

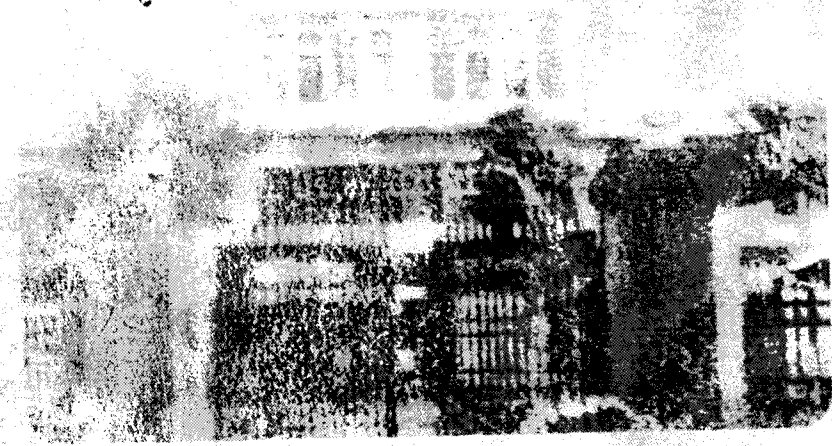
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PATNA COLLEGE
PATNA UNIVERSITY

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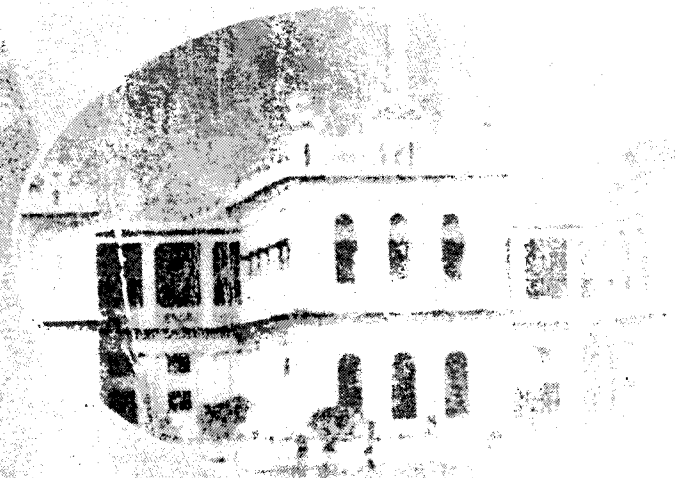


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PATNA COLLEGE

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BACHELOR OF MASS COMMUNICATION (B.M.C.) Honours Course

With the world becoming a global village, the media today plays the pivotal role in shaping the opinion and attitude of the people. This field requires dynamic, confident and hardworking young professionals who can exhume the truth for the people and society with a keen sense of responsibility, firmness and sensitivity.

This three year job-oriented, skill-adopting course of Bachelor of Mass Communication (B.M.C.) has been designed to provide a firm platform to the young aspirants who have the zeal to work hard to inform, educate, entertain and to some extent persuade (towards positive thinking) the people through the media (print and electronic).

No other sector has grown so exponentially as the media. Hence after the successful completion of this course an aspirant is exposed to a plethora of job opportunities namely as news reporter, anchor person, sub-editor, non-linear editor, news producer, news floor manager, photojournalist, camera person, copy editor, public relations professional, advertising agent, publicity officer, corporate communication officer, media researcher, media consultant, translator, script writer, film producer, film director and so on.

Hence with a degree in such a painstakingly designed comprehensive professional course one is adequately trained to face all the challenges confidently in the field of Mass Communication.



