

from Academic Branch
to College + ODM

**Guru Jambheshwar University of Science & Technology
Hisar**



FACULTY OF MEDIA STUDIES

SYLLABI

&

SCHEME OF EXAMINATION

of

BACHELOR OF ARTS (MASS COMMUNICATION)

For Colleges

First to Sixth Semester

(w.e.f. Academic Session 2018-2019)

SYLLABUS OF BACHELOR OF ARTS --(MASS COMMUNICATION)

OK ✓

Credit requirement for completion of the Programme = 124

- Core Courses = 124
- Total Credits = 124
- Semester -I 20 Credits
- Semester-II 24 Credits
- Semester-III 20 Credits
- Semester-IV 20 Credits
- Semester-V 20 Credits
- Semester-VI 20 Credits

SCHEDULE OF COURSES

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|---------|-------------|-------------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-101 | Introduction to Communication | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-102 | Basic of Journalism | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-103 | Computer Application | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-104 | Language in Media- 1 (Hindi) | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-105 | Communications Skills | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |

Total Credits -20

Semester -II

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|---------|-------------|-------------------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-106 | Sociology and Communication | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-107 | Mass Communication: An Introduction | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-108 | News Reporting | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-109 | Language in Media-2 (English) | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-110 | Personality Development Skills | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |
| 6 | EVS-201-L | Environmental Studies | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |

Total Credits -24

Semester -III

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|---------|-------------|-----------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-111 | Political Communication | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-112 | History of Print Journalism | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-113 | Media Laws & Ethics | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-114 | Media Writing-1 | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-115 | Media Writing skills | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |

al Credits-20

Semester-IV

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|------------------|-------------|--------------------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-116 | Media Management | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-117 | Cinema Studies in India | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-118 | Radio Broadcasting | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-119 | Editing for print & Electronic Media | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-120 | Editing Skills | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |
| Total credits-20 | | | | | | | | | | | |

Semester V

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|-------------------|-------------|---------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-121 | Media & Politics | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-122 | Development Communication | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-123 | Television Broadcasting | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-124 | Documentary Production | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-125 | Writing for Visuals | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |
| Total Credits -20 | | | | | | | | | | | |

Semester VI

| Sr. No. | Course Code | Nomenclature | Teaching Schedule | | | | Evaluation Marks | | | | Credit |
|------------------|-------------|-----------------------------------|-------------------|---|---|-------|------------------|-----------|-----|-------|--------|
| | | | L | T | P | Total | Theory | Sessional | P/V | Total | |
| 1 | BAMC-126 | Introduction to Online Journalism | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 2 | BAMC-127 | New Media | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 3 | BAMC-128 | Advertising & Public Relations | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 4 | BAMC-129 | Marketing Communication | 4 | 0 | 0 | 4 | 80 | 20 | | 100 | 4 |
| 5 | BAMC-130 | Writing for New Media | 2 | 0 | 2 | 4 | -- | 20 | 80 | 100 | 4 |
| Total credits 20 | | | | | | | | | | | |

BAMC-101 (First Semester)
Introduction to Communication

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-I : Need of Communication

Human Communication: Concept and definition
Functions of communication,
Process of communication
Elements of communication
Barriers in communication

Unit-II : Forms of Communication

Verbal Communication : Written and Oral Communication
Non-verbal communication : Senses, Emblems, Gesture, Sign, Symbols.
Visual communication: visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources.

Unit-III: Type of Communication

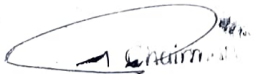
Intrapersonal, Interpersonal communication,
Small Group communication,
Functions of group communication,
Mass Communication

Unit-IV: Public Communication

Public communication : responsibility of a public speaker & audience relationship,
Speech delivery : Conversation versus Speech , physical delivery & Style.
Communication skills and Mass communication an overview

Suggested Readings

- Mass Communication in India –By Keval J Kumar- JAICO Publication
- Handbook of Journalism and Mass Communication- By Virbala Aggrawal, V.S Gupta, Concept Publishing Company : New Delhi (2001)
- Mass Communication In India: A Sociological Perspective- By J V Vilanilam, Sage Publications: New Delhi (2005)
- Professional Journalism – M. V. Kamat
- Theory and Practice of Journalism – B. N. Ahuja


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Gurgaon, Haryana

- Professional Journalist – John Hohenberg
- Mass Communication – Wilbur Schram
- Understanding Media – Marshall McLuhan
- Communication Theories, Origin, Methods, Uses Werner Severin J and James W Tankard Jr., Longman Publications, 1988
- Communication models for the study of Mass Communication – Denis Mc Quail
- भारत में जनसंचार और प्रसारण मीडिया मधुकरलेले, राधाकृष्ण प्रकाशन, नईदिल्ली
- समकालीन संचार सिद्धांत सुभिताबाला, डीपीएस पब्लिशिंग हाउस नईदिल्ली
- जनमाध्यमों का वैचारिक परिप्रेक्ष्य, जवरीमल्लपारिख ग्रंथशिल्पी पब्लिकेशन, नईदिल्ली

