning,

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

**UNIT V**

**Managing an Event**

Process and concept

Identifying sponsors and their types

Media retail partners

Post-event sponsorship maintenance

Core marketing, societal marketing

Event promotion, Elements in promotion: image, advertising, publicity, public relations and role of media in event promotion: Communication Mix/Media Mix

Staging and execution of events

Monitoring control and evaluation

Safety and security in events, legal and risk management

Staff pattern, Recruitment and training

Digital Media and events

Evaluation and feedback of the event

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**TEXT & REFERENCES:**

- 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
- JansamparkPrashasan, Dr. Lal Chandra, rachnaPrakashan Jaipur (Hindi)
- Jansamparkevamvigyan, Dr. SanjeevBhanavat, Jansanchar Kendra Rajasthan Vishvavidyalaya (Hindi)

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# **SYLLABUS**

## **Semester - 5**

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**SEMESTER-V**  
**ADVANCED TV PRODUCTION**

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**UNIT I**

**Lighting Techniques**

Importance of lighting in television production

Basics of lighting techniques: three point lighting (Studio and Outdoor) X

Lighting equipment and their usage

Use of filters and reflectors

**Compulsory Practical-** Shot practice by using three point lighting

**UNIT II**

**Sound Recording Techniques**

Importance of Sound

Types of Sound and recording technique

Microphones and Software Uses in Programme

Narration, dialogue and voice over in Programme

Final Sound Mixing

**Compulsory Practical-** Recording Sound on given theme

**UNIT III**

**Editing**

Video editing Aesthetics

Continuity and non-continuity editing

Linear and nonlinear editing

Conceptualization through post-production

Video editing techniques: cut, mix, wipe, fade in/out and dissolve

Uses of cut-away and cut-ins

Teasers, Promo, Ads and Montage Sequencing

Digital effects

**Compulsory Practical-** Writing, shooting and Editing 30-60 Sec PSA/Teaser/Promo

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**UNIT IV**

**Documentary**

Types of Documentary

Analysis of National and International Documentaries

Analysis of Television Documentaries

Writing for Documentary Proposals

**Compulsory Practical-** Writing proposal for a Documentary- 12-15 minute

**UNIT V**

**Compulsory Practical (Group)**

Production of 12-15 minutes Documentary in given time period

Production of 12-15 minutes Live Talk Show/music video/group discussion in given time period

**TEXT AND REFERENCES:**

- 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)
- Chanelokechhre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, Rajkamal Prakashan(Hindi)

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**SEMESTER-V**  
**BASICS OF MEDIA RESEARCH AND DATA JOURNALISM**

**UNIT I**

**Introduction to Media Research**

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Definition and Elements of Research, Process of Research

Importance and need of Media Research

Types of Research: Basic and Applied

Selection and formulation of Research Problems

Review of Literature

Hypothesis (Null and Alternative)

**Class Exercises:** Prepare Hypothesis on different Research Problems

**UNIT II**

**Research Methodology**

Research designs and its importance in Research process

Approaches to Research Inductive and Deductive

Sampling: meaning, types and importance

Survey Method: concept, utility, planning, organizing and conducting surveys, Public opinion surveys (Exit and opinion poll), and Readership and audience surveys

Content Analysis

Case Study

**Class Exercises:**

1. Conduct a Survey
2. Content analysis of two Newspapers

**UNIT III**

**Understanding Data & Data Journalism**

Why Data Journalism is important for a reporter

Skills required by a data journalist

Become Data Literate, Tips for Working with Data

Using Microsoft Excel to analyze data

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**UNIT IV**

**Data Collection**

Data: definition, concept and meaning,

Sources of Data: primary and secondary source,

Tools of data collection: questionnaire, schedule, interview, etc.

