SCHEME OF EXAMINATION

&

SYLLABI

Of

BACHELOR OF JOURNALISM
(MASS COMMUNICATION)

For

First to Sixth Semester
(w.e.f. Academic Session 2009-2010 onwards)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110403
FIRST SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BJ(MC) 101</td>
<td>Writing for Media</td>
<td>5</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>BJ(MC) 103</td>
<td>Socio-Economic &amp; Political Scenario</td>
<td>5</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>BJ(MC) 105</td>
<td>Introduction to Communication</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BJ(MC) 107</td>
<td>Basics of Design &amp; Graphics</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>*BJ(MC) 109</td>
<td>Indian Culture</td>
<td>5</td>
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**Practical**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BJ(MC) 151</td>
<td>Communication Lab</td>
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<td>4</td>
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<tr>
<td>BJ(MC) 153</td>
<td>Design &amp; Graphics Lab</td>
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<td>4</td>
<td>2</td>
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<tr>
<td>BJ(MC) 155</td>
<td>Computer Lab-I</td>
<td>-</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total** 18 12 24

*Foreign students will study Course Code BJ(MC) 109- Indian Culture in lieu of Course Code BJ(MC) 101- Writing for Media.

SECOND SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BJ(MC) 102</td>
<td>History of Print &amp; Broadcasting in India</td>
<td>5</td>
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<td>5</td>
</tr>
<tr>
<td>BJ(MC) 104</td>
<td>Print Journalism-I</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BJ(MC) 106</td>
<td>Media Laws &amp; Ethics</td>
<td>5</td>
<td>-</td>
<td>5</td>
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<tr>
<td>BJ(MC) 108</td>
<td>Still Photography</td>
<td>4</td>
<td>-</td>
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</table>

**Practical**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BJ(MC) 152</td>
<td>Print Journalism Lab-I</td>
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<td>BJ(MC) 154</td>
<td>Photo Lab</td>
<td>-</td>
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<tr>
<td>BJ(MC) 156</td>
<td>Computer Lab-II</td>
<td>-</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total** 18 12 24

Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) alongwith a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted alongwith a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.
THIRD SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BJ(MC) 201</td>
<td>Development &amp; Communication</td>
<td>5</td>
<td>-</td>
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<tr>
<td>BJ(MC) 203</td>
<td>Print Journalism-II</td>
<td>5</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>BJ(MC) 205</td>
<td>Radio Journalism &amp; Production</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BJ(MC) 207</td>
<td>Basics of Camera, Lights &amp; Sound</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
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<td>**BJ(MC) 209</td>
<td>Summer Training Report</td>
<td>0</td>
<td>-</td>
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<td><strong>Practical</strong></td>
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</tr>
<tr>
<td>BJ(MC) 251</td>
<td>Print Journalism Lab-II</td>
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<td>4</td>
<td>2</td>
</tr>
<tr>
<td>BJ(MC) 253</td>
<td>Radio Journalism &amp; Production Lab</td>
<td></td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>BJ(MC) 255</td>
<td>Operation &amp; Handling of Video Lab</td>
<td></td>
<td>4</td>
<td>2</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>18</td>
<td>12</td>
<td>28</td>
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</table>

**Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.**

FOURTH SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BJ(MC) 202</td>
<td>Television Journalism &amp; Production</td>
<td>5</td>
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<tr>
<td>BJ(MC) 204</td>
<td>Introduction to Advertising</td>
<td>5</td>
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<tr>
<td>BJ(MC) 206</td>
<td>Public Relations</td>
<td>4</td>
<td>-</td>
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<td>BJ(MC) 208</td>
<td>New Media</td>
<td>4</td>
<td>-</td>
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<tr>
<td><strong>Practical</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BJ(MC) 252</td>
<td>Television Journalism &amp; Production Lab</td>
<td></td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>BJ(MC) 254</td>
<td>Public Relations Lab</td>
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<td>BJ(MC) 256</td>
<td>New Media Lab</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>18</td>
<td>12</td>
<td>24</td>
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</table>

Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising/Public Relations and will submit a Functional Exposure Report [FER] alongwith the Power Point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted alongwith a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.
FIFTH SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BJ(MC) 301</td>
<td>Advertising Practices</td>
<td>5</td>
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<tr>
<td>BJ(MC) 303</td>
<td>Event Management: Principles &amp; Methods</td>
<td>4</td>
<td>-</td>
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</tr>
<tr>
<td>BJ(MC) 305</td>
<td>Media Research</td>
<td>5</td>
<td>-</td>
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<tr>
<td>BJ(MC) 307</td>
<td>Environment Communication</td>
<td>3</td>
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<td>***BJ(MC) 309 Functional Exposure Report</td>
<td>0</td>
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Practical

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>BJ(MC) 351</td>
<td>Advertising Lab</td>
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<td>4</td>
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<tr>
<td>BJ(MC) 353</td>
<td>Event Management Lab</td>
<td></td>
<td>4</td>
<td>2</td>
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<tr>
<td>BJ(MC) 355</td>
<td>Media Research Lab</td>
<td></td>
<td>4</td>
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Total 17 12 27

***The Functional Exposure Report [FER] carries 100 marks. The report will be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or his/her nominee and one External Examiner to be appointed by the Vice-Chancellor.

Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

SIXTH SEMESTER EXAMINATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
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<tbody>
<tr>
<td>BJ(MC) 302</td>
<td>Media Organisation &amp; Management</td>
<td>4</td>
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<tr>
<td>BJ(MC) 304</td>
<td>Contemporary Issues</td>
<td>5</td>
<td>-</td>
<td>5</td>
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<tr>
<td>BJ(MC) 306</td>
<td>Global Media Scenario</td>
<td>4</td>
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</table>

Practical

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>**** BJ(MC) 352</td>
<td>Final Project</td>
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<td>-</td>
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<tr>
<td>BJ(MC) 354</td>
<td>Comprehensive Viva</td>
<td>-</td>
<td>-</td>
<td>4</td>
</tr>
</tbody>
</table>

Total 13 - 29

****The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

Note:
Total number of the credits for the BJ(MC) programme = 156
Each student is required to appear in examinations of all courses. However, for the award of degree a student must secure at least 150 credits.
FIRST SEMESTER
WRITING FOR MEDIA

Course Code : BJ(MC) 101  L: 5  T/P : 0  CREDITS : 5

Objectives of the Course: On completion of the course students should be able to:
1. Equip themselves with the nuances of writing.
2. Develop both linguistics and communication abilities.
3. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
4. Differentiate between Writing for Print Media and Writing for the Ear.
5. List salient features of Writing for Print Media and Electronic Media and Ad Copies with emphasis on their styles.

Marks for Internal Assessment: 25

Unit -I [Essentials of Good Writing]  L-18
1. Is writing an art or a craft?
   i. Can I write?
2. Kinds of Media Writing:
   i. Writing to Inform
   ii. Writing to Describe
   iii. Writing to Persuade
3. The ABCD of Media Writing
   i. Accuracy
   ii. Brevity
   iii. Clarity
   iv. Discernment
4. Writing Simply
5. Vocabulary
   i. Vocabulary Building: Using Dictionaries and Thesauri
   ii. Understanding the Misunderstood Word
   iii. Rules of Spelling
6. Overcoming Grammar Problems
7. Punctuation

Unit – II [The Art of Putting Words Together]  L- 12
1. The Sentence
   i. Concision/Clarity
2. Emphasis
   i. Total Emphasis (That applies to the Whole Sentence)
   ii. Partial Emphasis (That Applies to a word or Group of Words)
3. Rhythm - Words and How they Sound
4. Variety
   i. Variety & Recurrence
5. Changing Sentence Length & Pattern
6. Breaking Monotony
7. Varied Openings.
Unit - III [Putting Sentences Together]

1. The Paragraph
2. Concise Ideas
   i. Ideas Dissected into Elements
3. Elements as Paragraphs & Sub Paragraphs
   i. Putting Paragraphs Together - Logical Sequencing
4. The Complete Picture - The First Draft
5. Reading Aloud For Further Changes
6. Revise – Re-revise-Edit
7. Writing Formats : Journals, Letters, Essays & Reports

Unit-IV [Translation in Journalism]

1. Concept & Definition of Translation.
3. Types of Translation
   i. Word to Word Translation
   ii. Literal Translation
   iii. Summarised Translation
   iv. Free Translation
   v. Translation based on appropriate reference
   vi. Translation according to pronunciation (Translation of words & sentences from the source language as it is)
   vii. Paraphrased Translation (Using Synonyms)
4. The need and importance of Translation in Journalism.
5. The process of Translation and How to maintain its originality:
   i. Source Material Perception (Comprehending the Source Language)
   ii. Analysing the text or Source Material
   iii. Transfer of Language(Translation Process)
   iv. Revision of the Translated Text
   v. Co-ordination & Comparison of Source Language with Original Text and Thus Final Text in Target Language.
6. Guidelines for Translation:
   Points to be kept in mind while doing Translation
   i. Don’t Opinionate
   ii. KISS rule
   iii. Maintaining Originality
   iv. Summarise with Clarity
   v. Adhere to Norms of Translation.
7. Practice of Translation from Hindi to English & Vice – Versa.
### Instructions for Paper Setter/Moderator