BAMC-102 BASIC OF JOURNALISM

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit -1- Introduction of Journalism

Journalism : Meaning, definition

Practice of journalism

Tabloid & Magazine Journalism

Type of Journalism- investigative journalism, precision Journalism,

Yellow journalism,

Unit-2 – Principles of journalism

News gathering- 5w's and 1H

News values & selection process of News

Use of Archives, Source of News & Use of internet

Unit- 3 : New Trends in Journalism

Changing Trends in Journalism: An overview

New sources for news gathering

New Media and News Credibility

Unit- 4 – Writing for different Media

Difference between Print , Radio & Television writings

Writing of online journalism

Mobile Journalism

Suggested Readings:

A Handbook of Journalism: Media in the Information Age -edited by V. Eshwar Anand, K. Jayanthi, Sage Publication (2018)

Mass Communication and Journalism in India- By Mr. D.S. Mehta, Allied publisher; New Delhi
Print Journalism: A Complete Book of Journalism- By Charanjit Ahuja, partridge publishing (2016).
Professional Journalism – M. V. Kamath, Vikas Publishing House Pvt Limited(2009)
The journalist Handbook- M.V. Kamath, Vikas Publishing House Pvt Limited(2009)

BAMC-103
COMPUTER APPLICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-I: Introduction of Computer Technology

Origin and growth of computer
Various parts and functioning of computer
Generations of Computer
Computer hardware and software, Storage

Unit-II: Different Operating System

Introduction to operating systems (OS) , IOS, Android
Computer softwares- MS Word, MS Excel , Word processor and Power Point

Unit-III: Word Processing Program

Use of MS word - copy editing and formatting facilities
Use of MS Excel- data entry and Graph, Pie Chart Making
Use of Power Point- design effective presentation.

Unit IV: Basic of Word Processing

Word processing – English
Word processing – Hindi
Introduction to Quark Express/PageMaker

Suggested Readings:

Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
A. Jaiswal- Fundamentals of computer Information technology Today, Wiley Dreamtech
V. Rajaraman- Fundamentals of computer, Prentice Hall of India
G K Parthasarathy- Computer Aided Communication, Authors Press, 2006
R. Singhal- Computer Application for Journalism, Ess Publishers

Department of Computer Science
Management Studies
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Gurgaon, Haryana

BAMC- 104

Language and Media-1 (Hindi)

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

इकाई-1

- हिंदी भाषा का सामान्य परिचय : भाषा का अर्थ ,परिभाषा एवं अवधारणा,
- ,हिंदी भाषा की उत्पत्ति और विकास,
- हिंदी की प्रमुख बोलियां एवं परिचय,
- देवनागरी लिपि-मानकीकरण तथा वैज्ञानिक स्वरूप

इकाई-2

- शब्द सामर्थ्य : उपसर्ग, प्रत्यय, शब्दभेद, शब्द स्रोत, तत्सम,तद्भव, विदेशी,
- विलोमार्थक शब्द, अनेकार्थक शब्द, पर्यायवाची, शब्द शुद्धि, शब्द शक्ति

इकाई-3

- हिंदी लेखन : लेखन का अर्थ, परिभाषा एवं अवधारणा
- लेखन के प्रकार , सृजनात्मक लेखन, पत्रकारिता लेखन, पटकथा लेखन, नाटक लेखन, कहानी लेखन, कविता लेखन, साहित्यिक लेखन।

इकाई-4

- प्रिंटमीडिया की भाषा : प्रिंट मीडिया का स्वरूप, प्रिंट मीडिया लेखन के प्रकार
- प्रिंट मीडिया की भाषा का विकास-प्रिंट मीडिया की भाषा के विविध रूप, उपयोग, महत्व और सीमाएं।

संदर्भ पुस्तकें :

- भाषा और हिन्दी भाषा का इतिहास, प्रौ. नरेशमिश्र, वाणी प्रकाशन
- व्यावहारिक हिन्दी व्याकरण, डॉ महेन्द्रकुमारमिश्रा, भारतीय पब्लिशिंगहाउस
- मीडियालेखन, डॉचन्द्रप्रकाश, संजय प्रकाशन
- शब्दार्थप्रयोग, डॉहरदेवबाहरी, अभिव्यक्तिप्रकाशन
- आधुनिकमीडियालेखन एवंहिन्दीरचना, डॉअशोक बत्रा, लक्ष्मी पब्लिकेशन

BAMC- 105
COMMUNICATION SKILLS

Time: 3 Hrs.

