

**Syllabus for  
Bachelor of Arts (Honours with Research) in  
Journalism and Mass Communication  
Based on NEP-2020 with CBCS- LOCF  
(Four Years/ Eight Semesters)**

**(To be implemented from the Academic Session: 2023-  
2024 onwards)**

**Degree: B.A. (Honours with Research) in Journalism and  
Mass Communication**

**Department of Journalism and Mass  
Communication**

**School of Studies of Arts  
Guru Ghasidas Vishwavidyalaya  
Bilaspur (C.G.) - 495009**

## Semester wise courses

| Semester                                                                                                                                                                   | Course             | Course Code | Course Name                             | Credits   | L/T/P | Internal Assessment Exam (Max. Marks 30) | End Semester Exam (Max. Marks 70) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------|-----------------------------------------|-----------|-------|------------------------------------------|-----------------------------------|
| <b>I</b>                                                                                                                                                                   | Major              | JMUAMJT1    | Introduction to Media and Communication | 4         | 3+1+0 | 30                                       | 70                                |
|                                                                                                                                                                            | Minor              | JMUAMNT1    | Basics of Journalism                    | 4         | 3+1+0 | 30                                       | 70                                |
|                                                                                                                                                                            | Multi Disciplinary | JMUAMDT1    | Basics of News Reporting                | 3         | 2+1+0 | 30                                       | 70                                |
|                                                                                                                                                                            | AEC                |             | (Offered from the Pool)                 | 2         | --    | 30                                       | 70                                |
|                                                                                                                                                                            | *SEC               | JMUASET1    | Creative Writing For Print              | 3         | 2+0+1 | 30                                       | 70                                |
|                                                                                                                                                                            | **VAC              |             | (Offered from the Pool)                 | **2+2     | --    | 30                                       | 70                                |
|                                                                                                                                                                            | <b>Total</b>       |             |                                         | <b>20</b> |       |                                          |                                   |
| <b>II</b>                                                                                                                                                                  | Major              | JMUBMJT1    | Reporting and Editing for Print         | 4         | 3+0+2 | 30                                       | 70                                |
|                                                                                                                                                                            | Minor              | JMUBMNT1    | Editing for Print Media                 | 4         | 3+0+1 | 30                                       | 70                                |
|                                                                                                                                                                            | Multi Disciplinary | JMUBMDT1    | Basics of Script Writing                | 3         | 2+1+0 | 30                                       | 70                                |
|                                                                                                                                                                            | AEC                |             | (Offered from the Pool)                 | 2         | --    | 30                                       | 70                                |
|                                                                                                                                                                            | *SEC               | JMUBSET1    | Basics of Photography                   | 3         | 2+0+1 | 30                                       | 70                                |
|                                                                                                                                                                            | **VAC              |             | (Offered from the Pool)                 | **2+2     | --    | 30                                       | 70                                |
|                                                                                                                                                                            | <b>Total</b>       |             |                                         | <b>20</b> |       |                                          |                                   |
| The student must complete the 4 credit vocational course/Internship during summer term to get UG Certificate if he/she wishes to exit the program after first 2 semesters. |                    |             |                                         |           |       |                                          |                                   |
| <b>III</b>                                                                                                                                                                 | Major1             | JMUCMJT1    | History of Media                        | 4         | 4+0+0 | 30                                       | 70                                |
|                                                                                                                                                                            | Major2             | JMUCMJT2    | Introduction to Broadcast Media         | 4         | 3+0+1 | 30                                       | 70                                |
|                                                                                                                                                                            | Minor              | JMUCMNT1    | Photo Journalism                        | 4         | 3+0+1 | 30                                       | 70                                |
|                                                                                                                                                                            | Multi Disciplinary | JMUCMDT1    | Introduction to Radio                   | 3         | 2+1+0 | 30                                       | 70                                |

|  |              |          |                         |           |       |    |    |
|--|--------------|----------|-------------------------|-----------|-------|----|----|
|  | AEC          |          | (Offered from the Pool) | 2         | --    | 30 | 70 |
|  | *SEC         | JMUCSET1 | Basics of Editing       | 3         | 2+0+1 | 30 | 70 |
|  | <b>Total</b> |          |                         | <b>20</b> |       |    |    |

