



**M.A MASS COMMUNICATION AND JOURNALISM  
SYLLABUS 2019-20**

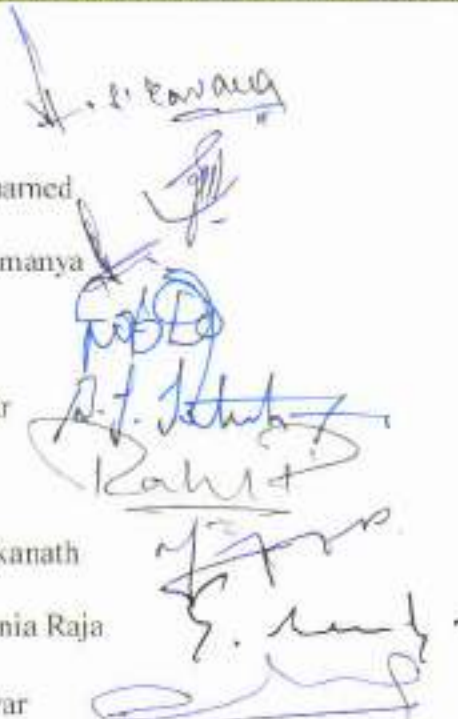
**DEPARTMENT OF COMMUNICATION  
PK Block, Palace Road  
BANGALORE-560009**

**BENGALURU CENTRAL UNIVERSITY  
BENGALURU**

PROCEEDINGS OF BOARD OF STUDIES MEETING IN MASS COMMUNICATION  
AND JOURNALISM HELD ON 13 SEPTEMBER 2019 IN THE BOARD ROOM, JNANA  
JYOTHI AUDITORIUM, CENTRAL COLLEGE BANGALORE.

Members Present:

1. Prof. H.S Eshwar
2. Prof Syed Amjed Ahamed
3. Prof A. S Balasubramanya
4. Sri D P Satish
5. Sri B S Satish Kumar
6. Sri Rakesh P
7. Sri Nagarjun Dwarakanath
8. Prof G.Balasubramania Raja
9. Prof J M Chandunavar



At the outset the chairman welcomed the members for the first BOS meeting in Mass Communication and Journalism, Bangalore Central University, Bengaluru. The Board took up the agenda for discussion and the following resolution is made.

PROCEEDINGS:

1. Board of Studies in Mass Communication and Journalism prepared the syllabus and approved the syllabus for the I & II Semester M.A in Mass Communication and Journalism (CBCS).
2. The Board of Studies approved the regulations for M.A in Mass Communication and Journalism of Bangalore Central University Bengaluru.
3. The Board approved the list of panels of examiners.
4. The Board of Studies in Mass Communication approved the nomenclature of Department as Mass Communication and Journalism

Wd  
28/9/19

  
Prof. Narshimhamurthy N  
Chairman  
Dept. of Communication  
Bengaluru Central University  
Bengaluru

# BENGALURU CENTRAL UNIVERSITY

## DEPARTMENT OF COMMUNICATION

### M.A IN MASS COMMUNICATION AND JOURNALISM

#### SYLLABUS 2019-2020 (CBCS)

#### 1 SEMESTER

Sem/Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCI:1.1	Introduction to Communication	3 hrs	3 hours	30	70	100	3
MCI:1.2	Indian Socio-Eco-Political and Cultural System	3hrs	3 hours	30	70	100	3
MCI:1.3	Media Laws and Ethics	3hrs	3hours	30	70	100	3
MCI:1.4	Translation Methods and Techniques	3hrs	3hours	30	70	100	3
MCI:1.5	News Reporting and Analysis	2hrs	2 hours	15	35	50	2
MCI:1.6	News Processing and Editing	2hrs	2hours	15	35	50	2
MCI:1.7	Basic Computer Applications	2hrs	2hours	15	35	50	2
<b>Soft Core</b>							
MCI:1.8A	Writing skills in Kannada OR	2hrs	2hours	15	35	50	1
MCI:1.8B	Writing skills in English	2hrs	2hours	15	35	50	1
<b>Practical</b>							
MCI:1.4A	Translations	2hrs	1hours	15	35	50	1
MCI:1.5A	News Reporting	2hrs	1hours	15	35	50	1
MCI:1.6A	News Editing	2hrs	1hours	15	35	50	1
MCI:1.7A	Basic Computer Application	2hrs	1hours	15	35	50	1
Total							<b>24</b>

## II SEMESTER

Sem/Code	Paper Title	Week/ hour	Duration of Examination	IA Marks	Theory Exam Marks	Total	Credits
MCI: 2.1	Theories of Communication	3hrs	3 hours	30	70	100	3
MCI: 2.2	Communication for Development	3hrs	3 hours	30	70	100	3
MCI: 2.3	Communication Research	3hrs	3 hours	30	70	100	3
MCI: 2.4	Advertising and Corporate Communication	3hrs	3 hours	30	70	100	3
MCI: 2.5	Introduction to Digital Media Production	2hrs	2 hours	15	35	50	2
MCI: 2.6	Introduction to T.V Journalism	2hrs	2 hours	15	35	50	2
MCI: 2.7	Introduction to Radio Journalism	2hrs	2 hours	15	35	50	2
<b>Soft Core</b>							
MCI: 2.8A	Event Management OR	2hrs	3 hours	15	35	50	1
MCI: 2.8B	Photojournalism	2hrs	3 hours	15	35	50	1
<b>Practical</b>							
MCI: 2.5A	Digital Media Production	2hrs	1hours	15	35	50	1
MCI: 2.6A	Radio Journalism	2hrs	1hours	15	35	50	1
MCI: 2.7A	T.V Journalism	2hrs	1hours	15	35	50	1
MCI: 2.9	Lab Journal	2hrs	1hrs	15	35	50	1
							<b>24</b>

## MCI-1.1: INTRODUCTION TO COMMUNICATION

**Objective:** This course gives the students the understanding of the fundamentals of communication, the framework in which they operate and major thoughts/concepts related to mass communication..

### Unit I

Definition, scope, nature, elements, forms of communication, intra-personal communication, interpersonal communication and mass communication- Barriers to communication.

### Unit II

Historical development of press as a media institution. History of print media in India- Pre-independence, Post-independence (Major issues, landmarks) and regional language.

### Unit III

Process of communication-attention, attitudes, behaviors, perception, conformity, persuasion, learning process, cognition and redundancy.

### Unit IV

Models of Communication-Aristotle, Dance, Shannon and Weavers, David Berlo, George Gerbner, H D Lasswell, Westley and Maclean, Osgood, Theodore M New Comb's Model.

### Unit V

Normative Theories – Authoritarian, Libertarian, Communist, Social Responsibility, Development Media Democratic Participant Theory, Media and Democracy, Globalization and mass media.