Practical Marks: 50

Viva: 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Unit- I

1. Writing with a purpose-

(Prepare at least one write-up defining students self assessment/analysis and practice of the same in class)

2. Self Talk-

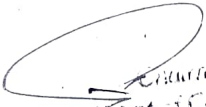
(SWOT analysis by every student and at least two write ups on career & positive thinking)

3. Speaking With Confidence- (Prepare at least two Power point presentations on any issue or script to speak for 10 minutes on any topic- 2)

4. listening ability-

(Recognizing words, Stress & Grouping of words, linguistic Cues- writing & practice of the same in the class

The assigned teacher have to conduct group discussions with students, give work to prepare speech on social, political issues, presentations on current topics , self-talk assessment, listening exercise in class on current issues discussed in Media.


Department of Management Studies
Guru Jambhadracharya Institute of Technology
of Solapur, Maharashtra
2019-20

2nd semester

BAMC-106 SOCIOLOGY AND COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1- introduction of Sociology

Sociology: Definition, Scope, Nature

Fundamental concept: Society, community, Family, institution

Level of Social order: Political Economics, Religious, Cultural

Unit- 2: Defining Communication and Society

Habermas – Cultural & Public sphere

Max Weber- Theory of communication

Marshall MC Luhan – Medium is the Message, Global Village

Antonio Gramsci- Hegemony

Unit -3 Communicating Culture

What is Culture?

Characteristics of Culture

Element of Culture- Language, Norms, Beliefs, Values

Socialization Agents- The Family, Media, peers, Religion, Sports, Schools

Unit –4 Intercultural Communication

Define Intercultural Communication

Concept : Sub Culture & Folk culture

Effect of Media on Culture

Suggested Readings:

Sociology of Mass Communications- By Denis Mcquail (Ed), Penguin Books, 1979.

Carey, JW (1988) Communication as Culture: Essays on Media and Society. London: Routledge.


Durkheim, E (1938) The Rules of the Sociological Method. New York: The Free Press

Habermas, J (1989) The Theory of Communicative Action. Boston, MA: Beacon.

Katz, E (2009) Why sociology abandoned communication. American Sociologist.

Weber, M (1948) From Max Weber: Essays in Sociology. Gerth, HH, Mills, CW (eds). New York: Oxford University Press

Hall, Stuart (January 1980). "Cultural Studies: two paradigms". *Media, Culture and Society*. Sage.


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Gurgaon, Haryana

BAMC-107- INTRODUCTION TO MASS COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1 Introduction to Mass Communication

Meaning, Nature & Scope of Mass Communication

Elements of Mass Communication

Functions & Role of Mass Communication

Unit- 2 Models of Communication

SMR, SMCR, Aristotel Model, Lasswell Model, Shanon & Weaver Model, Osgood Model, Dance Model

Unit-3 Theories of Communication

Hyper Needle Theory

Two Step Flow Theory

Multi Step Flow Theory

Uses & Gratification Theory

Unit- 4 Brief introduction to Mass Media

Origin of Newspapers

Wireless Communication: Radio

Visual Communication: Photographs, Folk Media, Films, Television & New Media

Suggested Readings:

- Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations (2nd edn), Ferment, and Future*, Singapore: Thomason Asia Pvt. Ltd.
- N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.
- John Fiske (2011). *Introduction to Communication Studies: Studies in culture and communication*(3rd edn), Oxon: Routledge.
- Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.

Department of Communication

Management

Guru Jambhadr

University

Varanasi

BAMC-108- NEWS REPORTING

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

Hard news vs. Soft news, basic components of a news story

Balance and fairness, brevity, dateline, credit line, byline.

Unit- 2 News Coverage

Role of Reporter

functions and qualities

Reporting/ working on a beat

Covering Speeches, Meetings and Press Conferences

Special beats- crime, courts, local reporting, hospitals, health, education, sports

Unit-3 Type of writing

News , Articles, Editorial, Features, human interest stories,

Difference between articles and features

Type of Article & Feature

Unit- 4 New Trends in Reporting

Selection of online content

New media technology and gathering News

Challenges of reporting

Suggested Readings

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University

Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.

M.L. Stein, Susan Paterno & R. Christopher Burnett, *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.

George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.

Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.

Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006

BAMC- 109 LANGUAGE OF MEDIA-II (English)

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

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Unit I

Growth of English Language in India
Grammar- Noun, Adjective, Active and Passive voice
Punctuation marks, Plural forms, practice of Spellings
Practising Tenses

Unit II

Essentials of good writing
Effective News Writing- 7C's
Telephonic Conversation
Writing invitations to functions; replies to invitations

Unit III

Forms of writing:
News stories,
letters, essays,
news, articles, features
book/film reviews

Unit-IV

Writing headlines: Language and grammar components
Report Writing, writing memos, travelogues
Writing for the Web Portal

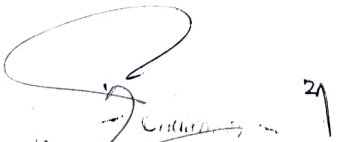
Suggested Reading:

Jimmy Sharma, *Communicative English : For Professional Graduates*. ArihantPrakashan Pvt Ltd: New Delhi, 2012

Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.