**STRUCTURE FOR BACHELOR OF MASS COMMUNICATION (B.M.C.)
PROFESSIONAL HONOURS COURSE**

| EXAMINATION | HONOURS SUBJECT | SUBSIDIARY SUBJECT | TOTAL |
|----------------------------|--|-----------------------------------|------------------|
| B.A. (Hons.) Part - I | 4 Papers (Paper I, II, III & IV) | 2 Papers (Paper 1 and Paper 2) | 6 Papers |
| B.A. (Hons.) Part - II | 4 Papers (Paper V, VI, VII & VIII) | 2 Papers (Paper 3 and Paper 4) | 6 Papers |
| B.A. (Hons.) Part - III | 6 Papers (Paper IX, X, XI, XII, XIII & XIV) | | 6 Papers |
| TOTAL | 14 PAPERS | 4 PAPERS | 18 PAPERS |

{2}

**BACHELOR OF MASS COMMUNICATION (B.M.C.)
SUMMARY CHART**

416

FIRST YEAR :

Honours subjects :

- I Introduction to Mass Communication
- II Reporting and Editing - I
- III Writing for Mass Media
- IV Indian Govt, Politics and International Relations

Subsidiary Papers :

- 1 Economics
- 2 Computer Applications for Mass Media

On-the-Job Training : Free Lancing (4 weeks)

Workshop : Still Photography, A/V production (2 weeks)

Lab Journal (2 weeks)

SECOND YEAR :

Honours Subjects :

- V Introduction to Audio-Visual Media
- VI Reporting and Editing - II
- VII Advertising
- VIII Public Relations / Corporate Communication

Subsidiary Papers :

3 Economic Development and Planning in India

4 Entrepreneurship Development Programme

On-the-Job Training : Advertising (2 weeks)

Public Relations (2 weeks)

Workshop : Audio Production (2 weeks)

Video Production (2 weeks)

{3}

THIRD YEAR :

Honours subjects :

- IX Reporting and Editing - III
- X Photojournalism
- XI Design and Graphics
- XII Indian Constitution and Media law
- XIII Development Communication
- XIV Project Report

On-the-job Training : (8 weeks)



BACHELOR OF MASS COMMUNICATION (B.M.C.)

SYLLABUS

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FIRST YEAR :

Subject Chart : A Summary

Honours Papers :

- Paper I Introduction to Mass Communication
- Paper II Reporting and Editing - I
- Paper III Writing for Mass Media
- Paper IV Indian Govt, Politics and International Relations

Subsidiary Papers :

- Paper 1 Economics
- Paper 2 Computer Applications for Mass Media

On-the-Job Training : Free Lancing (4 weeks)

Workshop : Still Photography, AV production (2 weeks)

Lab Journal



BACHELOR OF MASS COMMUNICATION
FIRST YEAR

PAPER - I

Introduction to Mass Communication

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - I.1

Journalism and Mass Communication

- Its nature - scope
- Mass Communication - definition - process
- Mass media and modern society - functions
- Mass media and democracy.

UNIT - I.2

History of the Print Media

- Early efforts in printing
- Newspapers - types of newspapers - contents - characteristics
- Magazines - characteristics and types
- Print Media in India : an overview
- Books as a medium of communication - types of books.
- Book publishing in India.

UNIT - I.3

Early Communication Systems in India

- First Indian newspaper
- Print media in nineteenth century
- Indian press and Indian freedom movement
- Brief history of major English and Indian language newspapers and magazines.

UNIT - I.4

Ownership of print media

- Types of ownership - merits and demerits
- Organizational structure of newspapers
- Functions of the staff
- Editorial advertising, circulation departments
- Patterns of Newspaper ownership and management in India.
- Procedure to launch a publication
- Marketing practices in print media.

UNIT - I.5

Press Commissions

- Press Council, DAVP, INS, ABC
- Unions of mediemen and mediawomen
- Professional organisations - PIB - other public information agencies of both state and central governments.

Reference Books :

1. Mass Communication and Journalism in India - D.s. Mehta
2. Radio and T.V. Journalism - K.M. Shrivastava
3. News that Matters - Iyenger
4. The Romance of the newspaper - Rao, Chalapati M
5. The Press - Rao, Chalapati M
6. Your Slip is showing - Singh Nihal S. 1992
7. Communication 2000AD - Adarsh Kumar
8. Law of the Press in India - Durga Das Basu
9. Press Law - Bakshi P.M.
10. Mass Media in India - 2004 - Research Reference and Training Publication Division

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PAPER - II
Reporting and Editing

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - II.1

Reporting

- Principles of reporting
- Functions and responsibilities
- Writing news
- Lead - types of leads
- Body
- Techniques of re-writing - techniques of re-writing news agency copy