### Books for Reference

1. McQuail, D. (1987). Mass communication theory: An introduction. Sage Publications, Inc.
2. Schramm, W., & Roberts, D. F. (1971). The process and effects of mass communication.
3. Schramm, W. (1973). Channels and audiences. Handbook of communication.
4. Klapper, J. T. (1960). The effects of mass communication.
5. Mass Communication – A Critical analysis – Keval J Kumar
6. Professional Journalism – M. V. Kamat
7. Theory and Practice of Journalism – B. N. Ahuja & Professional Journalist – John Hohenberg

## **MCJ-I.2: INDIAN SOCIO-ECO-POLITICAL AND CULTURAL SYSTEM**

**Objectives:** The subject is designed to introduce the students the political, social economic and cultural system of India. The study of this system will enable the students to have a deep insight into present-day understandings of Indian society, politics, economics and role of media.

### **Unit-I**

Social system- An overview of Indian social system. Social Institutions-family, kinship,household, rural and urban. Social stratification -caste, class, tribe and gender, race, marginalization, ethnicity- nation and nationalism. Caste system and patriarchy. Religion in India-perspectives of Phule, Mahatma Gandhi, B.R.Ambedkar and Swami Vivekanand. Social Movement and Civil Society. New social movements-Non-Brahmin movements, Dalit movements in India.

### **Unit-II**

Indian Political System- Nature and Sources of Indian Political thought-Manu, Kautilya, Colonial and Pre-Colonial Politics in India. Modern liberal thought-Nationalist thought. Concept of Federalism-Political Parties-National and Regional-Trade Unions-Democratic process and Decentralization-Panchayat Raj System-Social Reform Movements-Peasant Movements-Democratic and Communist Movements in India.

### **Unit-III**

Economic Issues-An overview of Indian economy-Ancient economic thoughts, Emergence of modern Indian economic thoughts, Gandhian economic thought, Ambedkar's economic thought, Economic ideas of Amartya Sen. Indian Financial System—an overview- Major issues in Indian Financial System, Major Financial Scams in India. India and GATT-WTO—Indian agriculture- Indian Foreign Policy India-SAARC, ASEAN issues and developments, UN- Organs, functions. Critiques of Economic reforms.

### **Unit-IV**

Culture-Salient features of Indian culture. History and Culture through the Ages,ancient India, medieval India, modern India. Social Structure-socio-cultural issues in contemporary India. Cultural contribution of the Mughals, Impact of west on India- Influences of Islam and Christianity on Indian Culture-Cultural renaissance in the' 19th Century, causes of renaissance, BrahmaSamaj, Arya Samaj, Prarthana Samaj, Ramakrishna mission, Theosophical society. Cultural movements in India.

### **Unit-V**

Brief history Of Karnataka-Modern Karnataka,State Political-Economic-Social and Cultural Issues.

### Books for Reference:

1. Aggarwal, R.C: Constitutional History of India and National Movements, S.Chand& co. New Delhi, 1969.
2. Ahluwalia I J (1985). Industrial Growth in India: Stagnation Since the Mid-Sixties, Oxford University Press, New Delhi.
3. Ahuja, Ram (1993); Indian Social System, Rawat Publications, Jaipur.
4. Altekar, A.S; State and Government in Ancient India, Moti Lal BanarasiDass, New Delhi, 1977.
5. Amartya Sen (1995), India, Economic Development and Social Opportunity unit, University Press, Delhi.
6. Bagchi, Amiya Kumar, (1982) Political Economy of Under development, Cambridge University Press
7. Bardhan, Pranab, (1984) The Political Economy of Development in India, Oxford University Press.
8. Backer, C.J. The Politics of South India (Cambridge: Cambridge University Press, 1976. New Delhi: Vikas Publishing House, 1976.
9. Bannerji, A. Speeches by Sir Albion Banerjee. Dewan of Mysore (April 1916 — April 1926), Bangalore: Government Press, 1926.
10. Basu, Aparna, The Growth of Education and Political Development in India (New Oxford University Press: 1974).
11. Clammer, John R. 1983. Modern Anthropological Theory. Guide to problems Texts and Theories for Asian Students. New Delhi: Cosmo Publications.
12. Crawley, Ernest), 1989. Dimensions of Marriage in Primitive Society. Delhi: Caxton Publications.
13. Crook, John, H. 1987. Polyandry in India (Demographic, Economic, Social, Religious, and Psychological concomitants of Plural Marriages in Women). New Delhi: Gyan Publishing House.

### **MCJ-1.3: MEDIA LAWS AND ETHICS**

**Objectives:** The subject is exploring the insights of the salient features of Indian Constitution and Provisions, freedom, duties and responsibility of Press in India. The Constitutional and legal processes, historically and in contemporary contexts.

#### **Unit I**

Introduction to Indian Constitution- Salient features, directive principles of state policy, Fundamental Rights and Duties, Human Rights- Universal declaration of Human Rights.

#### **Unit II**

History of Press legislations in India-Rights of the press, Press Council of India and code of conduct for journalists. Provisions for legislature reporting-Contempt of Legislature, Parliamentary privileges. Constitutional provisions for freedom of speech and expressions, Article 19(1) a, Reasonable restrictions- Article 19(2), Threats to freedom of the press in India, Right to Information Act, 2005.

#### **Unit III**

Law of Defamation, Seditious, Obscenity, Cinematograph Act 1952, Film Certification, Official Secrets Act 1923, Copyright, Video Piracy, Contempt of Court Act, Press and Registration of Books Act.

#### **Unit IV**

Working Journalist Act 1955, Wage Boards for journalists, Prasar Bharati Act 1990, Cyber laws, Information Technology Act. Major recommendations of press commissions, Press Council of India Act, a critical study of functions and performance of the Press Council of India, ASCI, BCCC, International laws related to Media.

#### **Unit V**

Ethics: Media's ethical problems- Sting Operation, Right to privacy, Right to reply, Sensational and yellow journalism, Paid news, plagiarism, revealing confidential sources-off-the-record, and ombudsman.

#### **Books for References:**

1. Basu, Durga Das. (1996). Law of the Press. New Delhi: Prentice Hall of India.
2. Grover, A.N. (1990). Press and the Law. New Delhi: Vikas Publishing House.
3. Neelamalar M. (2009). Media Law and Ethics: Delhi: PHI
4. Prasad, Kiran. (2008). Media Law and Ethics: Readings in Communication Regulation. Delhi: B R Publishing Corporation.
5. Rao, Naresh&Suparna (2008). Media Laws- an Appraisal. Bangalore: Premier.
6. Rao, Someswar B. (2002). Journalism- Ethics, Codes, Laws. Bangalore: ACME.