Lauren Kessler and McDonald Duncan, *When Words Collide*. 4th ed., Belmont California: Wadsworth Publishing Co. 1996. Phil Williams, Bob Wright, *The English Tenses: Practical Grammar Guide*, Kindle edition

L.G Alexander, *Longman English Grammar Practice* Longman Publishing Group, 1988


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Department of Communication
Management Studies
Guru Jambhadr Singh Institute
of Education, Gurgaon
Haryana

BAMC- 110 – Personality Development Skills

Time: 3 Hrs.

Practical Marks: 50

Viva: 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Unit – 1

Verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance
Body language

Practice : Reading newspapers or self scripted matter practice by the students in class assigning current issue by the course teacher. (At least 5 minute presentation for practical exam)

Unit - 2

Leadership Skills, Team Building
presentation skills, public speaking
Social etiquettes and mannerism.

Practice: Students will do team work exercises through organizing events, awareness campaign or any product marketing exercise. (At least one event/Campaign for practical exam)

Unit - 3

Self-confidence, Motivation, Goal setting,
Time Management and effective planning
Assertive Behaviour
Self-Esteem

Practice: Assigned teacher will conduct some exercise within the students to develop confidence through.

Unit- 4

Official communications:
Writing process: Write e-mails, official letters, Resume / CV (Curriculum vitae),
Notice , Memos

Practice :All student learn to make their resume, Notice regarding various activities around you, learn new words

Suggested Reading:

- Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, 2001. Wadsworth
- Larson, Charles U; Persuation - Reception and Responsibility. Wadsworth, 2001
- Personality Development by Rajiv K Mishra, Rupa& Co.

3rd Semester

BAMC- 111 POLITICAL COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1

Politics: Definition
Origin & Growth of politics
Role of politics
Social order in India

Unit 2- Political System

Principle of political system
Political thoughts- J.J. Rauso, August Camte, Karl Marx, Emile Durkheim
Mass Political Behaviour
Media Agenda- Who sets What

Unit 3- Political Campaign

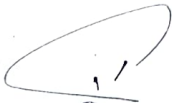
Political Campaign: Meaning, Concept & Scope
Media use of Political Campaign- Newspapers, TV, Radio, Internet
Role of Social Networking sites

Unit 4 – Political Communication

Group Discussion & Politics
Role of Cartoons, caricature, illustrations
Exit Poll and Media

Suggested Reading:

Rajani Kothari "Politics In India", orient longman Publications (2005)
Robert E. Goodin 'New Handbook of political Science', oxford publication(1998)
Shashi Sharma-' Rajnitik Samajshastr ki Rup rekha', PHH: New Delhi


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Department of
Management
Guru Jambhadr Singh
of GGS Indraprastha
University, Delhi

BAMC-112 – HISTORY OF PRINT JOURNALISM

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1 Pre and post independence Journalism

Early newspapers in India

Growth of Indian language press—Bangla, Marathi, Hindi and Urdu

Prominent newspapers and their editors.

Role of newspapers in India's freedom struggle,

Unit-2 News Agencies

News Agencies in India—English & Hindi

Functions and role--PTI, UNI, UNI-Varta, Bhasa. Samachar

Feature services & syndicates—INFA, Publication Syndicate, PTI Features.

International News agencies—Reuters; AP, AFP, UPI, and TASS.

Unit-3 Press Organizations

Government Media Organizations—PIB, Photo Division, DAVP, RNI,

Directorate of Information & Public Relations of various state governments

Unit-4 Other Bodies

Popular News magazines and periodicals

Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII,

News Broadcaster Association (NBA).

Suggested Readings:

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010)(Chapter 2 and Chapter 5)

ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).

Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language* Press,(New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages, " *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter

Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"

Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower, Vibhodh

Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Time: 3 Hrs.

BAMC -113: MEDIA LAWS

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-I Basic Laws-

Freedom of expression (Article 19 (1)(a) and Article 19(1)2)
Law of Defamation
Contempt of Court
Contempt of Legislature

Unit 2- Basic Rights-

Fundamental Rights
Right to Information
Copy Right Act

Unit 3- Codes for Electronic Media -

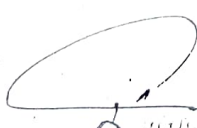
Broadcasting code for News for Air & DD
Broadcasting for advertising for air & DD
Prasar Bharati Act

Unit 4- Media and Regulation

Self Regulation
Code of Conduct for Journalists
Media reportage of marginalized sections- children, dalits, tribals, Gender

Suggested Readings:

- M. Neelamalar- Media Law & Ethics, PHI Learning: New Delhi (2010)
- Press Laws and Ethics of Journalism by Ravindranath, PK
- Thakurta, Paranjyogua, 'Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture' (ed.), The University of Alabama Press ,2011
- VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007
- IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity


Department of Journalism
Management
Guru Jambhadracharya Institute of
Journalism and Mass Communication
Guru Jambhadracharya Institute of
Journalism and Mass Communication
Guru Jambhadracharya Institute of
Journalism and Mass Communication

BAMC- 114 MEDIA WRITING

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit - 1 Essentials of Good Writing

Is writing an art or a craft?