<table>
<thead>
<tr>
<th>Maximum Marks</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>3 hours</td>
</tr>
<tr>
<td>Total Questions</td>
<td>5 questions of 15 marks each, out of which Question No. 1 will be compulsory.</td>
</tr>
<tr>
<td>Compulsory question</td>
<td>Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.</td>
</tr>
<tr>
<td>Setting of other questions</td>
<td>Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV.</td>
</tr>
<tr>
<td>Distribution of marks in these questions</td>
<td>A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.</td>
</tr>
<tr>
<td>Availability of choice to students</td>
<td>Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.</td>
</tr>
</tbody>
</table>
Course Code : BJ(MC) 101

Suggested Readings:
1. A.S.Hornby  
   Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
2. Prof. V.S.Sreedharan  
   How to write correct English, Goodwill Publications, New Delhi.
   Essentials of English and Business Communication, S. Chand.
4. Robey, L Cora  
   New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
5. Taylor, Shirley  
6. R. Michelson  
   Sentences, IVY Publishing House, New Delhi-95.
7. Neira Anjana Dev, Anuradha Marwah and Swati Pal  
8. Wren & Martin  
   High School English Grammar & Composition, S.Chand
9. Thomas S. Kane  
   Oxford Essentials Guide To Writing
10. Collins  
    Collins Grammar Punctuation
11. George.A.Hough  
    News Writing , Kanishka
12. Robert Mc. Lesh  
    Radio Production , Focal Press
13. Joseph Sugarman  
    The Ad Week Copy Writing Hand Book, Wiley
14. Dr. K.K. Rattu  
    Translation through media in New Millennium, Surubhi Publication, Jaipur
15. Jitendra Gupt and Priyadarshan  
    Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
16. Dr. Laxmikant Pandey  
    Translation, Objects and Methods
17. Chicago Manual of Style  
    University of Chicago Press
18. डॉ हरदेव बाहरी  
    हिन्दी-भाषा विज्ञान एवं शब्द मानकीकरण
19. डॉ हरियंश तरहन  
    मानक हिन्दी व्याकरण और रचना
20. डॉ पाण्डेय  
    मानक हिन्दी व्याकरण
21. डॉ हरियंश तरहन  
    मानक हिन्दी मुहावरा लोकोक्ति कोश
FIRST SEMESTER
SOCIO-ECONOMIC & POLITICAL SCENARIO

Objectives of the Course: On completion of the course students should be able to:
1. Explain various aspects of Indian culture and heritage.
2. Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
3. Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.

Marks for Internal Assessment : 25

Unit-I [Indian History, Culture and Heritage] L- 10
1. India that is Bharat.
2. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)
4. Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)

Unit-II [Indian Economy: Issues and Concerns] L-20
1. Nature of Indian Economy (reasons for underdevelopment)
2. India’s planning for development (5-year plans)
3. Figures Speak: Ground realities of Indian Economy based on HDI
4. Explanation of economic concepts and terminologies
5. Mixed Economy: Public Sector Undertakings and Private Enterprises
6. Globalization and opening up of Indian Economy
7. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI )
8. Foreign trade and balance of payment.
9. Indian industry: an overview.
10 Disinvestment and FDI
11 Bops: An era of outsourcing

Unit-III [The Indian Polity] L-15
1. Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles
2. Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system
3. Centre-State Relations : Issues of Regionalism
4. Decentralization of Power
5. Legislative Procedures-From Bill to Act.
6. Indian Judicial System : Judicial Activism
7. General Elections : Electoral Reforms, Politics of Vote Bank
8. Major National and Regional political parties in India and their changing trends
Unit-IV [Major Issues and Concerns]      L-15
1. Population Explosion
2. Corruption
3. Illiteracy
4. Public Health and hygiene
5. Poverty
6. Caste Conflicts
7. Communal tensions
8. Gender Inequality
9. Reservation Issues
## Course Code: BJ(MC) 103

### Instructions for Paper Setter/Moderator

<table>
<thead>
<tr>
<th>Maximum Marks</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>3 hours</td>
</tr>
<tr>
<td>Total Questions</td>
<td>5 questions of 15 marks each, out of which Question No. 1 will be compulsory.</td>
</tr>
<tr>
<td>Compulsory question</td>
<td>Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.</td>
</tr>
<tr>
<td>Setting of other questions</td>
<td>Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV.</td>
</tr>
<tr>
<td>Distribution of marks in these questions</td>
<td>A question should be either a full-length question of 15 marks or 2 questions of 7½ marks each or 3 short notes of 5 marks each.</td>
</tr>
<tr>
<td>Availability of choice to students</td>
<td>Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.</td>
</tr>
</tbody>
</table>

### Suggested Readings:

1. Shyam Benegal  
   Bharat Ek Khoj (Series)
2. Ram Chander Guha  
   India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra  
   History of Freedom Movement, Delhi Admin
4. H.R. Ghosal  
   An Outline History of Indian People
5. A.L. Basham  
   A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal  
   Indian Economy
7. Rajni Kothari  
   Caste in Indian politics
8. Ministry of I & B  
   Facts about India
9. Pandit Jawahar Lal Nehru  
   The Discovery of India
10. Shukla V.N.  
    Constitution of India, Eastern Book Company, Lucknow 200a
11. Bakshi P.M.  
12. Jhabvala, Noshirvan H  
13. D. D. Basu  
    An introduction to the Constitution of India
14. J.C. Johri  
    Indian Political System
FIRST SEMESTER
INTRODUCTION TO COMMUNICATION

Course Code : BJ(MC) 105 | L : 4 | T/P : 0 | CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. Explain the meaning of communication and why human beings communicate.
2. State how we communicate non-verbally and verbally.
3. List and explain different types of communication.
4. Discuss the meaning of self-communication.
5. Explain the importance of communication with others.
7. List various media of Mass Communication.
8. List the main elements of speech personality.
9. Explain the principles of writing to inform, report and persuade.

Marks for Internal Assessment : 25

Unit-I [Defining Communication] L-12
1. Understanding human communication
2. Brief history, evolution and the development of communication in the world with special reference to India.
3. What is communication? Why do we communicate? How do we communicate?
4. Definitions (A message understood...., Social interaction through messages....., Sharing experience.....)
5. Five senses of communication
7. Development of Speech- From Nonverbal to verbal, Oral communication
8. Evolution of languages with special emphasis on Indian languages (Pali, Prakrit, Adbhansh, Sanskrit, Urdu, Hindi, Tamil)

Unit-II [Understanding Self] L-12
1. Facets of self: thoughts-feelings-attitude-needs-physical self
2. Communicating with self-introspection
3. Voice and speech
4. Speech personality
5. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm
6. Using your voice-conversation to present-actions
7. Communication with others...inter personal communication skills

Unit-III [Introduction to Mass Communication] L-12
1. Mass Communication and Origin of Media -Functions, role & impact of media
2. Meaning of Mass Communication
3. Functions of Mass Communication
4. Elements of Mass Communication
5. Brief introduction to Mass Media
6. Newspapers and Journalism
7. Wireless Communication: From Morse Code to Blue Tooth
8. Visual Communication : Photographs, Traditional and Folk Media, Films, Radio, Television & New Media
Unit-IV [Communication Theories & Models] L-12

1. What is Communication Theory?
2. What is Communication Model?
3. A brief introduction to Communication theories
   i. Multistep Theory
   ii. Selective Exposure, Selective Perception, Selective Retention
   iii. Play Theory
   iv. Uses & Gratification Theory
   v. Cultivation Theory
   vi. Agenda Setting Theory
4. A brief introduction to Communication Models
   i. SMCR Model
   ii. Shannon & Weaver Model
   iii. Wilbur Schramm Model
   iv. Lasswell Model
   v. Gate Keeping Model
   vi. Gerbner's Model
### Instructions for Paper Setter/Moderator

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### Suggested Readings:

1. Dan Laughey
   - Key Themes in Media Theories,
   - Rawat Publication.

2. Taylor, Rosegrant, Meyrs
   - Communicating, Prentice Hall

3. Allan and Barbara Pease
   - The Definitive Book of Body Language,
   - Munjal Publishing House

4. D.M. Silviera
   - Personal Growth Companion,
   - Classic Publishing

5. Edward De Bono
   - How to Have a Beautiful Mind, Vermillion

6. De Fleur, M
   - Theories of Mass Communication,
   - 2nd Edition, New York; David Mc Kay

7. Siebert, Fred S.
   - Four Theories of Press, Urbana University of Illinois Theodore B. and Sehramm W. Press, 1856

8. Berlo, D.K.

9. Klapper, J.T.
   - The effects of Mass Communications,
   - New York Free Press, 1960
Objectives of the Course: On completion of the course students should be able to:
1. Describe basics of design and graphics.
2. Apply various elements and principles of design to various forms of visual and graphic communication for Print Media.