## MCJ-I.4: ART AND TECHNIQUES OF TRANSLATION

Objective: To train students to understand the art and techniques of translation in relation to media.

### Unit I

Introduction to translation-Source language and target language -Translation is a Skill/ Art/ Science/ Philosophy, Re-creation, Trans creation, Interpretation, Challenges.

### Unit II

Structure of Language- English, Regional, Contrastive Methods, Phrase Structure, Idiomatic Expression, Language Universal.

### Unit III

Types of sentences, their structure and use, Words and their redundancies, Words and phrases; use of adjectives and adverbs, Negatives and double negatives transitional devices, Methods of paraphrases, attribution, and quoting, Writing for different media.

### Unit IV

Translating at least 5 different news items, Translating at least two articles, Translating at least one creative writing of about 500 words, Preparing a list of at least 20 phrases in Kannada and English used for the same Expression.

### Unit V

The nature and characteristics of media writing, What is script? Explain with practical examples, Actual writing; the craft of re-writing, Dialogue writing, Use of research in writing script

### Books for References:

1. Translation in practice- Gill Paul- Dakley Archive Press.
2. Complete English Grammar Rules- Farlex International.
3. Translation and the Meaning of Everything by David Bellos.
4. Modern Techniques of English Translation Paperback by B.B. Jain
5. A Handbook of Translation Studiesby Bijay Kumar Das.
6. Introducing Linguistics: A Graphic Guideby R. L. Trask and Bill Mayblin.

## MCJ-1.5: NEWS REPORTING AND WRITING

**Objectives:** The main objective of this Paper is to understand the basic knowledge of News, News Values, News elements and qualities of good Reporter, understand the nose for news and discuss the qualities of good writings, understand the setup of Print Media/Electronic Media/Digital Media, Editorial Desk. And another objective of this paper is to discuss the new trends and Media terminologies in Journalistic world and learn different responsibilities of Media Person.

### Unit I

News- Concept, Definition, News value, Elements, Types of news- Hard and soft news, News writing formats, news writing techniques, writing lead and intro.

### Unit II

Cross platform reporting -Cross platform reporting, writing for eye-ear and Digital platforms, Reporting department in newspaper, magazine, agencies, radio and TV, daily planning, function and qualities of chief reporter, bureau chief. Preparations for conducting interviews, interviewing techniques.

### Unit III

News Gathering skills and writing-news sources, cultivation and protection of sources, investigative reporting, descriptive reporting, in-depth reporting, interpretative writing.

### Unit IV

Specialized reporting- beats, speeches, politics, legislative, election, crime, court, education, health, science and technology, agriculture, business, sports, environment, ethical aspects of reporting.

### Unit V

Creative writing feature, definition, characteristics, types, News and non-news features, process of feature writing, opinion writing-editorial, Op-ed, middle page, special articles, weekend pull outs, supplements, Reviews books-films and documentaries, Current trends, style and future.

### Suggested Reading:

1. Mencher M. (2008). News reporting and writing McGraw-Hill
2. Neal and Brown (1976). News writing and Reporting the Iowa State University Press, Ames, Iowa.
3. Ricketson M. (2004). Writing Feature Stories: How to Research and Write Newspaper and Magazine Articles Allen Urwin
4. Sahay U. (2006). Making News, Handbook of the media in Contemporary India Oxford University Press, USA.
5. Saxena A. (2007). Fundamentals of reporting and editing Kanishka Publishers
6. Saxena Sunil (2006). Headline Writing Sage Publications, Inc.

7. Shedden D. (2002). Reporting, Writing & Editing Bibliography Poynter
8. Srivastava K.M. (2003). News Reporting and Editing Sterling
9. Wheeler S. (2009). Feature Writing for Journalists Routledge
10. Rich, Carole. (2003). Writing and Reporting News, Thomson Wadsworth.
11. Rosenauer I, Kenneth. (2005). Story crafting, Surject Publications.

## MCI-I.6: NEWS PROCESSING AND EDITING

**Objectives:** The thrust of the subject is on the concepts and principles of news processing and modern editing techniques. The paper is to familiarize with various approaches and concepts relevant to news editing. The course is to enable the students to understand the prerequisites for knowledge on newsroom.

### Unit I

Editing-concept, process and significance. Editing- definition, principles, ethical aspects. Editorial Value- Objectivity, Facts, Impartiality and Balance. Difference between Newspaper/Radio and TV news editing. Challenges for the Editor-Bias and pressures.

### Unit II

Editorial Structure of newspaper, magazines, news agencies, radio and TV-job of various functionaries. Functions of news desk- Integrated Newsroom-Role and Responsibility of Gatekeepers, Managing the news flow.

### Unit III

Editing Process- News selection, News Value and other parameters. Handling of news copy- Planning and visualization of news, Rewriting news stories, Headlines and intro, Stylebook and Style Sheet. Use of synonyms and abbreviations. Importance of Grammar, rewriting agency copies.

### Unit IV

Editorial page- structure and purpose, Editorials, functions, types, Middles, Letter to the editor, Columns, Special articles, Light leader, Op-ed, Translation- Importance, need, techniques. Supplements- Weekend pull-outs, target audience supplements.

### Unit V

Page Design- Principles of Layout, Design, Types of page designing- Magazine page design- contemporary trends in page making, Typography, Colour and graphics, Page making software, Newspaper printing terminology.

### Suggested Readings

1. Bowles, A. D. (2011). Creative Editing, Wadsworth
2. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
3. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
4. Farrel, M (2010) Newspapers: A Complete Guide to the Industry, Peter Lang.
5. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
6. Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
7. Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
8. Rogers, G. (1993). Editing for Print, Macdonald Book.

9. Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
10. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication

## MCI-1.7: BASIC COMPUTER APPLICATIONS

**Objective:** To introduce the students the basics of Computers and its application related to Print and Electronic Journalism.

### Unit I

Development of computer (History & origin). Role of computer in communication revolution. Introduction to input and output devices, files and folders & using functions of charts and graphs. Operating systems and package use. Computer software packages for media.

### Unit II

Facilities of internet in communication: video conferencing. Internet protocols and different websites & portals and search engines. Potential threats to internet communications. Major News sites of channels E-magazines & online newspapers. Case-Study for web journalism.

### Unit III

Definition and elements of multi-media: Multimedia in mass communication. Use of multimedia gadgets like scanner, digital camera etc. Laws and ethics of cyber communication. Web as a medium of communication for different media. Blog journalism.