UNIT - II.2

Reporting

- Reporting techniques
- Qualities of a reporter
- News - elements, sources - types
- Pitfalls and problems in reporting
- Attribution, off - the - record, embargo, pool reporting
- Follow up - advocacy, interpretation, investigation

UNIT - II.3

Reporting Specialized

- Crime
- Courts
- Society
- Culture
- Politics
- Commerce
- Business
- Education reporting
- Practicals : field assignments

UNIT - II.4

Editing

- Nature and need for editing
- Principles of editing
- Editorial desk, functions of editorial desk, copy - preparation of copy for press - style sheet - editing symbols - proof reading symbols and their significance

UNIT - II.5

Subbing

- Functions and qualifications of a sub-editor and chief sub-editor
- Copy selection and copy pasting
- Basic principle of translation.

UNIT - II.6

- Practicals of reporting and editing.

Reference Books :

1. Basic News Writing - Mencher Melvin 1986
2. Reporting and Writing the news - K. Warren, Ault Philip, Emery Edwin, 1963
3. The Romance of the newspaper - Rao, Chalapati M
4. Editing in the Electronic Era - Glibson Martia L
5. Basic News Writing - Mencher Melvin, 1986
6. Reporting for News papers, Magazine, Radio and T.V. - B. N. Ahuja, S. S. Chhabra

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PAPER - III
Writing for Mass Media

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - III.1

Communicative Language

- Historical Background of writing
- Elements of language
- Writing as coding of contents
- Language for mediated communication

UNIT - III.2

Effective Writing

- Principles and methods of effective writing
- Rules of grammar, sentence construction
- Paragraphing, narration
- Adjectives and adverbs, tenses, sequence, logic

UNIT - III.3

Creativity in writing

- Features
- Articles
- Profiles
- Interview stories
- Business writing
- Technical writing
- Letters

UNIT - III.4

Specialised Writing

- Writing for target groups special interest audiences

UNIT - III.5

Translation techniques and reviews

- Media reviews of arts
- Performing arts and cinema
- Practical exercises applicable to all units.

Reference Books :

1. Writing Effectively - Beth S. Neman
1983, Charles E.
2. A University Grammar of English - Randolph Quirk &
Sidney Greenbaum
1973
3. A communicative Grammar of English - G. Leech & Ian
Svartvik; 1975
4. Business correspondence and - R.C. Sharma &
Report writing - Krishna Mohan
1994
5. Correct letter writing - L. E. Watson, 1958
6. English Grammar - M.A. Pink & S.E.
Thomas, 1970
7. Working words - the Process of - Wendy Bishop,
Creative Writing 1992

PAPER - IV

Indian Government, Politics and International Relation

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - IV.1

Indian Government

- Government making
- Working of federalism
- Issues in governance at state and central levels of state autonomy in India
- Politics at the district level - Panchayati Raj
- Elections and governance

UNIT - IV.2

Nature of the party system

- Study of the major national parties and of some of the more important regional parties, and their social bases
- Effects of fragmentation of parties on the formation of government
- Working of governments at the centre and the states.

UNIT - IV.3

The electoral system

- Process stresses and strains
- Secularism and communalism in India - problems and trends
- Centre state relations
- Reports on centre - state relations

UNIT - IV.4

Fundamental problems

- A course on Indian government and politics must address itself to the most fundamental problems of our society, and attempt to understand the reasons behind their existence and the seeming indifference.
- General study of governance in states and the performance since independence.

UNIT - IV.5

International relations

- Foreign policies of India, UK, USA, Russia
- UN and its agencies and their functions
- Regional organizations such as ASEAN, SAARC, OIC, OAC
- India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

Reference Books :

1. Indian Constitution - B. L. Fadia
2. Comparative Politics - J.C. Johari
3. Indian Democracy - Rajendra Vora & Suhas Palshikar
4. Politics and the state in India - Zoya Hasan
5. Communal Politics - Ram Puniyani
6. A Time of Coalitions - Paranjoy Guha
7. United Nation Organisation - Rumki Basu
8. India's Foreign Policy - V. K. Khanna
9. Dynamics of International Politics - Manoj Sharma
10. International Politics - U. R. Ghai

SUBSIDIARY

PAPER - 1

Economics.