Marks for Internal Assessment : 25

Unit-I [Principles of Design & Graphics]  
1. Basics of Design and Graphics  
2. Elements and principles of design  
3. Typography : Physical form, aesthetics and classifications  
4. Colour : Physical forms, psychology, colour scheme and production

Unit-II [Layout]  
1. Components of layout and layout planning  
2. Advertisement layout  
3. Broadsheet and Tabloid layout  
4. Magazine & Book Layout

Unit-III [Visuals and Design]  
1. Visuals : Physical forms, functions & editing  
2. Poster Design  
3. Logo Design  
4. Brochure Design

Unit-IV [DTP & Printing]  
1. Basics of Desktop Publishing  
2. Printing Process  
3. Printing Methods - Letter Press, Screen, Offset,  
4. Paper and finishing
**Course Code : BJ(MC) 107**

**Instructions for Paper Setter/Moderator**

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</table>

**Suggested Readings:**

1. K.S. Duggal  
   **Book Publishing**  
2. A.K. Dhar  
   **Printing and Publishing**  
3. N. N. Sarkar  
   **Art and Production, Sagar Publishers, New Delhi, 2001**  
4. N.N. Sarkar  
   **Designing Print Communication, Sagar Publishers, New Delhi, 1998**
FIRST SEMESTER
INDIAN CULTURE

Course Code : BJ(MC) 109 | L: 5 | T/P : 0 | CREDITS : 5

Objectives of the Course: On completion of the course students should be able to:
1. Describe the foundations of Indian Culture & Civilization
2. Describe the socio-cultural aspect of Indian life in medieval India
3. Describe the stages of freedom struggle and the role of social reformers in the national movement
4. Differentiate between the socio-economic-political milieu in pre and post-colonial India.

Marks for Internal Assessment : 25

Unit-I [The Foundations of Indian Culture & Civilization] L-20
The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization, The Aryan, The Dravidian and the other races, Buddhism, Jainism, Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.

Unit-II [The Medieval Period] L-10
The Advent of Islam, Bhakti movement, Sufism, Sikhism, the birth of Hindi, the flourishing of Arts and Crafts, Literature, Architecture, the loss of the Scientific impulse.

Unit-III [The Colonial Period] L-10
British Colonization, emergence of the middle class, the birth of the modern state, the economics of colonization, the emergence of the Indian entrepreneur class, western education and social mobility.

Unit-IV [The National Awakening] L-10
The social reformers & religious revivalism, the freedom struggle.

Unit-V [Postcolonial India] L-10
Economic Resurgence: Pre and post liberalization. The Indian middle class, modernization and westernization. The Swadeshi Agenda, Future of Indian Culture.
## Instructions for Paper Setter/Moderator

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### Suggested Readings:

1. Shyam Benegal - Bharat Ek Khoj (Series)
2. Ram Chander Guha - India After Gandhi: The History of the World's Largest Democracy, Perennial
4. H.R. Ghosal - An Outline History of Indian People
5. A.L. Basham - A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal - Indian Economy
7. Rajni Kothari - Caste in Indian politics
8. Ministry of I &B - Facts about India
9. Pandit Jawahar Lal Nehru - The Discovery of India
FIRST SEMESTER
COMMUNICATION LAB

Course Code : BJ(MC) 151 | L : 0 | T/P : 4 | CREDITS : 2

Objectives of the Course: On completion of the course students should be able to:
1. Speak effectively in interpersonal and public speaking situations using appropriate non-verbal communication
2. Write effectively
3. Take part effectively in discussions with cogent arguments
4. Speak effectively using a microphone before an audience
5. Face interviews

Exercises & Assignments
1. Conversation between two students recorded on camera. To be self critiqued
2. Reporting on various types of radio programmes monitored by them
3. Presentation on TV programmes watched on the previous day
4. Rewriting Headlines of Newspapers (Hindi & English) on the display boards
5. Reading of day’s newspapers followed by discussions
6. Writing exercises to inform, report and persuade
7. Using microphones (Public Speaking/Presentation Situations)
8. Interview and Group Discussion sessions
9. Book Reading, Reviews, Appreciation
10. Effective Presentation using various audio – visual aids

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

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<td>A.</td>
<td>Student need to be evaluated on the basis of the presentation (3-5 minutes duration) which they will make before the examiner (25 marks)</td>
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<td>B.</td>
<td>Weightage to be given to the assignments done by the student during the semester which they will present before the examiner (25 marks).</td>
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<td>C.</td>
<td>Overall communication skills of the students may be evaluated by the examiner. (10 marks)</td>
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Objective of the Course: On completion of the course students should be able to:
1. Design and produce print material **manually**.

Exercises and Assignments
1. To work with different textures, colour schemes and other elements on atleast 10 different topics/themes.
2. To work on various types of signographic, calligraphic and typographic letterforms
3. Use of colours in different schemes-complementary, analogous, split complementary, triad, soft, dark and monochromatic
4. Design a logo
5. Design flash cards
6. Design and develop a booklet (story/rhymes/play/comic strips/or any other)
7. Visit to a printing press

Internal Assessment: The students should maintain a file and soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Students need to be evaluated on the basis of print material designed and developed by them during the semester which they will present before the examiner. (50 marks) |
| B. | Also on the basis of questions pertaining to the subject be asked by the examiner. (10 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60 |
FIRST SEMESTER

COMPUTER LAB-I

(PAGEMAKER, QUARK XPRESS, INDESIGN)

| Course Code | BJ(MC) 155 | L : 0 | T/P : 4 | CREDITS : 2 |

Objectives of the Course: On completion of the course students should be able to:
1. Describe DTP softwares used for design and layout.
2. Design and create layouts using DTP softwares.

Exercises and Assignments
Following assignments can be given to students in each of these softwares- PageMaker, QuarkXpress, InDesign

1. Design a visiting card
2. Design a postcard
3. Design a poster
4. Design a brochure
5. Design a magazine (at least 16 pages)
6. Prepare a tabloid
7. Prepare a front page of a newspaper

Internal Assessment: Students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Students need to be evaluated on the basis of their knowledge of computer and its operations, and prescribed softwares (15 marks) |
| B. | Also on the basis of the assignments and their presentation to be made before the examiner using the prescribed software (45 marks) |

MaxMarks The marks prescribed for evaluating a student by the External Examiner are 60
SECOND SEMESTER
HISTORY OF PRINT & BROADCASTING IN INDIA

Course Code: BJ(MC) 102 | L : 5 | T/P : 0 | CREDITS : 5

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

1. Describe Indian Journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India
3. Identify the contribution of press and broadcast in social communication

Marks for Internal Assessment: 25

Unit-I [Pre and post independence Journalism in India]

1. James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu—prominent newspapers and their editors.
2. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom-changing role of the Indian Press.
3. Print media scenario during initial years of freedom- From 1947 onwards.
5. Popular News magazines and periodicals.

Unit-II [News Agencies, Press Organizations and Current Trends]

1. News Agencies in India—English & Hindi—their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar
2. Feature services & syndicates—INFA, Publication Syndicate, PTI Features.
3. Introduction to International News agencies & Photo agencies—Reuters, AP,AFP, UPI, and TASS.
4. Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments
5. Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).
Unit-III [History of Radio Broadcasting in India] L-15
1. Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth of AIR from 1936 to 1950
2. Development of AIR since 1950.
3. All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.
4. Objectives of broadcast—Information, Education & Entertainment.
6. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast

Unit-IV [Growth of Television Broadcasting in India] L-15
1. Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE.
2. Doordarshan : The slow Beginings, Doordarshan as an information, education and entertainment media.
3. DOORDARSHAN—Organizational structure, functions of different divisions and Departments / units & Doordarshan News.
**Course Code : BJ(MC) 102**

**Instructions for Paper Setter/Moderator**

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**Suggested Readings:**

1. Paul Chantler & Peter Stewart - Basic Radio Journalism, Focal Press
2. Uma Joshi - Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R.Parthsarathy - Journalism in India, Sterling Publishers
4. H.R.Luthra - Indian Broadcasting
5. J Natrajan - History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6. S C Bhatt - Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7. P.K Ravindran - Indian Regional Journalism, Author Press, New Delhi
8. Parthasarthy Rangaswami - Journalism in India, Sterling Publishers Private Limited, New Delhi
SECOND SEMESTER
PRINT JOURNALISM-I

Course Code : BJ(MC) 104 | L : 4 | T/P : 0 | CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. Describe News and how to write it.
2. Write different stories on various subjects with responsibility.