Kinds of Media Writing:

Writing to Inform

Writing to Persuade

The ABCD of Media Writing

Unit-2 Enhance vocabulary

Writing Simply

Vocabulary

Vocabulary Building: Using Dictionaries and Thesaurus

Punctuation Marks: importance

Unit - 3 The Art of Putting Words Together

The Sentence

Concision/Clarity

Rhythm - Words and How they Sound

Variety of words

Changing Sentence Length & Pattern

Unit - 4 Putting Sentences Together

The Paragraph

Concise Ideas

Ideas Dissected into Elements

Elements as Paragraphs & Sub Paragraphs

Putting Paragraphs Together - Logical Sequencing

Suggested Reading:

News Writing and Reporting – Mames M Neal and Suzanne S Brown

Investigative Reporting and Editing – P: N. Williams

Reporting for the Print Media – F. Fedler

Reporting – Mitchell V Charnley

Depth Reporting – Neal Copple

Interpretive Reporting – D. D. Mach Dougal

Writing for the Mass Media – James Glen Stevall

Journalism – G. K. Puri

Journalists Hand Book – M. V. Kanath

Professional Journalism - M. V. Kamath

News Reporting and Editing – K. M. Srivastava

समाचार एवंसंवाददाता, जोगलेकर वीथी प्रकाशन

समाचारअवधारणा एवंलेखनप्रक्रियासुगाय भूलिया व आनंदप्रधान, भारतीय जनसंचारसंस्थाननईदिल्ली
भीडियालेखन के सिद्धांत, नवीनचंद्रपंत, तक्षशिलाप्रकाशननईदिल्ली
सूचनाप्रौद्योगिकी एवंसमाचार, रविंद्र शुक्ला, राधाकृष्ण प्रकाशन, नईदिल्ली

BAMC- 115 MEDIA WRITING SKILLS (Production)

Time: 3 Hrs.

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the paper- Journalism Education is nothing but Journalism Training. A student in reality is taking training. Hence in order to sustain him in the media world he should be made to sit and write in the class. Hence this paper. In the class room a student needs to write and write.

Unit 1

Writing Headlines/Sub Head- 5

Press release -5

Writing reports- 3

Short story- 2

Letter to editor- 2

Article- 2

Feature- 2

Photo Caption-5

Suggested reading

Basic Media Writing by Melvin Mencher


Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Digital Media by Brian Carroll: Taylor & Francis

Writing for Visual Media by Anthony Friedmann: Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Journalism: Principles and Practice by Tony Harcup


Department of Journalism and Mass Communication
Management Studies
Guru Jambhadr Prasad Mishra
or Subodh Chandra Mishra
1997

4th SEMESTER

BAMC-116- Media Management

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit - 1 Media Management: Meaning

Management: Concept and definition
Fundamentals of management
Human Resource Development

Unit 2 Marketing Mix

What Is Market?
Need, Want, Demands
Target Audience
Marketing mix- Product, Price, Place & Promotion
Personal communication in marketing

Unit 3 Market Research


- Reach , Frequency, Impact
- Media vehicle for marketing
Define : TAM, TRP, IMRB, BARC, RNI (National rating agencies & Bodies)

Unit4 Media Ownership

Media Ownership in India
Cross media ownership
Public/ Private Media groups
Regional media Market

Suggested Readings

Vinita KohliKhandeka, Indian Media Business, Sage
PradipNinan Thomas, Political Economy of Communications in India, Sage
Lucy Kung, Strategic management in media, SAGE
Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
John M. lavine and Daniel B. Wackman, Managing Media Organisations


Department of Communication
Management
Guru Jambhadracharya Institute
of Culture, Bhopal

Time: 3 Hrs.

BAMC-117- CINEMA IN INDIA

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1 : Indian Cinema

Cinema in India: history, overview

Post independent era

Golden Era of Hindi Cinema

Father of Indian Cinema- Dada Sahab Falke

Unit -2 Different Genre

Growth of Documentary Film

Parallel Cinema

Modern Cinema

Regional Cinema- Bengali, Tamil, Telugu, Malayalam, Kannada,

Haryanvi Cinema

Unit-3 Bodies

Film Division, Film Censor board, National Film Awards

NFAI- National Film Archive of India

DAVP

Unit -4 Digital Cinema

Growth of Digital Cinema- 2D, 3D

Niche Movie

Development of Multiplex

Relevance of Films in today's world

Suggested Readings:

Keval j. Kumar ' Mass Communication in India' Jaico publication

Gokulsing, k. & Dissanaye ' Indian Popular Cinema: A Narrative of

Cultural change (2004)

Burra, R.D & Rao. ' Cinema an Encyclopedia of India, Vol.1, Thomson Gale

Publication (2006)

Rajadhyaksa, A. (1996). ' India Filming The Nation'. The oxford history of

world Cinema.