UNIT - 1.1

- Micro and Macro Economics
- Law of Demand, Marshallian Analysis of consumer's equilibrium
- Law of Diminishing Returns

UNIT - 1.2

- Theories of Population
- Value under Perfect Competition
- Value under Monopoly
- Role of Money under planned and unplanned economy

UNIT - 1.3

- Marginal productivity Theory of Distribution
- Modern Theory of Rent
- Demand and Supply Theory of Wages
- Liquidity Preference Theory of Interest
- F.H. Knight's Theory of Profit

UNIT - 1.4

- Fisher's and Cambridge Equation or the Quantity Theory of Money
- Inflation, Causes, effect and remedies
- Credit creation by Commercial Bank, Credit control by Central Bank
- I.M.F. and World Bank, Objectives and working

UNIT - 1.5

- Ability to pay principle of Taxation
- Growth of Public Expenditure causes and effects
- Comparative cost theory of International trade
- Free trade and Protection

Reference Books :

1. Micro Economics - H. L. Ahuja
2. Micro Economics - M. O. Jhingari
3. Modern Economic theory - K. K. Dewette
4. Modern Economic Theory - K. K. Dewette
5. Money, Banking and International Trade (Hindi & English) - M. L. Jhingari
6. Public Finance (Hindi and English) - B. P. Tyagi
7. Public Finance (Hindi & English) - Suman
8. Money, Banking and International Trade - Mithani

PAPER - 2

Computer Application for Mass Media

UNIT - 2.1

Introduction to computers

- History and generation of computers
- Types of computers hardware and software
- Digital technology
- keyboard functions
- **MS office and its applications** : word with features; Ms windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page setup, printing, formatting techniques; graphics and drawings.

UNIT - 2.2

Coral draw environment

- Working with objects, outlining, clip art and symbols.
- Control of object outlines - text creation and alignment
- Bitmap graphics - conversions - graphs
- COREL SHOW - cartoons - use of colours in publishing concepts.
- **Multimedia** - definitions - CD-ROM and multimedia-business applications
- Educational application-public utility, ritual reality-multi-media skills.

UNIT - 2.3

Animation

- Images
- Bitmaps
- Drawings
- Principles of animation
- Use of video-broadcast video standards, NTSC-PAL-SECAM-HDTV
- Integration of computers and television

- Video editing, finer aspects.

Internet

- Sourcing
- Web technology and its applications
- New generation Internet potentials and limitations - priorities and utilisation.

UNIT - 2.4

Web vs print -

- A comparison
- Advertising
- Copy creation and feedback on the Net, profiling the reader content generation and research
- Design of contents.

UNIT - 2.5

Website elements

- Visual design, background, colours; sales promotion, service, promotion in the website.
- Interactivity - diversity
- Legal challenges - copyright issues; technology issues, political issues; social issues; economic issues - ethical issues.

Reference Books :

1. Fundamental of Computers and Information Technology - A. Jaiswal
2. Multimedia Communications - Halsall
3. Internet and World wide Web : How to programme - Deitel
4. Computer Graphics - Hearn (Pearson)
5. Internet and World wide web : how to Programme - Deitel (Pearson Educaion)

BACHELOR OF MASS COMMUNICATION (B.M.C.)

SYLLABUS

SECOND YEAR

Subject Chart - A summary

Honours Papers :

- V Introduction to Audio-Visual Media
- VI Reporting and Editing - II
- VII Advertising
- VIII Public Relations / Corporate Communication

Subsidiary Papers :

- 3 Economic Development and Planning in India
- 4 Entrepreneurship Development Programme

| | | |
|------------------------------|------------------|-----------|
| On-the-Job Training : | Advertising | (2 weeks) |
| | Public Relations | (2 weeks) |
| Workshop : | Audio Production | (2 weeks) |
| | Video Production | (2 weeks) |



SECOND YEAR

PAPER - V

Introduction to Audio - Visual Media

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - V.1

Audio-radio

- Radio as a medium of mass communication
- Characteristics of radio - historical perspective, with special reference to India; types of ownership, audience, commercial radio, educational radio.
- Emerging trends, AM, FM, franchising, community radio.