### Unit – IV

Introduction to Photoshop and its features: Painting and Drawing. Creating and Understanding selection, Introduction to painting techniques and image editing. Automating Photoshop Page Maker: Publication set-up. Graphics and Text Blocks, Indexes, Contents and Pagination. Different utilities available in Page Maker for Publication, Aldus Additions

### Reference:

1. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
2. Sunder, R., Computers Today Ed.2, John Wiley, 2000.
3. Benedict, M., Cyberspace: First steps, ed, Cambridge, MA, MIT Press, 1991.
4. Chapman and Chapman, Digital Multimedia, Wiley Publication.
5. Macintosh, Advanced Adobe photoshop, Adobe publishers.

18A  
MCJ: 26 WRITING SKILLS IN KANNADA

ಭಾಷಾ ಕೌಶಲ್ಯ

ಅಧ್ಯಾಯ ೧:

ಭಾಷೆ ಬಳಕೆಯ ಮಹತ್ವ, ಭಾಷೆಯಲ್ಲಿನ ಸಂವಹನ ಸಾಮರ್ಥ್ಯದ ಮಹತ್ವ, ಮಾದರಿ ಭಾಷೆಯ ಬಳಕೆ, ಬರವಣಿಗೆಯ ತಂತ್ರಗಳು.

ಅಧ್ಯಾಯ ೨

ಭಾಷೆಯ ಬಗೆಗಳು: ಸಾಹಿತ್ಯಿಕ ಭಾಷೆ, ಗ್ರಾಂಥಿಕ ಭಾಷೆ, ಆಡು ಭಾಷೆ, ಗ್ರಾಮ್ಯ ಭಾಷೆ, ಅನ್ಯ ವೇಶಿ ವದಗಳ ಬಳಕೆ, ಶಬ್ದಗಳು ರೂಪಗೊಳ್ಳುವ ಬಗೆ, ಅವುಗಳ ಬಳಕೆಯಲ್ಲಿನ ಗೊಂದಲ.

ಅಧ್ಯಾಯ ೩

ವಾಕ್ಯ ರಚನೆ: ಮಹತ್ವ, ಪರಿಣಾಮಕಾರಿ ವಾಕ್ಯ ರಚನೆಯ ತಂತ್ರಗಳು, ವಾಕ್ಯ ರಚನೆಯಲ್ಲಿನ ಸಮಸ್ಯೆಗಳು, ವಿರಾಮ ಚಿಹ್ನೆಗಳು; ಬಳಕೆ ಹಾಗೂ ಮಹತ್ವ, ಅಂಗ ಹಾಗೂ ವಚನಗಳ ಸೂತ್ರ ಬಳಕೆ.

ಅಧ್ಯಾಯ ೪

ಭಾಷೆ ಬಳಕೆ: ಅಂಕಿಗಳ ಬಳಕೆಯ ಮಹತ್ವ, ಸಂಕ್ಷಿಪ್ತರೂಪಗಳ ಬಳಕೆಯ ಬಗೆ, ಸಾಂಕೇತಿಕ ಭಾಷೆಯ ಬಳಕೆ, ಸಂಕ್ಷೇಪಣೆಗಳು, ಪ್ರಹಾರ್ಷರಗಳು, ಪಾರಿಭಾಷಿಕ ಶಬ್ದಗಳ ಬಳಕೆ, ಪನ್ ಹಾಗೂ ಸ್ಥಾನ, ರೂಪಕಗಳ ಸೂತ್ರ ಬಳಕೆ ಅನುವಾದ; ತಂತ್ರಗಳು, ತದ್ವತ್ ಅನುವಾದದಲ್ಲಿನ ಸಮಸ್ಯೆಗಳು.

ಅಧ್ಯಾಯ ೫

ಬರವಣಿಗೆ ಭಾಷಾ ಶೈಲಿ: ವಿವಿಧ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಭಾಷೆಯ ಬಳಕೆ, ಸುದ್ದಿ ಭಾಷೆ, ಚಿತ್ರ ವಿಷ್ಣುಕ ಬರವಣಿಗೆ, ಸಾಕ್ಷ್ಯ ಚಿತ್ರ ಪ್ರತಿ ಭಾಷೆ, ಪ್ರಬಂಧ, ಸಂಭಾಷಣೆ, ಸಿನಿಮಾ ಪ್ರತಿ ಬರವಣಿಗೆ ಶೈಲಿ.

೧. ಪದ್ಮರಾಜ ದಂಡಾವತಿ. "ಪತ್ರಿಕಾ ಭಾಷೆ". ಫ್ರೆಸ್ ಫೈಲ್ ಪ್ರಕಾಶನ.

೨. ಪ್ರವಾಣ್ ಗುರುದತ್ "ಭಾಷಾಂಶರ ಕಲೆ"

೩. ಡಿ.ವಿ. ಗುಂಡಪ್ಪ "ವೈತ್ತ ಪತ್ರಿಕೆಗಳು."

## MCJ-L8B: WRITING SKILLS IN ENGLISH (Soft Core)

**Objectives:** The course seeks to the ability to communicate effectively by apply the steps in the writing process. It enables the students to write news sto in coherent and grammatically correct sentences. Further it provides to use editing and revising techniques to improve the writing quality. The students are expected to analyse facts, events or ideas to create meaning.

### Unit I

Vocabulary- Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage-formal & informal, spoken &written.

### Unit II

Spelling-Basic principles, common errors, UK and US spellings. Sentence- Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences.

### Unit III

Paragraph- Principles of organizing & developing a paragraph, Topic sentence-Argument Counter argument, Explanation & illustration, Reiteration-Variation of length, Unity.

### Unit IV

Punctuation-Comma, Semicolon, Colon, FullStop, Questionmark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation Marks, Ellipsis.Style- Purpose, Focus, Various devices, Deviation, Topicalization, Types of writing- Essay, Feature, Business Letter, Editorial comment.

### Books for Reference:

1. Alexander, Bryan. The New Digital Storytelling: Creating Narratives with New Media Santa Barbara, CA; Praeger, 2011.
2. Associated Press. The Associated Press Stylebook 2013.New York, NY; Basic Books, 2013.
3. Bayles, Fred. Field Guide to Covering Local News. Washington, DC: CQ Press, 2011.
4. Blaine, Mark. The Digital Reporter's Notebook: Reporting with Online Media. New York: Routledge, 2013.
5. Bradshaw, Paul and Lisa Rohumaa. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Harlow, Essex, England: Pearson, 2011.
6. Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing. 2nd edition Washington, DC: CQ Press, 2012.
7. Carroll, Brian, Writing! for Digital Media New York: Routledge, 3010



## **Practical syllabus**

### **MCJ-I.4: ART AND TECHNIQUES OF TRANSLATION (Practical)**

1. Students shall translate the News agency copies.
2. Students shall learn to translate vocabulary from source language to the English.
3. Students shall write and re-write copy and translate.
4. Students shall learn and write translation copy.
5. Students shall learn to edit and summarise text from source language to required language.