Raminder Kaur, Ajay Sinha.; Bollywood: Popular Indian Cinema through

Transnational Lens'. Sage: New Delhi

Time: 3 Hrs.

BAMC-118 RADIO BROADCASTING

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1 - Basics of Sound

Concepts of sound
Radio waves and wave length
Natural sound, Ambience Sound
AM, FM Culture

Unit- 2- Introduction to microphones

Characteristics of Radio as a medium
Type of Microphones,
Role of mic in program production

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting.
Elements of a Radio News Bulletins
Mobile radio

Unit 4- Public/private Broadcasting

Development of Public broadcasting in India
Growth of AIR & FM Stations in India
Public service, Entertainment, Infotainment by Radio

Suggested Readings:

- Robert Mcleish 'Radio Production' (6th edition), Focal Press (2015)
Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10-40)
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

BAMC-119- EDITING FOR PRINT

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1 Editorial Board

Role of sub/copy- editor, News editor and Editor
Chief of bureau, correspondents
Editorial page: structure, purpose, edits, middles, letters to the editor, special articles
Opinion pieces, op. Ed page

Unit-2 Newsroom

Newsroom, Organizational setup of a newspaper,
Principles of editing
Importance of headlines
Type of headlines
Selection of news pictures

Unit- 3 Trends in sectional news

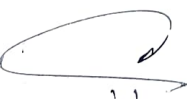
Week-end pullouts,
Supplements, Backgrounders
columns/columnists
Special Articles- Art, science, economy, culture, technology

Unit- 4 Understanding media and news

Paid news, agenda setting,
Gatekeepers and filtration
Objectivity and politics of news
Neutrality and bias in news

Suggested Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,
McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication


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Department of Journalism
Manager
Guru Jambhadr University
of Jammu, Jammu

Time: 3 Hrs.

BAMC- 120 – EDITING SKILLS

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio. That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Practical exercise

- Design dummy for a newspaper- 2
- Design layout for magazine cover- 2
- Design dummy for web edition - 2
- News writing for social Media – 5

Suggestion : Students need to make a portfolio of current newspaper, magazines and web page of the famous news sites to understand the design. They will also practice to handle the editing software during the semester for this paper. The designing must be made by using – Quark express, Indesign, Coral draw or with the help of mobile editing applications.

5th Semester

BAMC-121 MEDIA & POLITICS

Time: 3hr

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-I

Introduction to the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.

Unit-II

Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha

Unit-III


Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function, Judiciary: Power and Function, Role of Press in Indian Democracy

Unit-IV

Introduction to union Government, president, vice president, prime minister and council of ministry. Different ministries, their nature, functions and roles. Introduction to state Government, Governor Chief Minister and council of ministry, Panchyati Raj System in India and its key features

Suggested Readings:

- Indian Polity, M.Lakshmikanth, McGraw.Hill Publication
- Politics in India, Rajni Kothari
- Coalition Politics in India: Problems and Prospects, Manohar, 2004; M P Singh and Roy, Himanshu (2005).
- Indian Political System. Manak: New Delhi. Satyamurthy, T V (1997).
- Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond.
- The Success of India's Democracy. CUP: New Delhi. Shah, Ghanshyamt.
- Caste and Democratic Politics in India, Orient Black's'. van: New Delhi.
- NCERT Books of Social Sciences
- भारतीय राज्यव्यवस्था. एम लक्ष्मीकांत


Department of Communications
Manager
Jawahar Education Society
of Distance Education
1997

Time: 3 Hrs.

BAMC- 122- DEVELOPMENT COMMUNICATION

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

UNIT 1 Defining Development

Development: Concept, concerns, paradigms

Development versus growth

Mass Media as a tool for development

Role, performance record of each medium- print, radio, TV & new media

UNIT 2 Models of Development

Basic needs model

Nehruvian model

Gandhian model

Panchayati raj

Developing countries versus developed countries

UNIT 3

Development communication: Concept and approaches

Dominant paradigm

Dev comm. approaches – diffusion of innovation, empathy, magic multiplier

Sustainable Development

UNIT 4 Cyber Media & development

E-governance, e- chaupal, national knowledge network

ICT for development

Narrow casting: agriculture, health & family welfare, population, women empowerment, poverty, unemployment

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000

SrinivasR.Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth pub: New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year), Oxford University Press

World Bank : World Development Report (published every year) Oxford

University Press, New Delhi.

- Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
 Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
 D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.

BAMC-123 TELEVISION BROADCASTING

Time: 3 Hrs.