**Class Exercises:** 1. PPT on Different Types of Data  
2. Use of schedule in data collection

**UNIT V**

**Data interpretation and Report Writing**

Writing a proposal, synopsis and abstract

Processing Of data: Editing, Coding, Classification and Tabulation

Measures of Central tendency: Mean, Median and Mode

Report writing: steps involved into the process

Citation, References,

Bibliography, Research Ethics

**Class Exercises:** Class Presentation about report writing

**Research Practical**

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

**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
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication
- SamajikAnusandhan, Dr. D. S. Beghel (Hindi)
- Media Shodh Ritu Goshtli lakshya Publication (Hindi)
- Anusandhan ke pravridhi aur prakriyaein Rajendra Mishra Takshila Publications (Hindi)

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**SEMESTER-V**  
**DEVELOPMENT JOURNALISM AND SOCIAL ISSUES**

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**UNIT I****Concept of Development Journalism**

Development Journalism: Concept and Relevance

Development communication: meaning, strategies in development communication

Role and Responsibility of Development Journalism

**UNIT II****Understanding Development**

Development Models:

Linear Models: Rostow's Demographic transition, transmission

Non-Linear models: World System Theory, Marxist Theory Development yardsticks

Economic development and Justice, Growth, Poverty and employment

Issues of Cast, Creed, Class, Gender etc.

**UNIT III****Reporting**

Sources for Development Stories: Governmental and Non-Governmental

Tools and Techniques of Diverse Development Reporting and Writing

Field work; Research, Documentation, Interviews, Group Discussion and other Conventional and Non-conventional sources

**UNIT IV****Development Stories**

Different types of Development stories

News, Features and Reports

Governance and Development Journalism

Production of development Programs for different mediums.

New challenges

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**UNIT V**

**Development Journalism and Laws**

Fundamental Rights

Right to Information

Right to Education Human Rights etc

**TEXT AND REFERENCES:**

- Dreze, J. & Sen, A: India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
- Jayal, N.G. & Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
- Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA.
- Dreze, J. & Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA.
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.

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**SEMESTER-V**  
**VISUAL COMMUNICATION AND GRAPHICS**

L	T	P
2	0	4

**UNIT I**

**Visual Communication**

Introduction to Visual Communication

Need and importance of Human and Visual Communication

Communication as a process

Principles of Visual and other sensory perceptions/colour Psychology and theory

Visual Impact on Masses

**Different medium of Visual Communication:**

Newspapers and Magazine

Advertising

Photography

Radio

Motion picture

**UNIT II**

**Graphic**

Introduction of Graphic Design

The Process of Developing Ideas – Verbal, Visual, Combination and Thematic, Visual Thinking, Design Execution and Presentation.

**Elements and Principles of Design:**

Line, Shape, Space, Texture, Value, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity

**UNIT III**

**Basic of Drawing**

Texture on Pattern

Composition with Light and Shadow

Perspective Drawing

Anatomy Study

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Landscapes and Composition

**UNIT IV**

**Computer Graphics and Display Techniques**

DTP for Publication Design

Magazine Cover Page Design

Banner Design

Web Page Design

Editing and Manipulation of Image

News letter, Front cover, Logo design, Poster design, Parallel projection, Perspective projection, Shading, Morphing, Animation, Virtual reality, Video conferencing concepts

**UNIT V**

**Practical**

Designing a Movie poster

Designing a Banner

**TEXT AND REFERENCES:**

- 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
- 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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# **SYLLABUS**

## **Semester - 6**

Dis continued

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**SEMESTER-VI**

**PROJECT: MEDIA RESEARCH AND PRESENTATION**

Total credits - 08

L	T	P
1	0	0

**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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Discontinued

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**SEMESTER-VI**  
**PROJECTS - PRINT MEDIA, AD/PR,**  
**AND**  
**TV PRODUCTION/DOCUMENTARY**  
*Total credits - 10*

L	T	P
1	0	0

**1. Television Production/Documentary**

Selection of Topic

Production

Final Project

**2. Newspaper reading and analysis**

Reading the newspapers/magazines and analysis of contents by the students in the class

Writing critical assessment of newspapers/ magazines and submission of report for evaluations

- **DTP learning**

Working on the computer and learning the use of DTP software by the students

Making and designing of pages with the help of their learning and skills

- **Printing press visits**

Printing press visits by the students for learning the process of printing

Submission of a report based on their learning and understanding

**3. Ad/ PR Practical**

Writing Ad copy for different media and designing it on software

PR campaigning for an organization

**TEXT & REFERENCES:**

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- 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**

**INTERNSHIP**

*Total credits - 10*

L	T	P
0	0	0

It is a 6-8 weeks faculty supervised internship program which a BA (Mass Communication & Journalism) 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. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

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