Marks for Internal Assessment: 25

Unit I [News] L-18
1. What is Journalism?
2. Journalism as Fourth Estate
3. Who is a Journalist?
4. Role and responsibilities of a Journalist
5. What is News?
6. Elements of News
7. News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty
8. Types of News
9. News Sources: types; credibility and protection
11. Difference between article, news, feature, backgrounder, editorial.

Unit II [News Writing] L-10
1. Inverted Pyramid style of news writing-Why & How
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. The WHAT formula for news writing
5. 5Ws and 1H of news writing
6. Good (The exact, apt, simple, unambiguous words), Bad (redundancies jargons, verbosities), Ugly of news writing.

Unit III [News Reporting] L-10
1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
4. Pitfalls and problems in reporting- attribution, off-the-record, embargo

Unit IV [Reporter] L-10
1. Reporters: Qualities and Responsibilities
2. Set up and functions of a city reporting room in a daily and bureau
4. Reporting for different beats
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Suggested Readings:

1. M V Kamath  
   Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Peterno  
   The News Writers’ Handbook, Surjeet Publication, New Delhi
3. George A Hough  
   News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, Ray Ac De  
   News Reporting and Editing, Ammol Publications Pvt. Ltd. New Delhi
5. M K Joseph  
   Basic Source Material for News Writing, Ammol Publications Pvt. Ltd. New Delhi
6. Wainwright David  
   Journalism made Simple, Rupa & Company New Delhi
7. Hohnberg John  
   The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi
Objectives of the Course: On completion of this course student should be able to:
1. Define freedom of the press as enshrined in article 19(1) (a) of the constitution
2. List the reasonable restrictions for freedom of the press
3. Describe the salient features of the Press Council of India, its powers and functions
4. Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature
5. Cover judicial proceedings, parliament and state legislature without attracting penal action

Marks for Internal Assessment : 25

Unit-I [Freedom of the Press and the Law] L-20
1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
2. Freedom of the press and the Constitution-need for a free press in a democracy
3. Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression
4. Article 19(1)2 reasonable restrictions to freedom of the press
5. Supreme Court decisions on freedom of the press
6. Press laws before Independence and after
7. First Press Commission after Independence
8. The Press Council Acts, National Emergency
9. Composition, role, powers, guidelines and functions of the Press Council

Unit-II [Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament] L-15
1. The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353)
2. Citizens: Defamation (IPC (499) 500) civil and criminal defamation-libel, slander
3. Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
4. A day in the Parliament/ State Legislature
5. Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A)
6. Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice

Unit-III [Acts and Laws] L-15
(Introduction to various Acts/Laws which a journalist needs to know)
1. Press Registration of Books Act. 1867/1955 role of RNI
2. Role and functions of the Registrar of Newspapers
3. Intellectual Property Rights
4. Copyright Act 1957
5. Official Secrets Act 1923
6. Right to Information Act 2005
Course Code : BJ(MC) 106

Unit-IV [Electronic and New Media Laws]

1. Emergence of electronic and new media law
2. The AIR Code
3. The Commercial Code of AIR & Doordarshan
4. Cable Television Act and Rules
5. Advertising Standards Council
6. Media regulations: self or govt.?

Instructions for Paper Setter/Moderator

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Suggested Activities:
1. Witnessing court proceedings
2. Parliament session

Suggested Readings:
1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
5. R.K. Ravindrana Press in the Indian Constitution
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7. Dr. Ambrish Saxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
Objectives of the Course: On completion of the course students should be able to:
1. Describe photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps involved in printing a digital photograph.

Marks of Internal assessment: 25

Unit-I [Introduction to Photography] L- 10
1. What is photography?
2. Brief History of photography.
3. How Camera works?
4. The role & importance of photography.
5. Principles of Camera Obscura

Unit-II [Camera] L- 18
1. What is Camera?
2. Basic Parts of single lens reflex (SLR) [film & digital] :
   i. Lens
   ii. Film Chamber (CCD & CMOS)
   iii. Aperture
   iv. Shutter
   v. View finder
   vi. Pentaprism
   vii. Memory (Internal & External)
3. Camera formats – 35mm, medium format, large format
4. Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLAROID, UNDERWATER CAMERA & DIGITAL CAMERA
5. Lenses – controlling the image
   i. Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens)
   ii. Aperture, Focal No. & Focal Length
   iii. Depth of focus, Depth of Field and How they work
   iv. Lens care
6. Lens perspective, film speed, flash gun, light meter
7. Exposure
   i. Measurement of light – exposure metering system
   ii. Exposure control – relationship between shutter speed and aperture
8. Camera accessories: Tripod, monopod, filters, Lens hood
UNIT-III [Lighting And Visual Communication]  
1. Lighting  
   i. Sources of light: Natural & Artificial  
   ii. Nature and physical properties of light  
   iii. Direction & angle of light: Front, side, top & back  
   iv. Lighting contrast and its control by fill in lights  
   v. One, two & three point lighting: Key, fill and back light  
2. Principles of Photographic composition  

UNIT-IV [Printing of Photograph]  
1. Steps involved in printing of digital photographs: manipulation, choice of paper and choice of printers  
2. Converting developed photograph into digital photograph  
3. Photo appreciation  
4. Different problems related to Photography  

Instructions for External Examiner for Oral & Practical Examination  

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**Compulsory question**  
Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.  

**Setting of other questions**  
Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV.  

**Distribution of marks in these questions**  
A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.  

**Availability of choice to students**  
Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.  

Suggested Readings:  
1. O.P. Sharma Practical Photography, Hind Pocket Books  
2. Michael Langford Basic Photography, Focal Press  
4. Lee Frost Photography, Hodder Headline
OBJECTIVES OF THE COURSE: On completion of the course students should be able to:
1. Write reports for newspapers and magazines
2. Prepare questionnaire for interview

EXERCISES/ASSIGNMENTS
1. Reading of newspapers in the class particularly the front page and the local news pages.
2. Writing reports on crime related incidents after visiting local police stations.
3. Writing reports on civic problems incorporating information from civil organization based on interview.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers converting them for magazine.
7. Filing report after attending one press conference after going to the field.

INTERNAL ASSESSMENT: Student should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 40.

INSTRUCTIONS FOR EXTERNAL EXAMINER FOR ORAL & PRACTICAL EXAMINATION

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<td>The examiner should also interview the student to find out his/her level of understanding of Journalism and knowledge of current affairs. (15 marks)</td>
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<td>The marks prescribed for evaluating a student by the External Examiner are 60.</td>
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SECOND SEMESTER
PHOTO LAB

Course Code: 154  L: 0  T/P :4  Credits: 2

Objectives of the Course: On completion of the course students should be able to:
1. Handle Digital SLR Camera
2. Compose and Shoot in different lighting conditions.
3. Make a photo feature on a specific topic

Exercises/Assignments
1. Outdoor Shoot:
   i. Using Digital SLR and Mobile camera/developing an idea and practice
   ii. Making a Photo feature on a specific topic by using self clicked photographs from
       Digital Camera
   iii. Photographs should be of postcard size. A photo feature must of comprise 10 – 16
        photographs.
2. Studio Photo Shoot:
   i. Shooting exercise in artificial lights.
3. Photo Lab
   i. Use of software for modification of picture
   ii. Editing of captured images with the help of Photoshop
   iii. Preparing a softcopy of photo feature on CD

Internal Assessment: Students should maintain a file and soft copy of their assignments/jobs
done duly checked and signed by concerned faculty. The marks assigned for internal evaluation
are 40.

Instructions for External Examiner for Oral & Practical Examination

| A.   | Due weight age to be given to the file & soft copy of assignments prepared by the student during the semester. (45 Marks) |
| B.   | The examiner should also interview the student to find out his/her level of understanding of Photography. (15 Marks) |
Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60. |
Objectives of the Course: On completion of the course students should be able to:-
1. Design material in Photoshop and Corel Draw
2. Differentiate between object oriented and bitmap images, vector and raster graphics.

Exercises and Assignments:
Students will be taught the basics of the DTP software’s used for designing.
Photoshop: Students should be able to create visuals with text. They should also be able to give various effects to the photographs.
   1. Design a poster for social awareness
   2. Design a cover page of a magazine
   3. Design flash cards
   4. Design a brochure / pamphlet
   5. Give various effects to the photographs
   6. Make a cut out

Corel Draw: The students should be able to work with objects.
   1. Design an invitation card
   2. Design a logo
   3. Design a title page of a book
   4. Design a calendar

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Due weightage to be given to the file & soft copy of assignments prepared by a student during the semester. (45 marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of softwares. (15 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60. |
Objectives of the Course: On completion of the course students should be able to:
1. Develop understanding of development issues
2. Contribute positively towards the development process of country as responsible mass communicators.