Theory Marks: 80
 Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit-1

History of TV in India
 Role of TV in development
 Durdarshan : Function and Goals
 Public service broadcasting

Unit-2

Camera movements
 Type of shots, angle
 Camera parts
 Lighting techniques

Unit-3

TV news, reporting, news sources, selection, presentation
 Electronic News Gathering & Field Production
 Elements of a Television News Bulletins
 Announcing on TV

Unit-4

Basics of TV script writing
 Writing scripts for TV features, Special Programs and Serials
 Scripts for TV ads
 News as Event, Performance and Construction.

Suggested reading

- Television production- Jim Owens and Gerald Millerson
 Television production handbook- Herbert Zettl
 The public relations handbook- Alison theaker
 Public relations- Edward Bernays
 The editor's toolbox- Buck ryan, Michael o Donnell
 Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

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 Department of
 Management
 Guru Gobind Singh
 of

BAMC-124 DOCUMENTARY PRODUCTION

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1:

Understanding the Documentary
Introduction to Realism Debate
Observational and Verite documentary

Unit 2:

Introduction to Shooting styles
Introduction to Editing styles
Structure and scripting the documentary.

Unit 3:

Documentary Production
Pre-Production
Researching the Documentary
Research: Library, Archives, location, life stories, ethnography

Unit 4

Writing a concept: telling a story
Treatment to visuals
Writing a proposal and budgeting

Suggested Readings:

- Patrica Aufdeneide 'Documentary Film: A short Introduction. Oxford university press
Erik Barnow and Krishnaswamy Documentary
Charles Musser —Documentary in Geoffrey Nowell Smith ed *The Oxford History of World Cinema*
Oxford University Press: 1996, 322-333
Michael Renov —The Truth about Non Fictional and —Towards a Poetics of Documentary in
Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge:
1993, 1-36
Trisha Das *How to Write a Documentary Double Take* by PSBT

BAMC-125 WRITING FOR VISUALS

3 Hrs.

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks. Internal examiner will take a viva- voce of the students with their production portfolio. That will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Practical Exercise-

1. Writing for short film - 2


2. Making a short film (5-6 minutes) - 1

3. Writing assignments- 2

4. Script for TV news- 2

5. Script for TV advertisement- 2

Instruction: Students need to work on the film making on any social, political issues, government or any interest area. The video should be shot in a documentary format and can be on a area decided by the teacher. Any video recording tool with at least 5MP (including mobile cameras) resolution may be used for shooting. Editing may be done using any suitable open video editing software downloaded from the internet.


Chairman
Department of Curriculum and
Management (Technology)
Suru Jambhale
of Gulbarga
29

6th Semester

BAMC- 126 ONLINE JOURNALISM

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1 Digital information

Digital Media : Concept, Definition

Internet: Web browsers, search engines, websites

Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon

Unit 2 Online news gathering:

What is online journalism?

Online news & web alerts

Digital edition : Newspaper & Magazines

News gathering: Shared database, crowd-sourcing, distributed

Unit 3 Online news writing:

Storytelling: Non-linear storytelling, using chunks in a story, using multiple media;

Electronic documents: global reach, archives,

Hyper-link: Use of information

Unit 4 Blogs:

Meaning and origin;

Individual and professional blogs;

Basic terminology:

Post, permalink, trackback, blogroll, link-blog, vlog, moblog;

Essentials of blog writing:

Timely and relevant; lively and tight writing; time stamps, headlines;

Suggested Reading:

Idman, Tony (1997). *Introduction to Digital Media*. New York: Routledge.

athur, K. Parshant (2011). *Social Media and Networking: Concepts, Trends and*

mensions. Chap.2, P.39. New Delhi: Kanishka Publishers.

zdan, A. (2008). *New Media: Techniques and Trends*. New Delhi. Vistasta publishing Pvt.

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phen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal

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ke Ward (2002). *Journalism Online*, Focal Press.

an V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press.

ark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online:

http://www.kcnn.org/images/uploads/Journalism_20.pdf).

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BAMC- 127 INTRODUCTION TO NEW MEDIA

me: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

At the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1 Key Concepts

New media : Concept, definition, scope
Digital Information
Information society and new media,
Computer-mediated-Communication (CMC)

Unit 2 Understanding Virtual Culture

Internet and its Beginnings,
Remediation and New Media technologies,
Online Communities, Networked Journalism, Alternative Journalism;
Activism and New Media

Unit 3 Social media

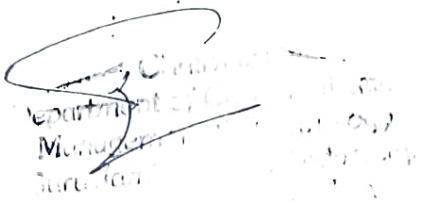
Origin of Social Media
User Generated Content
Concept of Web 2.0- micro blogging, social bookmarking
Interactive & Participatory Journalism

Unit 4 Overview of Web Writing

Linear and Non-linear writing
Writing Techniques, Multimedia, Storytelling structures
Website planning and visual design
Social Networking sites

Suggested Readings:

- Razdan, A. (2008). *New Media: Techniques and Trends*. New Delhi. Vistasta publishing Pvt. Ltd.
- Siapera, Eugenia. *Understanding new media*. Sage, 2011. Introduction.
- Feldman, Tony (1997). *Introduction to Digital Media*. New York: Routledge.
- Mathur, K. Parshant (2011). *Social Media and Networking: Concepts, Trends and Dimensions*. Chap.2, P.39. New Delhi: Kanishka Publishers.
- Vincent Miller. *Understanding digital culture*. Sage Publications, 2011.
- Lev Manovich. 2001. —What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. *Understanding new media*. Sage, 2011. Introduction.