UNIT - V.2

Television

- Television as a medium of mass communication
- Characteristics
- Ownership
- Organisational structure of Dordarshan, satellite television channels
- Cable television
- Educational television
- Commercial television
- Recent trends in television broadcasting.

UNIT - V.3

Films

- Films -nature, historical background
- Technical aspects of film production
- Film industry in India
- Status issues, problems
- Regional cinema, future prospects.

UNIT - V.4

Writing for radio

- Finer aspects of radio language
- Production methods, Finer aspects of radio script writing
- Narration
- Production techniques, film language and grammar.
- Impact of new technology on media language, news, features, talks, commercials, interviews.

UNIT - V.5

Writing for television

- News
- Interviews
- Documentaries
- Short talks.

Reference Books :

1. Radio + T.V. Journalism - K. M. Shrivastava
2. Art of Broadcasting - S. P. Jain
3. Broadcast Journalism - S. C. Bhatt
4. Broadcasting and the People - Masani, Mehra
5. Broadcast Journalism - Cohl David Keith
6. Writing News for Broadcasting - Bliss Edward, Jr. Daltuson, John M.

PAPER - VI

Reporting and Editing - II

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - VI.1

Civic Reporting

- Reporting functions - social, cultural, political, seminars workshop, symposia, civic problems (such as sanitation health, education, law and order, police, hospitals, etc.)

UNIT - VI.2

Development reporting

- Reporting social issues, controversies
- Development programmes - implementation and impact
- Feed back and evaluation.

UNIT - VI.3

Rural Reporting

- Agricultural practices
- Problems and policies
- Caste - community relations
- Rural - urban relations.

UNIT - VI.4

Structure and functions of newsroom

- Structure and functions of newsroom of a daily
- Weekly newspapers and periodicals, different sections and their functions.

UNIT - VI-5

A. Reet

Headlining

- Principles
- Types and techniques

UNIT - VI-6

Field Reporting

- Assignments to be given by the concerned faculty.

Editing

- Assignments to be given by the concerned faculty.

Reference Books :

1. Techniques of Radio Production - Melesh, Robert
2. The work of the Television Journalists - Tyrell, Robert
1981, 2nd Edition
3. Headlines and Deadlines - Garst, Robert E and
Bernstein, Theodore M.
1. Professional Journalism - M. V. Kamath
2. Journalism - TJS George
3. Basic Journalism - Rangaswami Parthsarthy
4. Editing - Westley
5. Development Communication - Uma Narula
6. Basic Journalism Writing - Merin Mencher
7. The Journalists Handbook - M.V. Kamath

**PAPER - VII
Advertising**

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(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - VII.1

Advertising

- Definition
- Historical development
- Social and economic benefits of advertising
- Mass media and advertising, criticism
- Types of advertising
- Consumer advertising
- Corporate
- Industrial
- Retail
- National
- Trade
- Professional
- Social

UNIT - VII.2

Product advertising

- Target audience - brand image - positioning;
- Advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT - VII.3

Advertising agency

- Structure and functions, creativity
- Media selection - newspapers, magazines, radio, television, outdoor, strategy, planning, media budget
- Campaign planning

UNIT - VII.4

Copy writing and advertising production techniques

- Print, radio, television, films, outdoor, ideation, visualisation.
- Use of computers; practical assignments in advertising; copy preparation.

UNIT - VII.5

Research in advertising

- Planning, execution, copy research, market research
- Ethical aspects of advertising
- Law and advertising
- Advertising and pressure groups
- Emerging trends

Reference Books :

1. The impact of Television : Advertising on Children - Namita Unikrishnan and Shailaja Bajpai
2. How to Produce Creative Advertising - Ann Keding and Thomas Bivins
3. Advertising : Theory & Practice (Eleventh Edition) - Sandage Fryburger and Rotzoll.
4. Advertising Management (Fifth Edition) - Rajeev Batra, John G Myers and David Aaker
5. Global Marketing and Advertising : Understanding Cultural paradoxes - Marieke de Mooij

PAPER - VIII

Public Relations / Corporate Communication

(Theory - 80 marks : Internal assessment - 20 Marks.)