### **MCJ-I.5: NEWS REPORTING AND ANALYSIS (Practical)**

1. Essays, Reviews, Editorials, Opinion-page articles, Profiles, interviews, analysis of major 21<sup>st</sup> Century events.
2. Students shall develop journalistic story ideas for different audience and purposes.
3. Students shall conduct advanced reporting task, interview and other methods of data collection.
4. Students shall produce clear and clean news stories, press releases for different media and audiences.
5. All the students shall create and maintain an online site on which to publish their content.

### **MCJ-I.6: NEWS PROCESSING AND EDITING (Practical)**

1. The students shall practice editing and designing newspapers, magazines, technical reports, online publications.
2. The students shall practice, copyediting, headline writing, photo editing, page makeup and design.
3. The students shall practice re-writing agency copies.
4. The students shall learn color theory, graphics and software's.
5. Students shall practice to use statistics, data bases, and other research work to add depth and context to news stories.

### **MCJ-I.7: BASIC COMPUTER APPLICATIONS (Practical)**

1. Students shall learn use Photoshop and edit 5 images using the primary tools.
2. Students shall learn to write press release, brochures, using MS Office.
3. Students shall learn to create info graphics and other promotional materials.
4. Students shall learn the basics of In Design and create a layout of a newspaper.
5. Students shall use In Design and create a print magazine and E-magazine layout.

II SEMESTER

## MCJ-2.1: THEORIES OF COMMUNICATION

**Objective:** To expose students to classical and contemporary theories of communication and to prepare students to examine the validity of theories in media discourse.

### Unit I

Sociological Dimensions- Scope and functions of communication in the society, Social aspects in shaping communication behavior, Influence of socio-culture institutions, Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gate keeping.

### Unit II

Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception, Cognitive Dissonance, and Spiral of Silence.

### Unit III

Sociological Communication Theories: Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Diffusion of Innovations, Dependency theory and Spiral of Silence.

### Unit IV

Critical and Cultural Theories : Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams) Mass Society theory.

### Unit V

International Communication Theories: Propaganda, Public Sphere and Opinion New World Information and Communication Order, Globalization.

### Books for Reference:

1. Baran and Davis, Mass Communication Theory (covers Unit III, IV, V) %
2. Baran, S. J. & Davis, D. K.(2012).Introduction to Mass Communication Theory: Foundations, Ferment and Future, 5th Indian Edition, Cengage Learning. %
3. Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory. London, Sage (Covers III, IV, V) %
4. Dennis, M.Q.(2012).Mass Communication Theory, 6th South Asian Edition, Sage. Fiske, J.(1982). Introduction to Communication Studies. Routledge. London. %
5. Harold Lasswell, 1995, "The Structure and Function of Communication in Society," In Approaches to Media: A Reader Edited by Oliver Boyd Barrett and Chris Newbold, London, Arnold. %
6. Harris, C.R.& Lester,P.M.( 2002).Visual Journalism: A Guide for new media professionals. Allyn and Bacon. %
7. Jackson, S.L.(2011). Research Methods: A modular approach, Cengage Learning. John Fiske, 1982, Introduction to Communication Studies, Routledge.%

8. Keval J. Kumar, Mass Communication in India by Keval J. Kumar Jayco Publications.%
9. Kevin Williams, Understanding Media Theory.
10. Lester, P. M.( 2006),Visual Communication: image and messages, Thomson Wordsworth. %
11. Littlejohn, S.W., Foss K. A. (2008), Theories of Human Communication, Lyn Uhl, Michael Ruffner and Michael Burgoon, Interpersonal Communication (Unit I) % Narula, U.(2006) Communication Models, Atlantic Publishers. %
12. Schramm, W.& Roberts, D. F.(1971). The process and Effects of Mass Communication, Urbana, IL: University of Illinois Press. %
13. Uma Narula, (2006) Handbook of Communication: Models, Perspectives and Strategies Atlantic Publications % V
14. ivian, J. (2011).The Media of Mass Communication, Prentice Hall. %
15. Wilbur Schramm and Donald F. Roberts (ed) 1971, The process and Effects of Comuunication, University of Illinois Press.
16. Williams, K.(2003). Understanding Media Theory, Bloomsbury Academic

## MCI-2.2: COMMUNICATION FOR DEVELOPMENT

**Objective:** To enable the students to understand factors governing national development, and prepare them to critically evaluate developmental approaches and programmes.

### Unit I

Concept of development – origin, definitions, meaning, characteristics, models, indicators, obstacles, causes and solution for under-development, science, technology and development.

### Unit II

Development communication – origin, meaning, concept, definition, philosophy.

### Unit III

Role of communication and information in development - development support communication, media selection and message design for development, conventional and new media for development, multimedia and development.

### Unit IV

Major theories and models of development communication- Dominant paradigm, Communication approaches, Dependency theory, New paradigm of development, Bipolar theories of development, Communitarian theory of development, Alternative concepts of development, Socialistic model, Integrated rural development of McNamara, self-help groups, participatory concepts and Gandhian model of development.

### Unit V

India and development - industrialization and globalization, rural development –MNREGA, rural education and public health, TV and Indian development – SITE, educational programmes, KHEDA, INSAT, EDUSAT, radio and development, radio rural forums, community radio, case studies in development communication.

### Suggested Readings

1. Mass Media & National Development - Wilbur Schramm
3. Communication & Development - Y.V.L. Rao
5. Media & Development - M.R.Dua
7. India's Information Revolution - Arvind Singhal & Everett M.Rogers
8. Perspectives on Development Communication - Shirley White& SadanandanNair
9. Mass Media & Rural Development - Aravind K.Singhal
10. Communication Policy for National Development - Majid Tehranian
11. Designing Messages for Development Communication - Bella Mody
12. Rethinking Development Communication - N.Jayaveera&AmunaGama
13. Participatory Communication for Social Change - Jan Servaes
14. Communication for Development - Srinivas Melkote
15. Development Discourses: Issues & Concerns - T.K. Omme

## MCI-2.3: COMMUNICATION RESEARCH

**Objective:** The primary objective of this paper is to understand basic concepts of communication research and its methodologies, as well to learn systematic understanding of mass communication research methods including research design, formation of appropriate research problem and its parameter, data collection and analysis and to understand difference between qualitative and quantitative research.

### Unit I

Research Process: Nature and scope of communication research- development of mass media research-characteristics of scientific research-definition of research-basic and applied research.

### Unit II

Research Procedures: Selection of research topic- literature review-setting hypothesis and research questions-data collection-analysis and interpretation of the data.

### Unit III

Research Approaches: Elements of research-Qualitative research method – field observations-focus groups-case studies. Content analysis – Definitions- steps in content analysis- reliability and validity. Survey research – Descriptive and analytical surveys. Quantitative method – Definitions and components, Combined qualitative and quantitative designs. Sampling methods-procedures.