Marks for internal assessment: 25

Unit-I [Concept and Indicators of Development] L -20
1. Definition, meaning and process of development
2. Theories and paradigms of development – unilinear and non-unilinear
3. Ingredients (5Ms) of development and money generation, MNCs and foreign aid
4. Basic needs model by Bariloche Foundation
5. Economic and social indicators of development:
   i. GDP/GNP
   ii. Human Development Index
   iii. Physical Quality of Life Index
6. Other indicators:
   i. Communication as an indicator
   ii. Democracy as an indicator
   iii. Human Rights as an indicator
   iv. Social Relations [inequality]
   v. Happiness Index
7. The Millennium Development Goals (MDGs)

Unit – II [Development Communication - Concept and Theories] L -10
1. Definition and Concept
2. Approaches:
   i. Diffusion of Innovation
   ii. Magic Multiplier
   iii. Localised Approach
3. Development Support Communication - Extension Approach
   i. Health and Family Welfare
   ii. Women Empowerment
   iii. Literacy & Education
   iv. Water Harvesting & Management
Unit-III [Media and Development] L -20
1. Development of message design and communication
2. Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development..
3. Cybermedia and development: e-governance, digital democracy & e-chaupal
4. ICT & Development
5. Case Studies:
   i. SITE Experiment
   ii. Community-based water harvesting by Rajendra Singh in Rajasthan.
6. Role of NGOs in social development..

Unit - IV [Communication in different Indian perspectives] L -10
1. Communication for rural development:
   i. Strengthening of Panchayati Raj
   ii. Advancement in farming and alternative employment
   iii. Conservation of rural culture - tradition
2. Communication for urban development:
   i. Urban sanitation
   ii. Consumer awareness
   iii. Slum development
3. Communication for Tribal development
   i. Wild life and forest conservation
   ii. Joint forest management
   iii. Forest based cottage industries
Course Code: BJ(MC) 201

**Instructions for Paper Setter/Moderator**

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<td>Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.</td>
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**Suggested Readings:**

Objectives of the Course: On completion of the course students should be able to:
1. Edit the reports with proof reading symbols
2. Design and layout
3. Describe the functions and responsibilities of editor and sub-editor

Marks for Internal Assessment: 25

Unit I [Editing Principles]  L-15
1. What is editing? And objectives of editing?.
2. Editing and Rewriting.
3. Principles of editing.
4. Editing for newspapers, magazine and journals.

Unit II [News Editing]  L-15
1. Editing a copy/electronic editing.
2. Guidelines for writing headlines.
3. Use of graphics, cartoons and statistics.

Unit III [Editing Style]  L-15
1. Understanding Style book.
2. Spelling and Grammar/Punctuation & Quotation
3. Attribution, Capitalization
4. Use of Editing Symbols.

Unit IV [Specialized Writing/Editing]  L-15
1. Structure & Operations of a newspaper organization.
2. Functions and responsibilities of Editor and Sub Editor.
3. Editorial Writing and its importance.
4. Commentary, Analysis, letters to editor column.
### Course Code : BJ(MC) 203

**Instructions for Paper Setter/Moderator**

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**Suggested Readings :**

1. M V Kamath  
   Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Peterno  
   The News Writers’ Handbook, Surjeet Publication, New Delhi
3. George A Hough  
   News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, Ray Ac de Jonge, P.P. Singh  
   News Reporting and Editing, Anmol Publications
5. M K Joseph  
   Basic Source Material for News Writing, Anmol Publications
6. Wainwright David  
   Journalism made Simple, Rupa & Company, New Delhi
7. Hohnberg John  
   The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi
Objectives of the Course: On completion of the course students should be able to:
1. Describe the characteristics of radio as a medium of mass communication and its limitations
2. Identify different modes of broadcasting and types of radio stations
3. Describe different formats of radio programmes
4. List basic inputs and main elements of radio production-Human Voice-Music-Sound Effects and Silence
5. Distinguish & describe the qualities of different types of microphones used in radio production
6. Identify the right kind of music and sound effects for different formats of radio programmes
7. Write effectively for the ear
8. Define radio news
9. Describe characteristics of radio news
10. Speak effectively extempore and with a written script

Marks for Internal Assessment : 25

Unit-I [Radio as a medium] L- 10
1. Radio as a medium of mass communication in today’s context
2. Characteristics of radio
3. Limitations of radio
4. Three Modes of transmission: AM, SW and FM
5. Different types of radio stations

Unit-II [Radio Formats] L - 16
1. Why formats?
2. Simple announcements
3. Radio talks/commentaries/comments
4. Radio interviews
5. Radio discussions
6. Radio features and documentaries
7. Radio play
8. Radio running commentaries
9. Radio ads/commercials
10. Phone ins and radio bridges
11. Music on radio
12. Radio News-Radio News defined
13. Main characteristics of Radio News as against news in other media

Unit-III [Writing for the Ear] L - 12
1. Introduction
2. Characteristics of spoken word
3. Knowing your audience
4. Developing your style
5. Writing for different formats and messages
6. Dramatising messages
Unit-IV [Radio Production]

1. Introduction
2. Elements of radio productions
3. Acoustics
4. Perspective
5. Sound effects
6. Music
7. Distort/Filter
8. Different types of microphones
9. Recording
10. Editing

Course Code: BJ(MC) 205

Instructions for Paper Setter/Moderator

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Suggested Readings:

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
Objectives of the Course: On completion of the course students should be able to:
1. Identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera.
2. Describe techniques of lighting for video production.
3. Describe the methods of recording and mixing of sound in video production.

Marks for Internal Assessment : 25

Unit-I [Camera] L-12
1. Introduction to video camera
2. Parts of video camera and their functions
3. Camera movement equipment
4. Lenses – functions and types

Unit-II [Visualization] L-12
1. Composition – different types of shots, camera angles and camera movements
2. Asthetics in visual composition
3. Subject - camera relationship.
4. Aperture control and depth of field

Unit-III [Lights] L-12
1. Lights and its properties
2. Different types of lights
3. Other tools used in lighting – diffusers, reflectors, cutters & gels
4. Basic lighting techniques
5. Accessories used in lighting

Unit-IV [Sound] L-12
1. Audio fundamentals
2. Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects
3. Types of microphones
4. Use of audio mixers for recording & editing of sound
5. Different audio equipment for studio and location recording
6. Audio post production – mix and unmix tracks
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### Suggested Readings

1. Ralph Donald, Thomas Spann  
   Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zettl  
   TV production Handbook, Thomas Wardsworth Publishing
Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.
Objectives of the Course: On completion of the course students should be able to:
1. To edit reports using editing symbols.
2. Write headlines
3. Write captions for cartoons and photographs

Exercises/Assignments
1. Preparation of copy by using editing symbols.
2. Editing features into a news story.
3. Headlines writing exercises based on newspaper published stories.
4. Writing caption/changing caption of the selected cartoons and photos.
5. Writing two editorials.
6. Assigning the qualities/attributes of a good editor (classroom exercise).
7. Finding out facts/opinion/hearsay in at least five stories published in newspapers.

Internal Assessment: Students should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Due weightage to be given to the file & soft copy of assignments prepared by a student during the semester. (45 marks) |
| B. | The examiner should also interview the student to find out his/her level of understanding of Journalism and knowledge of current affairs. (15 marks) |

Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60.
**THIRD SEMESTER**  
**RADIO JOURNALISM AND PRODUCTION LAB**

**Course Code : BJ(MC) 253 | L : 0 | T/P : 4 | CREDITS : 2**

**Objectives of the Course:** On completion of the course students should be able to:
1. Prepare an audio brief
2. Use different types of microphones for radio/audio productions
3. Apply various elements of radio production for producing different radio formats
4. Write effectively for radio
5. Record and edit radio programs
6. Produce radio interviews, discussions, features and documentaries
7. Cover events outside the studios
8. Effective presentation of programmes

**Practical Exercises**
1. Preparation of audio brief
2. Recording and editing exercises in the studio
3. OB recordings
4. Writing exercises
5. Interviews-simulated and actuality
6. Research and scripting of radio documentary/feature/drama
7. Production of radio discussions
8. Presentation of various types of programmes
9. Production of social messages (max 30 seconds)
10. Production of radio documentary/feature
11. Preparation of audience profile
12. End Product

**Internal Assessment:** Students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 40.

**Instructions for External Examiner for Oral & Practical Examination**

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<td>Students to be evaluated on the basis of the individual and group production work undertaken during the semester. (15 marks)</td>
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<tr>
<td>B</td>
<td>The examiner should also interview the student to find out his/her level of understanding of radio as a medium and his/her skills in audio production. (15 marks)</td>
</tr>
<tr>
<td>C</td>
<td>Final Production for Evaluation : Students in group will produce a 10 minutes of radio production (Feature/Documentary/ Play/Celebrity Interview) and 30 seconds Spot/Jingle. Public Service Announcement The examiner will listen to the radio programmes produced by the students. (30 marks)</td>
</tr>
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**Max Marks**
The marks prescribed for evaluating a student by the External Examiner are 60.
Objective of the Course: On completion of the course students should be able to:
1. Develop the competency to handle video camera
2. Compose shots
3. Shoot appropriate visuals for video programmes
4. Use lights effectively inside and outside the studio
5. Use audio equipment appropriately
6. Conceive and produce a video programme

Exercises on Camera
i. operation and handling of video camera
ii. Basic camera movements
iii. Composition of different shots

Exercises in Lighting
i. Different types of lights used in videography
ii. Use of filters and reflectors

Exercises in Sound
i. Use of different types of microphones for indoor and on location video recordings.