UNIT - VIII.1

Public Relations (PR)

- Definition - PR as a communication function
- PR, publicity, propaganda and public opinion
- PR as a management function

UNIT - VIII.2

Stages of PR

- Planning - implementation - research - evaluation
- PR practitioners and media relations
- Press conference - press release - other PR tools.

UNIT - VIII.3

Communication with publics

- Internal and external publics - community relations employee relations
- PR in India - Public and private sectors
- PR counselling, PR agencies, PR and advertising
- PR for media institutions

UNIT - VIII.4

Shareholder relations

- Dealer relations
- PR for hospitals - PR for charitable institutions
- Defence PR, PR for NGOs, PR for political parties
- Crisis management
- Case studies.

UNIT - VIII.5

PR Research

- Techniques
- PR and law
- PR and new technology
- Code of ethics for PR
- International PR
- Professional organisations of PR
- Emerging trends in PR

Reference Books :

1. Public Relations - Sam Black
Subir Ghosh
2. Public Relations Today - B. N. Ahuja and
S.S. Chhabra
3. Public Relations - Rayudu
4. Communication and PR Management - Sailesh Sen Gupta
5. Mass Communication in India - Kewal J. Kumar

SUBSIDIARY

PAPER - 3

Economic Development and Planning in India

UNIT - 3.1

Economic Development

- Concept and general perspective common characteristics of underdevelopment.
- India as a developing economy and its international standing.

Strategies of development

- Balanced vs. unbalanced growth strategy; wage goods strategy; basic-needs strategy; Mahalanobis heavy import substitution strategy; export led growth strategy.

UNIT - 3.2

Capital accumulation

- Capital accumulation as a factor in economic growth
- Role of education in economic development
- Population and economic development (the two-way relationship)

Aspects of human development

- Education, poverty and inequality of income distribution (with special reference to India)
- Problems associated with these and approaches towards their solution
- Changes in the sectoral distribution of national income
- Per capita income and labour force since independence.
- Assessment of the Indian growth experience with respect to these.

UNIT - 3.3

Agriculture

- Role of agriculture in India's economic development, factors influencing productivity in agriculture, institutional factors, technological factors, pattern of ownership; Prices and availability of finance.

Industry

- The rate and pattern of industrial growth, trends since 1950, industrial policy with special emphasis on New Industrial Policy 1991.

UNIT - 3.4

Public sector in India

- Its role in the growth process
- Role of the small scale and cottage industries and government's policy with respect to these
- Problems of industrial sickness.

UNIT - 4.4

External sector

- Role of foreign aid, capital and MNCs in India's growth process.
- Foreign trade : composition and direction, India's balance of payments problem
- Impact of liberalization, particularly since 1991 on Indian economy
- WTO and IMF conditionalities.

Reference books :

1. The Theory of Economic Growth - W A Lewis
2. The Principles of Economic Planning
Economic Development - B. Higgins
3. The Economics of Development and
Planning (Both in English & Hindi) - M. L. Jhingran
4. Economic Development - Meir and
Baldwin
5. Development and Planning
(Theory & Planning) - Mishra & Puri
6. Economic Planning - A. N. Agarwal
& Kundan Lal
7. Economics of Development & Planning - R. K. Lekhi
8. Indian Economy & Its Growing Dimension - P. K. Dhar
9. Indian Economy - Alak Ghosh
10. Indian Economy - Raddar Dutt
Sundaram
11. Indian Economy - Mishra & Puri
12. Indian Economy - A. N. Agarwal
13. Economic Survey (Yearly) - Govt of India
14. India year Book - Govt of India
15. Indian Economic Problem - Uma Kapila
Yojna Kurushetra (Journal)
Indian Economic (Journal)

PAPER - 4

Entrepreneurship Development Programme

UNIT - 4.1

Introduction to Entrepreneurship

- Need
- Scope and characteristics
- Special Schemes for Technical Entrepreneurs (STED)
- Institutions
- Network of support organisations.

UNIT - 4.2

Project Identification - Selection

- Identification of opportunity
- Criteria for and principles of project selection & development
- Techno - economic feasibility of project
- Market survey technique

UNIT - 4.3

Project formulation

- Need
- Scope and approaches to project formulation
- Structure of project report

UNIT - 4.4

Technology

- Choice of technology
- Plant and equipment
- Plant layout and process planning for the project.