### Unit IV

Data analysis: Introduction to Statistics – Basic statistical procedure- techniques for communication research – Measures of central tendencies-frequency distribution-tests of significance-reliability-validity and correlations-SPSS package.

### Unit V

Report writing: Writing research project- styles of presenting research findings – chaptalization-essentials of thesis/ dissertation-ethics in research – major trends in mass communication research in India.

### Suggested Reading:

1. Berger, A. A. (2013). Media analysis techniques. Sage Publications.
2. Creswell, J. W. (2013). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
3. Kerlinger, F. N. (1979). Behavioral research: A conceptual approach. Harcourt School
4. Lowery, S., & DeFleur, M. L. (1995). Milestones in Mass-Communication Research; Media Effects.
5. Strupel, G. H., & Westley, B. H. (1989). Research methods in mass communication, Prentice Hall.
6. Wimmer, Roger, and Joseph Dominick. (2013). Mass media research. Cengage learning

## MCI-2.4: ADVERTISING AND CORPORATE COMMUNICATION

**Objective:** Emphasizing the strong functional linkages that exist in practice between Advertising and Corporate Communication. This paper combines both, Advertising and Corporate Communication. In recent years, the addition of online advertising has opened further possibilities. Students will understand concepts relating to Sales, Advertising, Creative Design and Market Research and new Corporate Communication Strategies.

### Unit I

Definition and Scope of Advertising, Advertising Principles, Objectives, Evolution of Advertising, Classification of Advertising, Difference between Advertising, Public Relations, and Publicity, Principles of Persuasions, Social and Economic Aspects of Advertising.

### Unit II

Advertising as a tool of communication, Role of advertising in Marketing mix, Advertising Media & Advertising Agency Characteristics of Different Mediums Print Media: Newspaper, Magazine, Poster, And Direct Mail, Electronic Media: Radio and Television – Concept of Out-of-Home Media (OOH) and Indoor Media, New Media: Online Ads, Blogs, Spam, Media Mix, Media Planning, Media Strategy –Role of an Ad Agency, Various Departments of an Ad Agency, Campaign Planning

### Unit III

Advertising Theories and Models, AIDA, Model, DAGMAR Model, Maslow's Hierarchy, Model, Communication theories applied to advertising, Advertising and Society, Economic, Cultural, Psychological, Gender, Ethical aspects, Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.

### Unit IV

Evolution and History of Public Relations, Origin of Public Relations in India, Definition of Public Relations, Public Relations and Kinds of Public Relations, Basic Principles of PR, Publicity, Propaganda, Public Affairs, Lobbying, Marketing PR, Corporate PR, Publicity Bureau, Public relation Process, PRCE Model.

### Unit V

Corporate Communication and Management, Strategic Public Relations, Defining Strategy and its Relevance in Public Relations and Corporate Communication, Public Relations Planning, Stakeholders, Role of Public Relations in Crisis, Disaster Management, Conflict Resolution, PR Camping, Making House styles, logo.

### Suggested Readings:

1. Anker, Myers & Batra, Advertising Management.
2. Black Sam & Melvin L. Sharpe, Practical Public Relations, Universal

3. Cees, B. M., Riel, Van, Fombrun and Charles J. (2007), *Essentials of Corporate Communication*.
4. Chunawalla, *Advertising Theory And Practice*, Himalaya Publishing House
5. Cutlip S.M and Center A.H., *Effective Public Relations*, Prentice Hall
6. Cutlip, S (1995). *Effective Public Relations*, et al, London.
7. David Ogilvy, *Ogilvy on Advertising*, Pan/Prion Books Delhi
8. Dennis L. Wilcoxe & Glen T. *Public Relations*, Pearson
9. Douglas Torin, *The Complete Guide to Advertising*, MacMilan, London
10. Mohan Mahender *Advertising Management: Concepts & Cases* Tata McGraw Hill Publishers



## MCJ-2.5: INTRODUCTION TO DIGITAL MEDIA PRODUCTION

**Objectives:** The emergence of New Media has affected everyone in today's world. The student of Mass Communication can ignore the New Media at his/her own peril. Through this course the student is taught the basics of this medium, the technology involved, its architecture, its variety, reach, effect and issues.

### Unit I

Evolution & History of Digital Media Era and expansion of digital communication, Search engine content optimization, Hyperlinks, writing for the web, editing online, Reporting writing and structuring, online users, gathering and editing images – Audio and video tweets.

### Unit II

Web as a medium of journalism, Definition of convergent journalism, its evolution, Technology and convergence, scope of convergent journalism, the difference between the virtual and real, The Web—and a converged multimedia news environment, Brief Introduction to major Indian News Portals, Social Networking Websites, Face book- You tube, Alternative Media

### Unit III

Digital Divide, Cyberspace, Public Sphere, Democratization, Social Media internet/Online activism, Citizen Journalism, Cyber Crime, Audience analysis & content planning, Digital impact on Culture, Case studies.

### Unit IV

Online Journalism, Concepts and evolution of Internet as a medium, News on the web; newspapers, magazines, radio and TV newscasts on the web, Writing for online media, different genres, Conduct research online, determine reliability of sources found, Online Entertainment media, E publishing, E Paper, E zines Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Security Issues

### Unit V

Social Media and Citizen Journalism, Social networking; Introduction to social profile management products: Facebook, LinkedIn, Social Collaboration, virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing, Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism- Concept, Case studies, Blogging- a brief history of blogs, blogs as narratives, bloggers as journalists and 'opinionists'.

### Books for Reference:

1. Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage,
2. Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication, London, Sage,
3. Mirabito, Michael M. A., 1994, The New Communication Technologies, Focal Press,

4. Minasi, 1999, Expert guide to Windows98, BPB Publications,
5. Stultz A Russel (2000) Office 2000, BPB Publications.
6. S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,
7. Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press
8. Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media
9. August E Grant, Understanding Media Convergence, Oxford University Press.

## MCI-2.6: INTRODUCTION TO RADIO JOURNALISM

**Objective:** That Radio has reinvented itself in 21st century is to state the obvious. In the midst of TV, cinema and web media, Radio not only survived but has bounced back in a big way. It is a million dollar industry these days. A lot of commercial channels are coming up almost every day. In a developing country like India the significance of Radio is evident. Through this course the students are taught from the basics of Radio, its technology, reach, characteristics to the hands-on experience of Radio Production.

### Unit I

Introduction to Radio, Characteristics of Radio: Radio in Today's Mass Media Scenario, Strength and Weakness, Development of Radio in India: Pre-Independence period, Post-Independence period, Types of Radio: Campus Radio, Community Radio: Rules and Regulation; License Procedure; Required Infrastructure; cost and Organizational Setup, Private/Commercial Radio.