|           |              |          |                                  |           |       |    |    |
|-----------|--------------|----------|----------------------------------|-----------|-------|----|----|
| <b>IV</b> | Major1       | JMUDMJT1 | Media Ethics and the Law         | 5         | 4+1+0 | 30 | 70 |
|           | Major2       | JMUDMJT2 | Advertising and Public Relations | 5         | 4+1+0 | 30 | 70 |
|           | Major3       | JMUDMJT3 | Photography and Journalism       | 4         | 3+0+1 | 30 | 70 |
|           | Minor        | JMUDMNT1 | Introduction to Electronic Media | 4         | 3+1+0 | 30 | 70 |
|           | AEC          |          | (Offered from the Pool)          | 2         | --    | 30 | 70 |
|           | <b>Total</b> |          |                                  | <b>20</b> |       |    |    |

The student must complete the 4 credit vocational course/Internship either after first year or second year during summer term to get UG Diploma (UG Diploma in Journalism and Mass Communication) if he/she wish to exit the program after first 4 semesters.

|          |              |          |                            |           |       |    |    |
|----------|--------------|----------|----------------------------|-----------|-------|----|----|
| <b>V</b> | Major1       | JMUEMJT1 | New Media                  | 5         | 4+0+1 | 30 | 70 |
|          | Major2       | JMUEMJT2 | Global Media and Politics  | 5         | 4+1+0 | 30 | 70 |
|          | Major3       | JMUEMJT3 | Development Communication  | 5         | 4+1+0 | 30 | 70 |
|          | Minor        | JMUEMNT1 | Audio-Visual Communication | 4         | 3+0+1 | 30 | 70 |
|          | Internship   | JMUEEL1  | Internship                 | 2         | 0+0+4 | 30 | 70 |
|          | <b>Total</b> |          |                            | <b>21</b> |       |    |    |

|           |              |          |                                                  |           |       |    |    |
|-----------|--------------|----------|--------------------------------------------------|-----------|-------|----|----|
| <b>VI</b> | Major1       | JMUFMJT1 | Advanced Broadcast Media                         | 5         | 4+0+1 | 30 | 70 |
|           | Major2       | JMUFMJT2 | Media Industries and Management                  | 5         | 4+1+0 | 30 | 70 |
|           | Major3       | JMUFMJT3 | Corporate Communication                          | 5         | 4+1+0 | 30 | 70 |
|           | Minor        | JMUFMNT1 | Introduction to Advertising and Public Relations | 4         | 3+1+0 | 30 | 70 |
|           | <b>Total</b> |          |                                                  | <b>19</b> |       |    |    |

The students wish to exit after six semesters upon securing 120 credits will be awarded UG degree in relevant subject/discipline.

After sixth semester, The students who will secure 75% and above may opt for UG (Honours with research).

(I) Course structure for UG(Honours with research)

|  |        |          |                   |   |       |    |    |
|--|--------|----------|-------------------|---|-------|----|----|
|  | Major1 | JMUGMJT1 | Communication and | 5 | 4+1+0 | 30 | 70 |
|--|--------|----------|-------------------|---|-------|----|----|

|             |              |          |                                                       |           |       |    |     |
|-------------|--------------|----------|-------------------------------------------------------|-----------|-------|----|-----|
| <b>VII</b>  |              |          | <b>Research</b>                                       |           |       |    |     |
|             | Major2       | JMUGMJT2 | <b>Film Studies</b>                                   | 5         | 4+1+0 | 30 | 70  |
|             | Major3       | JMUGMJT3 | <b>Media Writing</b>                                  | 5         | 4+0+1 | 30 | 70  |
|             | Minor        | JMUGMNT1 | <b>Introduction to Theories of Mass Communication</b> | 4         | 3+1+0 | 30 | 70  |
|             | <b>Total</b> |          |                                                       | <b>19</b> |       |    |     |
| <b>VIII</b> | Major        | JMUHMJT1 | <b>Documentary Production</b>                         | 5         | 4+0+1 | 30 | 70  |
|             | Minor        | JMUHMNT1 | <b>Film Appreciation</b>                              | 4         | 3+1+0 | 30 | 70  |
|             |              | JMUHD1   | <b>Research Project/ Dissertation</b>                 | 12        | 12    |    | 100 |
|             | <b>Total</b> |          |                                                       | <b>21</b> |       |    |     |

\*The students of the Department of Journalism and Mass Communication will choose/opt the courses of Minor, Multi Disciplinary, AEC, SEC and VAC from the offered courses of the University pool.