UNIT - 4.5

Project Implementation

- Financial Institutions
- Financing procedure and financial incentives.

UNIT - 4.6

Project Implementation

- Resource management
- Men, machine and materials
- Books of accounts
- Financial statements and funds - flow analysis
- Elements of marketing and sales management
- Name of product and market strategy
- Packaging and advertising
- After sales services.

UNIT - 4.7

Government Control / Regulations :

- Important provisions of Factory Act, Sales of Goods Act Partnership Act
- Income Tax, Sales Tax and excise duty.

UNIT - 4.8

Project Monitoring :

- Sickness in Small Scale Industries and their remedial measures.

Reference books :

1. Entrepreneurship Development - S. S. Khanka
2. Entrepreneurship Development - S. Moharana
3. Handbook of New Entrepreneurs - P.C. Jain
4. Developing entrepreneurship - T.V. Rao & U. Parikh

**BACHELOR OF MASS COMMUNICATION (B.M.C.)
SYLLABUS**

THIRD YEAR

Subject Chart : A summary

Honours Papers :

- IX Reporting and Editing - III
- X Photojournalism
- XI Design and Graphics
- XII Indian Constitution and Media Law
- XIII Development Communication
- XIV Project Report

On-the-Job Training :

(8 weeks)

44.5 401
THIRD YEAR

PAPER - IX

Reporting and Editing - III

(Theory - 80 marks : Internal assessment - 20 Marks.)

Reporting : (a)

UNIT - IX.a.1

Advanced Reporting

- Advanced reporting exercise in features
- Interviews, proceedings of the meetings of panchayats
- Municipal corporations and legislative assembly.

UNIT - IX.a.2

Writing news analysis

- Writing news analysis, back grounders and articles

UNIT - IX.a.3

Specialised reporting

- Sports, Science and technology, medicine, economics and commerce, reporting from stock exchanges, commodity and bullion markets

UNIT - IX.a.4

Interpretative Reporting

- Investigative reporting, writing special articles and columns. Book reviews, film reviews, TV programme reviews, theatre and cultural programmes reviews.

Editing : (b)

UNIT - IX.b.1

Advanced exercise in editing

- Re-writing, page make-up and layout, rewriting the copy of mofussil correspondent, editing political and foreign copy.

UNIT - IX.b.2

On-line editing

- On- line editing, word processing, spell-check, grammar-check, page make-up on computers.

UNIT - IX.a.3

Photo editing

- Photo editing, cropping, composition, colours, caption writing, placement of photographs, photo features.

UNIT - IX.a.4

Production of lab journal

- One eight-page tabloid, and four-page broadsheet
- All practical assignments to be conducted under the supervision of the faculty and to be evaluated and marks included in the final results.

Reference books :

1. Mass Communication Technology - Uma Narula
2. Refer to the books recommended for Paper II and Paper VI

444 400

PAPER - X

Photojournalism

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - X.1

Photojournalism

- What is photojournalism. ? Beginnings; necessity, and significance.

Photography

- Elements and principles - visual language - meaning photographer's jargon; composition of photography - subject and light

UNIT - X.2

Photographic equipment

- Cameras - types - formats - lens - their types and functions - film - types and functions - accessories

UNIT - X.3

Shots

- Focus - Shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographer's manual and computerised photography.

UNIT - X.4

Photographing

- Photographing people; portrait and still, wildlife, environment; sports; landscape; industrial disasters; photography for advertising, conflicts - war - political and social photography.

UNIT - X.5

News values for pictures

- Photo - essays - photo features; qualities essential for photo journalism; picture magazines - colour photography, impact of technology, Practicals, field - assignments and their evaluation.

Reference books :

1. Audio Visual Journalism - B. N. Ahuja
2. History of Press,
Press Laws and Communication - B. N. Ahuja

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PAPER - XI

Design and Graphics

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - XI.1

Elements of design and graphics

- Elements of design and graphics, visualization - convergence and divergence - conceptualization - functions and significance - fundamentals of creativity in art - logic - style - value - tools of art - illustrations - graphs.