### Unit II

Radio Technology, the Broadcast Chain, Production Chain, Types of Radio Broadcast, Short wave, Medium wave, Long wave, Frequency Modulation FM, Satellite, Broadcasting, Web radio (online radio)

### Unit III

Concept of Sound and Production, Understanding the Concept of Sound Acoustics, Mechanism of Recording, Reproduction of Sound, Production Studios, Microphone: Types, Basic Design & function, Polar Diagrams of Mikes, Sound Effects, Distort Filters, Artificial echo

### Unit IV

Writing for Radio, different genres, Voiceover/Narration Techniques, Talk, Discussion, Interview, Feature and Documentary, Drama, Music Programmes, Radio Commercials, News Features

### Unit V

Recording, Editing and Mixing of Sound, Audio Tape: Audio Console: Tape Recorder, Introduction to Editing Software's: Sound forge, Protocols, Cool edit, Sonifex machine and its operation

### Suggested Reading

1. Mehra Masani, 1975, Broadcasting and the People, India International Center
2. G.C.Awasthy, 1965, Broadcasting in India, Allied Publishers
3. U.L.Baruah, This is All India Radio, Publication Division, I & B Ministry
4. K.S.Duggal, 1980, What Ails Indian Broadcasting, Marwah Publications,

5. O'Donnell, Lewis, Fritz Messere and Carl Hausman, 2007, Modern Radio Production, Programming and Performance, 7<sup>th</sup> edition,
6. Sterling, Christopher H, Sidney Head and Lemuel B Scholfield, 1994, Broadcasting in America: A Survey of Electronic Media, 7<sup>th</sup> edition,
7. Milton, Ralph, 1968, Radio Programming: A Basic Training Manual, London,
8. Kamaal Ahmad Siddiqui, 2011, Urdu Radio aur Television mein tarseel o iblaagh ki zabaan, NCPUL, New Delhi,
9. Khwaja Mohammad Ikramuddin, 2014, Urdu Media, NCPUL, New Delhi,
10. Syed Fazil Hussain Parvez, 2015, Urdu Media, , Huda Publications, Hyderabad

## MCJ-2.7: INTRODUCTION TO TV JOURNALISM

**Objective:** This paper gives students a chance to take their skills in the field of Television Journalism. The students will be given hands-on practice, to the fundamental principles, techniques, and to learn for better visual storytellers from Anchoring to "on-camera" reporting. The main aim to teach this paper is to produce skilled and trained journalists, for all the streams of Television journalism what we call reporters, copy editors, anchoring, news reader and producers.,

### Unit I

Evolution and development of TV, Television Broadcasting- Main Characteristics, History of TV in India, Internet Television, Contemporary trends, Indian TV Industry: Main features, trends and issues, Public service TV broadcasting: Role, Challenges, trends and future, Commercial TV broadcasting.

### Unit II

Electronic News Gathering (ENG), Planning For News Stories , Types of Television News Stories, Read Stories, Sound Bites, Elements of News Story/News Worthiness, Structure of News Story and Commentary. Writing to Sound, TV Reporters/ Stringers and Reporting, Television News Script-The Split Screen Format, Piece-To-Camera (PTC) , Compiling the Report, Going Live, Phone in, Video And Audio Tracks, Writing For Visuals Layout of TV News Story ,Grammar And Style ,Use of Quotations and Attributions, Editing News, Dubbing and Sub-Fitting, Film Library/Archives, Use of Graphic and Animation.

### Unit III

TV Interview: Definition and Different Types of TV Interview, Setting Up the Interview, The Interviewer 's Skill, Prepare for TV Interview, Conduct a TV Interview, Check Arrangements, Production of TV Interviews.

### Unit IV

The News Programme: News Bulletin, News Programmes, Item Selection and News order, 24 Hour News, Organizing A News Bulletin, Different Formats of TV News Packaging, Special News Stories, News Anchors and Presenters, Qualities of a Newsreader/Presenter (Language, Pronunciation, Vocabulary, Diction, Speed, Breathing, Emphasis, Pitch and Body Language) Using the Prompter, Breaking Newsflash News, Simulation of Live Telecast of TV News, Debates, News Studio and Production, Structure of News Channels Organization and Hierarchy

### Unit V

Documentary and Non-Fiction Films: Definition, Nature, Different Genres and Styles, History and Theoretical Concerns, Research, Script, Structure and Process, the Presentation Structure, Interviews, Narrations and Ambience, Music In Documentary Films, Difference Between Documentary and Feature, EFP: Pre-Production to Post-Production

### Suggested Readings:

1. Andrew Boyd. (2000). *Broadcast Journalism: Techniques of Radio and TV News*. Focal Press
2. Herbert Zittel. (2007). *Television Production Handbook*. Thomson Wadsworth., USA
3. Phillip L. Harris, Goodheart Wilcox. (2012). *Television Production & Broadcast Journalism*. Goodheart Wilcox, 2nd Edition.
4. Jim Owens, Gerald Millerson. (2011). *Video Production Handbook*. Focal Press; 5th edition.
5. Nancy Reardon. (2013). *On Camera, how to Report, Anchor and Interview*. Focal Press.
6. Amanda Willett. (2012). *Video Production: A practical Guide to Radio and TV*. Routledge
7. Donald L. Diefenbach. (2007). *Video Production Techniques*. Routledge; 2nd Edition.
8. R.B. Mushburger. (2010). *Single Camera Video Production*. Focal Press; 5th edition.
9. P. Kriwaczek. (1997). *Documentary for the Small Screen*. Focal Press
10. David Keith Cohler. (1985) *Broadcast Journalism: A guide for the presentation of Radio and Television News*. Prentice-Hall, USA.
11. L.E.Fang. (1982). *Television News*. ABC News-Communication Arts Books NY.
12. S.C. Bhatt. (1991). *Broadcast Journalism: Basic Principles*. Sage Publication, New Delhi.
13. George A. Hough. (2004). *News Writing*. Kanishka Publisher, rakashna, Delhi.
14. Ted White. (2010). *Broadcast News Writing, Reporting and Production*. Focal Press.
15. J. Hartley. (1982). *Understanding News*. Methuen Pub. London.
16. Chatterji, P.C. (1991). *Broadcasting in India*. Sage Publication, New Delhi.
17. Ted White. (2013). *Broadcast News Writing, Reporting and Production*. Focal Press.
18. J. Hartley. (1982). *Understanding News*. Methuen Publisher, London.
19. Peter Utz. (1982). *Today's Video: Equipment, Setup & Production*. Prentice Hall, USA.