\*\*The SEC Course may be offered in the other semesters also.

\*\*\* The VAC courses would be of 2 credits .Each of the VAC courses would be of Total 100 marks. As per the ordinance generally each respective semesters would have two VAC courses. The students will choose the courses from the pool of the offered courses by the university.

\*\*\*\*Some of the Courses will be offered from Swayam/MOOC's platform subject to availability of Course in that semester. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

\*\*\*\*\* Technical and Professional Programs may opt for internship or apprenticeship in full semester as Dissertation/Project and Internship would be of 100 marks.

\*\*\*\*\*1: The student must complete the 4 credit vocational course/Internship during summer term to get UG Certificate if he/she wishes to exit the program after first 2 semesters.

2: The student must complete the 4 credit vocational course/Internship either after first year or second year during summer term to get UG Diploma (UG Diploma in Journalism and Mass Communication) if he/she wish to exit the program after first 4 semesters.

3: The students wish to exit after six semesters upon securing 120 credits will be awarded UG degree in relevant subject/discipline as per the university ordinance.

4: After sixth semester, there will be two streams:- (I)UG (Honours with research) and (II) UG (Honours). The students who will secure 75% and above may opt for UG (Honours with research). The name of the degree of the UG (Honours with research) is Bachelor of Arts (Honours with Research) in Journalism in Mass Communication and

The above syllabus is based on NEP-2020 with CBCS- LOCF as per the ordinance

**Pos(Programme Outcomes):**

**PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

**PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

**PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

**PSOs(Programme Specific Outcome):**

**PSO1.** Students will learn the concept of journalism and different aspects of mass communication

**PSO2.** Students will acquaint with the required skills and practices of the journalism and the mass communication

**PSO3.** Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

**PSO4.** Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

**Note: Abbreviations-**

**PO=**Programme Outcome

**PSO=**Programme Specific Outcome

**CO=** Course Outcome

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## Major-1: JMUAMJT1-Introduction to Media and Communication

04 credits

### Course Objectives:

1. To know the different types of media
2. To know the uses of mass media
3. To know the concept of communication
4. To know the various theories and models of communication

### Course contents:

#### Unit I

Media and Everyday Life, Mobile phones, Television, Ring tones, Twitter, The Internet-discussion around media and everyday life, Discussions around mediated and non mediated communication

#### Unit II

Communication and Mass Communication, Forms of Communication, Levels of Communication, Mass Communication and its Process, Normative Theories of the Press Media and the Public Sphere

#### Unit III

Mass Communication and Effects Paradigm, Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory

#### Unit IV

Cultural Effects and the Emergence of an Alternative Paradigm Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis, Four Models of Communication

### Course Outcomes:

1. Understanding of media and its various forms
2. Understanding the uses of mass media
3. Learning the concept and process of communication
4. Understanding of various theories and models of communication

### Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72)

John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38

Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)

Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengage Learning, 2006) pages 42-64; 71-84; 148-153; 298-236

Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188

Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business*,

*Politics and Ordinary Life in India*. New Delhi: Hachette (2013)

Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August

19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digital-reproduction/article3792723.ece> (Unit 1)

Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 1   | 3    | 2    | 1    | 1    |
| CO2 | 2   | 2   | 1   | 3    | 2    | 1    | 1    |
| CO3 | 2   | 2   | 1   | 3    | 2    | 1    | 1    |
| CO4 | 3   | 2   | 1   | 3    | 2    | 2    | 2    |

  
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## Minor: JMUAMNT1-Basics of Journalism

### Course Objectives:

1. To know the fundamental of journalism
2. To know the different types of news
3. To know the principles of news writing
4. To know the various types of journalism

### Course contents:

#### Unit 1 –

Understanding News: meaning, definition, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, News Formation in Different Medium, Attribution, embargo, verification, balance and fairness, dateline, credit line, byline.

#### Unit 2–

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press  
Language of news- Robert Gunning: Principles of clear writing.

#### Unit 3 –

Understanding the structure and construction of news, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, sources of news, use of internet.

#### Unit 4 –

Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism.