UNIT - XI.2

Basic elements and principles of graphics

- Basic elements and principles of graphics, design lay-out and production; typeface families - kinds - principles of good typography; spacing - measurement - point system.

UNIT - XI.3

Type composition

- Type composition - manual - mechanical - lino - mono - ludlow - photo, DTP, use of computer software. character generation - use of multi-media.

UNIT - XI.4

Printing methods

- Printing methods - letterpress, cylinder, rotary, gravure - screen, plate making, types of papers, magazine lay-out, pagination; designing and printing of cover pages; safety measures in printing press.

UNIT - XI.5

Colour printing

- Colour printing - colour combinations - colour scanning - colour separation - colour correction - colour positives - colour negatives, preparation of bromides; artpulls.

Reference books :

1. Developing Communication skills - Krishna Mohan
Meera Banerjee
2. Type Design, Colour-character and use - Beaumont M.
3. Typographic Design-Form and
Communication - Carter P.
4. The Make over Book - Parker Roger
5. The Electronic Era - Gibson Martin

PAPER - XII

Indian Constitution and Media Law

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - XII.1

Introduction of Indian Constitution

- Introduction of Indian Constitution, Characteristics, preamble-directives of state policy, fundamental rights, fundamental duties, citizenship.

UNIT - XII.2

The legislature

- The legislature - the executive - the cabinet - the judiciary - powers and functions; the President, union list, concurrent list, emergency declaration; separation of powers.

UNIT - XII.3

Media freedom

- Media freedom - media systems - media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

UNIT - XII.4

Indian Constitution and freedom of mass media

- Indian Constitution and freedom of mass media, reasonable restrictions, privileges, fair comment; laws defamation, contempt of legislature, and court, censorship; political philosophies of media freedom; Press and Registration of Books Act, 1867.

UNIT - XII.5

Official secrets

- Official secrets - sedition - drugs and Magic Remedies (Objectionable) advertisements Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics, confidentiality of sources of information.

Reference books :

1. Indian Constitutional Law - D. D. Basu
2. Indian Government and Politics - J. C. Johari
3. Indian Constitution - M. V. Pylee
4. Indian Constitution - K. K. Mishra
5. Indian Constitution - U. R. Ghai
6. Mass Media Laws and Regulations - Dr. C. S. Rayudo
Dr. S. B. Nageshwara

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PAPER - XIII

Development Communication

(Theory - 80 marks : Internal assessment - 20 Marks)

UNIT - XIII.1

Concept of development

- Concept of development, development indicators approaches to development; dilemmas of development development policy, development planning.

UNIT - XIII.2

Development journalism

- Development journalism - concept - relevance, development communication - meaning - strategies in development communication - dominant paradigm - its critique.

UNIT - XIII.3

Social cultural and economics barriers

- Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.

UNIT - XIII.4

Participatory model mechanistic

- Participatory model mechanistic and organic models of development for communication; diffusion of innovation extension, dependency, Gandhian model.

UNIT - XIII.5

Creation of development messages

- Creation of development messages - language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj, campaigns and their evaluation - case studies in Indian context.

Reference books :

1. Mass Media in India 2003 - Compiled and Edited by
Research, Reference
and Training Division
Ministry of Information
and Broadcasting
2. Education and Communication
for Development - O. P. Dhama and
O. P. Bhatnagar
3. Mass Communication in India - Kewal J. Kumar
4. Problems of Communication
in Developing Countries - Krishan Sondhi
5. Communication as Development
A Perspective on India - Uma Narula and
W. B. Pearce
6. The other side of publication - K. S. Shukla
Sage publcal

PAPER - XIV

Project Report (On-the-Job Training)

After the 2nd year annual examination, each student shall undergo a practical training of 8 weeks duration in an approved media institution/public sector unit / ad. agency / service organisation and submit at least two copies of the Summer Training Report to the Head of the Department at least 15 days before the date of commencement of the Final year examinations. This Summer Training Report shall carry 100 marks and it shall be evaluated for 60 marks by two external examiners to be appointed by the University and 40 marks shall be awarded on the basis of their international assessment.

The students may undertake project on any specialized paper as per their choice.

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