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly, checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

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FOURTH SEMESTER
TELEVISION JOURNALISM AND PRODUCTION

Course Code : BJ(MC) 202  |  L : 5  |  T/P : 0  |  CREDITS : 5

Objectives of the Course: On completion of the course students should be able to:
1. Explain the salient features of TV as a medium
2. Describe the process of gathering news and report for TV.
3. List the stages of production of a video program
4. Describe the steps involved in editing of a video program

Marks for Internal Assessment : 25

Unit-I [TV as a medium] L-10
1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. TV News script format
4. Scripting for Fiction/Non Fiction

Unit-II [TV News Gathering] L-20
1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away)
3. Interview – types of news interview, art of conducting a good interview
4. Anchoring - Live shows
5. Packaging

Unit-III [TV Programme Production] L-20
1. Steps involved in production & utilisation of a TV Program
2. Stages of production- pre-production, production and post-production
3. The production personnel – Single camera and Multi camera production
4. Use of graphics and special effects
5. Developing a video brief

Unit-IV [Basics of Video editing and Programme Evaluation] L-10
1. Aesthetic Factor of video editing.
2. Types of video editing- Non-Linear editing ,Cut to cut, assemble & insert, on line, off line editing
3. Designing, Evaluation and field testing of programme
### Instructions for Paper Setter/Moderator

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### Suggested Readings:

1. Jan R. Hakemulder, Ray AC de Jonge, PP Singh
   - Broadcast Journalism, Anmol Publications, New Delhi
2. Janet Trewin
   - Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde
   - TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd
   - Techniques of Radio and Television News
5. Janet Trewin
   - Presenting on TV and Radio, Focal Press, India.
6. Ralph Donald and Thomas Spann
   - Fundamentals of Television Production
7. Herbert Zettl
   - Handbook of Television Production, Publisher: Wadsworth
8. Thomas D Burrows & Lynne S.
   - Video Production Publisher: MC Graw Hill
9. Ralph Donald, Thomas Spann
   - Fundamentals of TV Production, Surjeet Publications, New Delhi
10. Lynn S Gross, Larry W. Ward
    - Electronic Movie making Wadsworth Publishing
11. Neill Hicks
    - Screen Writing, Michael Wiese Productions
12. Thomas D Burrows, Lynne S Gross
    - Video Production, Mc Graw Hill
FOURTH SEMESTER
INTRODUCTION TO ADVERTISING

Course Code : BJ(MC) 204  |  L : 5  |  T/P : 0  |  CREDITS : 5

Objectives of the Course : On completion of the course students should be able to:
1. Define and explain advertising, its role and functions.
2. Identify various types of advertising.
3. Differentiate between advertising as communication, marketing and PR tool.
4. Explain the working of an ad agency

Marks for Internal Assessment: 25

Unit I [Introduction]  
1. Definition & Meaning of Advertising
2. Role and functions of Advertising
3. Nature & Scope of Advertising
4. Growth & Development of Advertising in India & World
5. Global Scenario of Advertising
6. Ethical & Regulatory Aspects of Advertising

Unit II [Advertising as a tool & process]  
1. Advertising as communication tool, communication process & advertising
2. Models of Advertising Communication
   i. AIDA model
   ii. DAGMAR model
   iii. Maslow’s Hierarchy Model
3. Advertising as a social process- consumer welfare, standard of living and cultural values

Unit III [Classification & Aspects]  
1. Classification of Advertising on the basis of
   i. Target Audience
   ii. Geographical Area
   iii. Medium
   iv. Purpose
2. Advertising Creativity- Definition & importance.
3. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.
4. Characteristics, Advantages & Disadvantages of
   i. Broadcast media – Television, Radio, Audio-Video Cassettes & CD’s, Cyber media
   ii. Print Media – Newspaper, Magazines
   iii. Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, inflight
   iv. Direct marketing

Unit IV [Ad Agency Structure & Functions]  
1. Concept of advertising agencies
2. Ad agency-Role, Types, Structure & functions
3. The advertisers; client –agency relationship
4. Criteria to select an ad agency
# Instructions for Paper Setter/Moderator

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## Suggested Readings

3. Ogilvy David: Ogilvy on Advertising; Prion Books Ltd.
7. Bulmore Jeremy: Behind the scenes in Advertising; NTC Publishers, Henley
FOURTH SEMESTER
PUBLIC RELATIONS

Course Code : BJ(MC) 206  L : 4  T/P : 0  CREDITS : 4

Objectives of the Course: On completion of the course students should be able to:
1. Define PR and its function
2. Differentiate between PR & Corporate Communication
3. Apply tools and techniques for handling public and corporate relations.

Marks for Internal Assessment : 25

Unit-I  [Public Relations]  L-12
1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda
4. Corporate Communication, Difference between Corporate communication & PR
5. Ethics of PR - IPRA code - professionalism, PRSI

Unit-II [Tools & Techniques]  L-12
1. Tools and techniques of Corporate Communication
2. News release - seven point formula
3. Media relations - press conference and press tours
4. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Unit – III [Role of PR]  L- 14
1. Role of PR in developing countries
2. Role of PR in Educational and Research Institutions
3. Role of PR in Rural Sector
4. Role of PR in Defence
5. Role of PR in Political and Election Campaigns
6. PR for Individuals

Unit-IV [PR Campaign]  L-10
1. Finding a problem
2. PR campaign - programme planning, evaluation
3. Research in PR
### Instructions for Paper Setter/Moderator

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### Suggested Readings:

1. Black Sam & Melvin L. Sharpe *Practical Public Relations*, Universal Book Stall, New Delhi
7. K.R. Balan *Applied Public Relations and Communications*, Sultan Chand and Sons
9. Dennis L. Wilcose & Glen T Cameron *Public Relations*, Pearson, New Delhi
Objectives of the Course: On completion of the course students should be able to:
1. Explain new media technology for journalist purpose
2. Describe online discussion forums keeping in mind cyber laws and create blogs.

Unit-I [Online Communication and Internet]    L-12
1. Online Communication
   i. Meaning and definition
   ii. Features of Online Communication
2. Internet
   i. Characteristics
   ii. Networking, ISP and browsers
   iii. Types of websites
   iv. Video conferencing, Webcasting

Unit-II [New Media]    L-14
i. Digital media and communication, ICT and digital divide
ii. Information Society, New World Information Order and E-governance
iii. Convergence : Need, nature and future of convergence
iv. Emerging Trends: Mobile Technology, Social Media & Web 2.0

Unit-III [Online Journalism, Laws and Ethics]    L-14
i. Traditional vs Online Journalism-difference in news consumption,
ii. presentation and uses
iii. Online Writing & Editing: do’s and don’ts
iv. Cyber Crimes & Security : Types and Dimension
v. Cyber Laws & Ethics and the difficulty in enforcing them

Unit-IV [Web Designing]    L-8
i. Elements & Principles of Web Designing
ii. Basic Programming for Web Designing-- HTML
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### Suggested Readings:

Objectives of the Course: On completion of the course students should be able to:
1. To prepare a video brief
2. Handle various aspects of TV production and direction
3. Write scripts for TV
4. Use sound and light
5. Apply production and post-production technique effectively to produce a video program.

Exercises/Assignments
1. Preparation of a video brief
2. Idea generation – fiction and non fiction
3. Developing an idea into story
4. Script and story board
5. Production schedule
6. Budget
7. Floor plan
8. Lighting plan
9. Shooting script
10. Production of a programme
11. Post production

At the end students will produce a programme [fiction/non fiction]

Internal Assessment: The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

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<td>Students need to be evaluated on the basis of the production file &amp; soft copy and programme (Fiction/Non-Fiction) made by them to be submitted in mini DV &amp; DVD format. (45 marks)</td>
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<td>B.</td>
<td>Questions regarding various stages of production and subject matter of the programme may be asked so as to assess the level of understanding of the student(15 marks)</td>
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Max Marks The marks prescribed for evaluating a student by the External Examiner are 60.
FOURTH SEMESTER
PUBLIC RELATIONS LAB

Course Code : BJ(MC) 254  |  L : 0  |  T/P : 4  |  CREDITS : 2

Objectives of the Course: On completion of the course students should be able to:
1. Plan, design and implement PR tools effectively.
2. Prepare presentations
3. Write press release, speeches, memos and notices

Exercises/Assignments:
1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each)
3. Write press note and press release
4. PR campaign planning and evaluation
5. Organise press conference in the situation of crisis
6. Write speeches, memos and notices
7. Minute-to-minute planning of an event
8. Prepare power point presentations

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

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<td>A student should be evaluated on the basis of assignments undertaken by him/her during the Ad &amp; PR kept and preserved in a file &amp; soft copy. (45 marks)</td>
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<td>B.</td>
<td>The examiner should also interview the student to find out his/her level of understanding of Ad&amp; PR.(15 marks)</td>
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Max Mark s The marks prescribed for evaluating a student by the External Examiner are 60.
FOURTH SEMESTER
NEW MEDIA LAB

Course Code : BJ(MC) 256  L : 0  T/P : 4  CREDITS : 2

Objectives of the Course: On completion of the course students should be able to:
1. Use search engines effectively
2. Design and Develop a website

Exercises/Assignments
1. To create and maintain blogs
2. Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements
3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document
4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.