A handwritten signature is written over a circular stamp. The stamp contains the text 'Department of Management Studies' and 'University of Delhi'.

3

Rasm, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3
Goldemith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of
Borderless World. Oxford University Press US.
O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations
software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis-web-20.html>

BAMC -128 ADVERTISING AND PUBLIC RELATIONS

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1-Introduction to Advertising

Meaning and history Advertising
Advertising as a tool of Media- Print, Electronic, Web
Role of Advertising in Marketing mix
Various aspects of advertising

Unit 2 Advertising Models

AIDA model, DAGMAR Model, Maslow's Hierarchy Model
AAAI, ASCI and their codes.
Advertising Objectives, Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling

Unit 3 PR – basic concepts:

Public Relations: definition and objectives;
Functions of Public Relations
Types of public
PR in govt. and Private Sectors

Unit 4- PR-campaigns

Research for PR
Campaign Planning
Managing promotions and functions
IPRA code - PRSI, PSPF .
Social Media Tools for marketing

Suggested Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcose & Glen T, Public Relations, Pearson

BAMC -128 ADVERTISING AND PUBLIC RELATIONS

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

Unit 1-Introduction to Advertising

Meaning and history Advertising
Advertising as a tool of Media- Print, Electronic, Web
Role of Advertising in Marketing mix
Various aspects of advertising

Unit 2 Advertising Models

AIDA model, DAGMAR Model, Maslow's Hierarchy Model
AAAI, ASCI and their codes.
Advertising Objectives, Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling

Unit 3 PR – basic concepts:

Public Relations: definition and objectives;
Functions of Public Relations
Types of public
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5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

BAMC-129 MARKETING COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

Handwritten signature and stamp of the University of Mumbai, Faculty of Commerce, Department of Marketing. The stamp includes the text 'UNIVERSITY OF MUMBAI', 'FACULTY OF COMMERCE', and 'DEPARTMENT OF MARKETING'. There is also a handwritten number '37' next to the stamp.

BAMC-129 MARKETING COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. One question will be compulsory of 20 marks based on the entire syllabus. It will contain 10 short answer type questions, each of two marks. Students are required to attempt 10 questions out of remaining eight questions. All questions will carry equal marks.

Unit-1 Marketing mix:

Marketing Mix: Meaning and components;
Factors Determining Marketing Mix
Advertising as a tool of Marketing
PR as a tool of Marketing;

Unit-2 Consumer Behavior

Motivation, Needs, Involvement Experience, Learning,
Knowledge, Attitude Models, Consumer Satisfaction

Unit-3 Social Marketing

Introduction to Social Marketing
Principles of Social marketing
Social marketing Strategies
Corporate Social marketing : Case Studies

Unit 4 E- Marketing

e-marketing: introduction
online consumer behavior
Mobile Marketing : online shopping sites

Suggested Reading:

Marketing Communication – Edited By- Ludi Koekomoer, JUTA. Co. Ltd: South Africa
Richard R Dolpinh -The Fundamentals of Corporate Communication, Butterworth
Donald R G, Corporate Reputation, London: Kogan page
Tom Means, Business communication
Thomson Paul Argentli Paul, The Power of Corporate Communication, NY: McGraw Hill
CL Tyagi and Arun Kumar (2004). *Advertising Management*, New Delhi: Atlantic Publishers
Mukesh Trehan and Ranju Trehan (2007). *Advertising and Sales Management*, New Delhi: Tata
Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge
Ira S. Kalb. "E- marketing: what went wrong & How to do it right. K&B Prss (2004)

BAMC- 130 WRITING FOR NEW MEDIA

Practical Marks: 50
Viva- 30

BAMC- 130 WRITING FOR NEW MEDIA

Time- 3 Hrs

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio. That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the paper- this paper designed to practice the content writing for the web, so that journalism students can gets training to be successful in media world. In the class room a student needs to write and write.

Unit 1 Blog writing:

Social Blog- 2

Political Blog- 2

Travel Blog- 2

Personal Blog -2

Unit 2

Create content for Facebook page

News content- 5

Short stories- 2


Articles- 3

Photo- feature- 2

Students have to create material for a social media campaign on any social /political business issues happening around during the semester.

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