**Soft Core: Students have to choose one subject in the given two soft-core.**

### **MCI-2.8: EVENT MANAGEMENT (Soft Core)**

**Objectives:** The purpose of this course is to help the students acquire general knowledge in the area of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with special focus on case studies of the events in recent years.

#### **Unit I**

Introduction to event Management, Principles of event management, Concepts, Size and types of events, event team, Designing, Analysis of concept, Logistics of concept, Code of ethics in event management.

#### **Unit II**

Aim of the event, Develop a mission, Establish Objectives, preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Managing team, Group development, managing meetings.

#### **Unit III**

Event laws and licenses of events, Relevant legislations, Liquor licenses, trade act, stake holders and official bodies, contracts, risk management, delegation, project selection, role of the event manager.

#### **Unit IV**

Organizing the event, Purpose, venue, timing, Guest list, invitations, food and drink, room dressing equipment's, Guest of honor, speakers, media, photographers, podium, exhibitions, Organizing different events, Sports, Rallies, Corporate events etc, Developing a mission, Establish objectives, preparing event proposal, Use of planning tools.

#### **Suggested Reading:**

1. Lynn Van Der Wagen and Brenda R Carlos, Event management.
2. Anton Stone and Bryn Parry, Successful Event Management.
3. Udai Pareek, Understanding Organisational/Behaviour, Oxford.
4. Mishra: Organizational Behaviour
5. Mirza Saiyadain: Organizational Behaviour, TH
6. Helga Drummond: Organizational Behaviour, Oxford

## MCL- 2.8: PHOTO JOURNALISM (Soft Core)

**Objective:** To provide an insight to the tools and techniques of capturing and reproducing images, equips the students to understand basic functions of still cameras and to evolve as a photojournalist.

### Unit-I

Introduction to Photography: Aesthetics in photography, Types of camera, Parts of the camera, Types of lens.

### Unit-II

Picture structuring Composition, Rule of thirds, Golden Section, Dynamic symmetry, in, camera editing, Elements in a composition, space, line, shape, form, texture, pattern, colour, the roles photographs play.

### Unit-III

Key Concept: Shutter speed,ISO,Aperture,F-stop,Depth of field,Depth of focus changing focal lengths,capturing photographs; Understanding basic day light, artificial lighting, Three-point - lighting.

### Unit-IV

Concept of photo journalism; Power of visuals,Photo as News: Text vs. photo,attributes of a news photo,use of photos in a newspaper. Photo editing,Caption writing. Photo, features: Location,position and planning, Essentials to capture actions, capturing emotions, Photography equipment.

### References:

1. Kenneth Kobre, (2008). Photojournalism: The Professionals' Approach, Focal Press
2. Michael, Langfor, (2000). Basic Photography, Delhi, Focal Press.
3. Millerson, Gerald, (1998). Basic Lighting Techniques, New Delhi, Focal Press.
4. Krages, B. (2012). Photography: the art of composition. Skyhorse Publishing, Inc.,



## Practicals

### MCJ-2.5A: DIGITAL MEDIA PRODUCTION (Practical)

1. **CREATING CONTENT:** Students shall learn how to create the content for different web based platforms, prepare and publish the content.
2. **YouTube CHANNEL:** Each student shall have a one YouTube Channel link to University/Department/College website practise and post the journalistic content on weekly basis.
3. **CRITICAL CUURENT ISSUES:** Students shall produce a segment on analysis on critical current issues and promote it on their social page it shall be link to University/Department/College website.
4. **CREATE AND UPLOAD XHTML WEB PAGES:** Students shall learn and practice the Web Design – Present Story Outline for major multimedia project, Photography – Create Photo Essay using JavaScript Web Design – Develop Website with Storyboard for video, Video – Capture & Edit video using good camerawork and editing techniques, Animation – Design Animation using Flash to communicate key facts or concepts.
5. **WRITING TO BLOGS:** Students shall create a one Blog and post the features or issues.

### MCJ-2.6A: RADIO JOURNALISM (Practical)

1. **Script:** Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a radio program of 5 minutes. The students will have to write script on any of the following:
  - a. Social Advertisement
  - b. Humourous Program/Satire
  - c. Musical Program
  - d. Short skit
2. **Interview:** This is a very basic Radio exercise. The students will have to conduct ONE interview for the Radio medium which will be of 5 minutes. The students can interview any person on the campus but it should be relevant to their course. The student will learn to write the script, ask questions, record the voice and edit.
3. **News Feature:** The students will have to prepare ONE news based program for Radio. The student will have to write the script and the headlines and then the news. This program should not be of more than 5 minutes. They students can also make a Reporting for Radio in this segment.
4. **Jingle/RJ Program:** The student will have to prepare a Jingle or an RJ Program for which he/she shall write a script also. It should not be of more than 5 minutes.
5. **Radio Documentary:** The students shall be writing the script, recording and editing a documentary of a relevant topic. This program should not be of more than 15 minutes. This will be their final product through which they will learn about the various stages of Radio production. There will be a viva for this program to be conducted by an external examiner.

### **MCJ-2.7A: T.V JOURNALISM (Practical)**

1. **VO:** In the VO project each student use video and natural sound to help tell a story. Each student chooses a topic, shoots video, writes copy, narrates and edits a 60 second segment.
2. **VOSOT:** The VOSOT is comprised of video, the natural sound associated with that video and a short sound bite to tell a story. The video rolls over the anchorman or reporter speaking and then opens up full for the sound on tape (SOT). Each Student shoots their own footage, conduct interviews, write, narrate and edit the VOSOTS. Completed projects run approximately 45-60 seconds.
3. **VOSOT WITH STAND-UP (PTC):** Students learn introductory techniques of —stand-ups/PTC. The stand-up, the on-location appearance of the reporter on camera, will be written, taped and added to the VOSOT. Each Student will shoot their own footage, conduct interviews, write, narrate and edit the VOSOTS with. Completed projects run approximately 45-60 seconds —stand-ups/PTC.
4. **INTERVIEW:** Students learn introductory techniques of —TV Interview. Students will be taught how to produce and direct a TV interview in a studio. A group of two students will prepare a TV Interview of any personality and conduct interviews of a duration of 10-15 minutes on online setup in the studio and edit it.
5. **TELEVISION PROGRAMME SCRIPT WRITING:** Through this practice the students will learn about the various stages of script writing namely how to conceive and idea, elaborate on it, do research, prepare rough draft and then final script. The script is to be written for a television program of 5 minutes.

### **MC-209: LAB JOURNAL (Practical)**

The Lab Journal shall be weekly and each student shall produce textual and photographic content on a given theme each week. Every student will be assigned to produce a one lab journal practical paper at the beginning of the II Semester under the supervision of one faculty. The practical paper of lab journal will be on the topics relating to any media issue of the university.