Internal Assessment: The students should maintain a files & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

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<td>A.</td>
<td>Students will be evaluated on the basis of individual and group assignments undertaken by him/her during the semester. The examiner will see the website (hard &amp; soft copy) made by the students. (45 marks)</td>
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<td>The examiner should also interview the student to find out his/her level of understanding of new media as a medium and his/her skills in web designing. (15 marks)</td>
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Max Marks The marks prescribed for evaluating a student by the External Examiner are 60.
FIFTH SEMESTER

ADVERTISING PRACTICES

Course Code : BJ(MC) 301  L : 5  T/P : 0  CREDITS : 5

Objectives of the Course: On completion of the course students should be able to:
1. Define and explain advertising objectives.
2. Identify various types of advertising budget.
3. Design an advertising campaign.
4. Identify various styles of copywriting.
5. Describe the process from copy to production.

UNIT I [Integrated Marketing Communication] L-10
1. Integrated Marketing Communication: Definition & concepts
   i. Public relations
   ii. Salesmanship
   iii. Publicity
   iv. Sales promotion
   v. Marketing public relations
   vi. Direct marketing
   vii. Rural marketing

2. Advertising as marketing tool
   i. The product marketing process
   ii. Market segmentation process
   iii. Target marketing process
   iv. Advertising and product, price, place and promotion element.

3. Advertising as PR tool
   i. PR, Publicity & Corporate Advertising
   ii. PR technologies implemented in advertising

UNIT II [Account planning] L-20
1. Define strategy and its role and relevance
2. Elements of Marketing plan
3. Plan advertising campaign (the planning cycle), USP,
4. Marketing objectives v/s advertising objectives
5. Setting the advertising objectives
6. Good objective setting
7. Direct and Indirect objectives
8. Advertising strategy
9. Advertising Campaign, various stages of Advertising Campaign
10. Budgeting process: budgeting & appropriation of fund
11. Factors affecting advertising budget, methods of setting advertising budgets
12. Concept & stages of Branding, brand management, brand image
13. Role of Advertising: Product life cycle, segmentation brand positioning, brand equity
Unit III [Creative strategy to Development] L-15
1. Concept of creativity
2. Idea generation
3. The creative brief
4. Advertising Research: Consumer, Market & Product
5. Types of copy, how to prepare ad copy
6. Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video
7. Story board, audio-video copy formats
8. Production process of print copy – thumbnail, roughs, comprehensive, mechanical
9. Role of colours, photographs, computer graphics, artwork
10. Appeals in Advertising
11. Production process for audio and video copies – pre production, production and post production

UNIT IV [Media Planning] L-15
1. Media agencies: definition, need and importance
2. Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery
3. Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP
4. Uses and importance of media planning software: TAM, INTAM, IRS, NRS
5. Avenues for retail merchandize: point of purchase, point of sale
6. Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing.
Course Code : BJ(MC) 301

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Suggested Readings

1. Sandage C H, Fryburger Vernon & Rotzoll Kim
   Advertising Theory and Practice: A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender
3. Ogilvy David
   Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion
5. Little Field James E & Kirkpatrik C.A.
6. White Roderick
7. Bulmore Jeremy
   Behind the Scenes in Advertising; NTC Publishers, Henley
8. Douglas Torin
9. Jethwaney Jaishri
   Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
FIFTH SEMESTER

EVENT MANAGEMENT : PRINCIPLES AND METHODS

| Course Code : BJ(MC) 303 | L: 4 | T/P : 0 | CREDITS : 4 |

Objectives of the Course: On completion of the course students should be able to:
1. Define and explain event management and its functions
2. Enumerate different steps involved in planning an event
3. Explain the revenue generating process for an event
4. Enumerate the steps involved in evaluation and assessment of an event

Marks for Internal Assessment: 25

Unit-I [Events : Need and Management] L-12
1. Events and Event Management : What are events, Types of Events & Event Management
2. Understanding Events
   i. Events as a communication tool
   ii. Events as a marketing tool
3. The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.

Unit-II [Creating an Event] L-12
1. Conceptualization and Planning
   i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
   ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
2. Organization
   i. Setting up an Event Organization structure
   ii. The Committee Systems, Committee and Meeting Management
3. Programming and Service Management
   i. Programme Planning, The Elements of Style, Developing a Program Portfolio
   ii. The Programme Life Cycle, Scheduling

Unit-III [Human Resource and Revenue] L-12
1. Human Resource Management
   i. Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
2. Generating Revenue
   i. Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
3. Financial and Risk Management
Unit-IV [Evaluation and Assessment]  

1. Market Research  

2. Communications-Reaching the Customer  
   i. The Communication Mix, Developing and Communicating a Positive Image.  

3. Evaluation and Impact Assessment  
   i. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits  

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Suggested Readings:

1. Bruce E Skinner  
   Event Sponsorship, Publisher  
   Vladimir Rukavina  

2. Anton Shene, Bryn Parry  
   Successful Event Management  
   Thomson Learning ISBN 1844800768, 2004  

3. Judy Alley  
   Event Planning, John Wiley and Sons  
   ISBN 0471644129, 2000
Objectives of the Course: On completion of the course students should be able to:
1. Define and explain the process of media research.
2. Conduct media research by making use of any of the research methods.
3. Write report after analysis and interpretation of data.

Marks for Internal Assessment: 25

Unit-I [Research and its Designs] L-10
1. Meaning, objectives and types of research
2. Research Approaches – quantitative and qualitative
3. Research Process – the steps involved
4. Research Design – Meaning and different types
5. Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
6. Hypothesis /Research Questions

Unit-II [Data Collection] L-20
1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule
6. Content Analysis
7. Case Study Method

Unit-III [Survey] L-10
1. Survey – Meaning, Characteristics and types
2. Public opinion surveys, TRPs
3. Readership survey, IRS, NRS,
4. Election related survey – opinion poll and exit poll

Unit-IV [Data Analysis and Report Writing] L-20
1. Writing a proposal, synopsis, abstract for a project.
2. Processing of data – editing, coding, classification, tabulation
3. Measures of central tendency – Mean, median and mode.
4. Analysis and interpretation of data
6. Measuring impact, evaluation, monitoring and feedback
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### Suggested Readings:

1. C.R. Kothari - Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
4. Sadhu Singh - Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal - Research Methodology, Raj Publishing House, Jaipur
FIFTH SEMESTER
ENVIRONMENT COMMUNICATION

Course Code : BJ(MC) 307  |  L: 3  |  T/P : 0  |  CREDITS : 3

Objective of the Course: On completion of the course students should be:

1. Sensitised to the environmental issues so as to enable them to include these issues in their media productions.

Marks for Internal Assessment: 25

Unit I: [Media and the Environment]  L-12
1. Definition, scope and importance
2. Need for public awareness via media
3. Natural resources and associated problems:
   i. Forest resources
   ii. Water resources
   iii) Mineral resources
   iv) Food resources
   v) Energy resources
   vi) Land resources
4. Role of an individual and media in conservation of natural resources.

Unit II  [Media & Ecology]  L-12
1. Concept of an ecosystem: structure and function of an ecosystem
2. Producers, consumers and decomposers.
3. Ecological succession.
5. Biodiversity at Global, National and Local levels.
   i) India as a mega-diversity nation.
   ii) Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
   iii) Endangered and endemic species of India.
6. Media’s role in disseminating of information in ecology

Unit III [Media & Environmental Disaster]  L-12
1. Definition of environmental pollution: Causes, effects and control measures of:
   (a) Air pollution  (b) Water pollution
   (c) Soil pollution  (d) Marine pollution
   (e) Noise pollution  (f) Thermal pollution
   (g) Nuclear hazards
2. Role of an individual and media in prevention of pollution.
3. Role of Media in Disaster management: Foods, earthquakes, cyclones and landslides
5. Laws for environment protection
   i) Environment Protection Act.
   ii) Air (Prevention and Control of Pollution) Act.
   iii) Water (Prevention and Control of Pollution) Act.
   v) Forest Conservation Act.
Unit IV [Communicating Human Welfare]  
1. Population growth, variation among nations.
2. Population explosion—Family Welfare Programme and media awareness
4. Smoking and Cancer
5. HIV/AIDS.
7. Role of Media awareness in environment and Human Health issues

Instructions to Paper Setter/ Evaluator

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Suggested Readings:

1. P. C Joshi & Namita Joshi  
   New Delhi, ISBN 81-313-0456-3
2. Dr B. S Chauhan  
   Environmental Studies, Laxmi Publication
3. Anubha Kaushik & C. P. Kaushik  
   Environmental Studies, New Age International
Soon after the Fourth Semester End Term Examination, each student will undergo a Functional Exposure Training for six weeks in Electronic Media/Advertising/Public Relations and will submit a Functional Exposure Report [FER] along with the Powerpoint Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.

The Functional Exposure Report [FER] carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee and one External Examiner to be appointed by the Vice-Chancellor.
FIFTH SEMESTER
ADVERTISING LAB

Course Code : BJ(MC) 351
L: 0  T/P : 4  CREDITS : 2

Objective of the Course : On completion of the programme students should be able to plan, design and develop Ad campaigns

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

1. Analyse 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
5. Writing radio spots and jingles
6. Writing TV commercials, developing script and storyboard
7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme

Internal assessment : The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance. Students will also prepare advertising campaigns in groups. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Students should be evaluated on the basis of assignments file & soft copy prepared by them (20 marks) |
| B. | Due weightage should be given to the research, formulation and planning of the project prepared by students during the semester. (20 marks) |
| C. | The examiner should also interview the student to find out his/her level of understanding of advertising. (20 marks) |
| Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60. |
Objectives of the Course: On the completion of the course students should be able to:
1. Prepare an event brief
2. Plan, organize an event or exhibition.
3. Develop relevant print and display material
4. Develop minute-to-minute programme
5. Develop crisis management plan

Exercises/Assignments:
1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

Note: The faculty In-Charge can ask the students to organise an event as per the guidelines given

Internal Assessment: Students should be evaluated on the basis of the event organised and the jobs performed by him/her. Students should maintain a file & soft copy of their assignments/jobs done duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

| A. | Students should be evaluated on the basis of assignments undertaken by him/her during the semester, kept and preserved in a file & soft copy. Also on the basis of report prepared by him/her after organizing an event. (45 marks) |
| B. | The examiner should interview the student to find our his/her level of understanding of event management. (15 marks) |

Max Marks | The marks prescribed for evaluating a student by the External Examiner are 60.
Objectives of the Course: On completion of the course student should be able to:
1. Apply research techniques in media studies.
2. Conduct media research
3. Write research project

Exercises/Assignments
1. Using any of the research technique students will conduct media research culminating into hard and soft copies of the report.

1. Following studies will have to be conducted by the students who will prepare the reports based on the study:
   i. Preparing the research design
   ii. Conducting a survey – preparing questionnaires and schedule
   iii. Analysis of any media context
   iv. Measuring media effects and media agenda
   v. Pre-testing/evaluation tools for audio-video, print, publicity material
   vi. Writing the report

Internal Assessment: Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student. The marks prescribed for internal evaluation are 40.

Instructions for External Examiner for Oral & Practical Examination

<table>
<thead>
<tr>
<th>A.</th>
<th>Students will be evaluated on the basis of assignments prepared by him/her. (20 marks)</th>
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<td>B.</td>
<td>Due weightage should be given to the research project prepared by the student during the semester. (20 marks)</td>
</tr>
<tr>
<td>C.</td>
<td>The examiner should also interview the student to find out his/her level of understanding of research methodologies, review of literature and collected data. (20 marks)</td>
</tr>
</tbody>
</table>

Max Marks The marks prescribed for evaluating a student by the External Examiner are 60.
Objectives of the Course: On completion of the course students should be able to:

1. Describe the principles and functions of management
2. Enumerate leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation viz-viz various media

Marks for Internal Assessment : 25

Unit-I [Management : Functions & Principles] L-12
2. Management Functions
3. Responsibility, Authority and Accountability of Management
4. Planning – Definition, process and importance, organizing, directing and controlling
5. Human Resource Planning

Unit-II [Behaviour and Leadership] L-12
1. Foundations of behaviour – Attitudes, Personality and Learning
2. Leadership – Importance and major types
3. Motivation and Conflict management

Unit-III [Media Organizations : Structure and functions] L-12
1. Media Organisations : Meaning, Nature, process and importance
2. Ownership patterns of media organizations
3. Organisational structure of media organizations : Print/Electronic and their functions
4. Cross media ownership, conglomerates

Unit-IV [Economics of Media Organisations] L-12
1. Economics of newspapers
2. Electronic and Print media organization – cost and revenue relationship
3. FDI in media
4. Establishing a media organization – steps involved
5. Importance of entrepreneurship and fund-raising
### Instructions for Paper Setter/Moderator

<table>
<thead>
<tr>
<th>Maximum Marks</th>
<th>75</th>
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<tbody>
<tr>
<td>Time</td>
<td>3 hours</td>
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<tr>
<td>Total Questions</td>
<td>5 questions of 15 marks each, out of which Question No. 1 will be compulsory.</td>
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<td>Compulsory question</td>
<td>Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.</td>
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<tr>
<td>Setting of other questions</td>
<td>Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV.</td>
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<td>Distribution of marks in these questions</td>
<td>A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.</td>
</tr>
<tr>
<td>Availability of choice to students</td>
<td>Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.</td>
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</table>

### Suggested Readings:
1. Hargie O, Dickson D, Tourish Denis Communication Skills for Effective Management, Palgrave Macmillan, India
3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
Objectives of the Course: On completion of the course students should be able to:

1. Contribute to the society in a positive manner by researching and broadening their horizons of knowledge.
2. Identify, discuss and explain various issues and concerns.
3. Differentiate and apply their knowledge in reforming the society.

Note: In order to fulfill the objectives the students need to do assignments, presentations, discussions and hold seminars.

Marks for Internal Assessment: 25

Unit-I [Indian Foreign Relations] L-20
1. India’s Foreign Policy
2. India’s relations with its neighbours especially Pakistan, Sri Lanka, Bangladesh and Nepal
3. India and NAM
4. India and SAARC
5. India and UN
6. India and ICTs

Unit-II [India and Major Concerns] L-20
1. Rapid Urbanization
2. Major poverty alleviation programs
3. Food Self-Sufficiency
4. Indian Industry: An Overview
5. Disinvestment and BPOs
6. Indian Sports Scenario

Unit-III [Security Concerns] L-10
1. India as a Nuclear Power
2. India’s Defence
3. Criminalization of Politics
4. Naxalism

Unit-IV [Global Issues] L-10
1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues
4. Consumerism
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### Suggested Readings:

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

1. Describe the North-South flow of information
2. Explain the New World Information and Communication Order
3. Explain contemporary global media scenario
4. Explain the influence of global media on India

MARKS FOR INTERNAL ASSESSMENT: 25

UNIT I [GLOBAL COMMUNICATION: HISTORICAL PERSPECTIVE] L-10
1. The Great North-South Divide.
2. Domination of Transnational news agencies.
4. Barriers to the flow of news and information.

UNIT II [STRUGGLE FOR BALANCE OF INFORMATION FLOWS] L-18
1. Demand for NWICO
2. MacBride Commission
3. Recommendations of MacBride Commission & NWICO
4. Role of UN & UNESCO in bridging the gap between north and south
5. Bi-lateral, Multi-lateral and Regional/information Co-operation

UNIT III [CONTEMPORARY TRENDS] L-10
1. Emergence of Global village of media
2. The policies of global communication
3. Global communication & culture
4. Democratization of communication

UNIT IV [GLOBAL MEDIA IMPACT ON INDIA] L-10
1. Hegemony of International media mughals
2. Transnational media and India
3. Global media and the promotion of the cult of stars.
4. Hollywood’s foray into film industry
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### Suggested Readings:

1. Ahyar Kamplipur, Global Communication, Wadsworth Publication
2. Dr. K. Chandrakanan & Dr. S. Palaiswamy, Advances in Communication Technology, Indian Publisher Distributor, New Delhi
4. Zettle Herbert, Video Basics, Wadsworth Publication, New Delhi
5. Ramesh Babu, Glocalization, SAP Publication House, New Delhi
SIXTH SEMESTER
FINAL PROJECT

| Course Code: BJ(MC) 352 | L: 0 | T/P: 0 | CREDITS: 12 |

Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.
SIXTH SEMESTER
COMPREHENSIVE VIVA

| Course Code : BJ(MC) 354 | L : 0 | T/P : 0 | CREDITS : 4 |

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one would preferably be from the Corporate World i.e. Media Organisation operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.