### Course Outcomes:

1. Understanding of the basics of journalism
2. Learning the concept of news and news writing
3. Knowing the basic differences of the principles and the languages between print and electronic media
4. Comprehensibility of the various types of journalism

### Readings:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 2   | 3    | 3    | 2    | 1    |
| CO2 | 2   | 2   | 1   | 2    | 2    | 3    | 1    |
| CO3 | 3   | 3   | 1   | 3    | 3    | 2    | 1    |
| CO4 | 3   | 2   | 2   | 3    | 2    | 2    | 1    |

## Multidisciplinary: JMUAMDT1- Basics of News Reporting

03credits

### Course Objectives

1. To understand the basics of news reporting
2. To familiarize the students with different types of news reporting.
3. To create understanding of specialized news reporting.

### Unit-I

News: Definition, elements, Structure of news, Types of news- hard news and soft news, sources of news, Basics of reporting: meaning, elements, Qualities and functions of a reporter.

### Unit-II

Types of Reporting : Crime, Accident , Health, Education, Economics/Business, Sports, Political

### Unit-III

Court, Religion and Culture Interpretative reporting, Investigative reporting, Citizen reporting, Photograph & Caption

### Course Outcomes

1. Students understand the basics of news reporting.
2. Students get familiarize with different kinds of news reporting
3. Students learn and get familiarize with specialized reporting.

### Readings:

Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.

Kamath, M.V. *Journalists Handbook*.

Srivastava, K.M. *News Reporting & Editing*

Kamath, M.V. *Professional Journalism*

Puri, G.K. *Journalism*

Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 2   | 3    | 3    | 3    | 2    |
| CO2 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |
| CO3 | 3   | 3   | 3   | 3    | 3    | 3    | 3    |

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## SEC: JMUASET1- Creative Writing for Print

03credits

### Course Objectives:

1. To acquaint with the fundamental of creative writing
2. To learn the skills of creative writing for print media
3. To know the various types of creative writing for print media

### Unit I:

Fundamentals of Creative Writing: Meaning and Significance of Creative Writing, Genres of Creative Writing

### Unit II:

Elements of Creative Writing: Figurative Language, Writing Style, Grammar and the Structure of Language. Article Writing, Feature Writing, Interview

### Unit III:

Column Writing, Supplement Writing, Copy writing, Press Release, Ad Copy, Content Writing, Proof Reading and Editing, Caption Writing,

### Course Outcomes:

1. Understanding of the concept and fundamentals of creative writing for print media
2. Learning of the skills of creative writing for print media
3. Learning of different types of creative writing for print media

### Readings:

1. Kamath, M.V. *Journalists Handbook*.
2. Srivastava, K.M. *News Reporting & Editing*
3. Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.
4. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 2   | 3    | 3    | 3    | 2    |
| CO2 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |
| CO3 | 3   | 3   | 3   | 3    | 3    | 3    | 3    |

## SEMESTER II

### Major: JMUBMJT1-Reporting and Editing for Print

04 credits

#### Course Objectives:

1. To know the reporting for print
2. To know the set up of editorial department of newspaper
3. To know the various trends in reporting
4. To know the treatment of news in media

#### Course contents:

##### UNIT 1

News reporting, Reporter- role, functions and qualities , General assignment reporting/ working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health,, education, sports; News Agency Reporting

##### UNIT 2

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story-5Ws and 1H, Inverted Pyramid style; Lead: importance, types of lead; body of the story; Sources of news, attribution, Articles, features, types of features and human interest stories, leads for features

##### UNIT 3

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, importance of pictures,, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: Contents

##### UNIT 4

Trends in sectional news, Week-end pullouts,, Supplements, Backgrounders, columns/columnists Understanding media and news, Sociology of news: paid news, agenda setting, Neutrality and bias in news

#### Course Outcomes:

1. Learning of new writing for print media
2. Understanding of the editorial department of newspaper and role of different editorial staff
3. Learning of various specialised reporting
4. Understanding of the objectivity in the news selection process and editing as well as the treatment of news in media

#### 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

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

#### Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing Personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, Tests, debates and tests may be held regularly.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |
| CO2 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |
| CO3 | 3   | 3   | 2   | 3    | 3    | 3    | 3    |
| CO4 | 3   | 3   | 2   | 3    | 3    | 2    | 2    |

  
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## Minor: JMUBMNT1-Editing for Print Media

04credits

### Course Objectives

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To inculcate the knowledge of dummy , printing and layout.
4. To develop the knowledge of photography.

### Unit – I

Introduction to News editing, Fundamentals of editing, Proof reading, Rewriting news, Different types of copies: copy of reporters, Press releases and article, news agencies, Glossary of journalistic terms,

### Unit – II

Newsroom organization. Editorial staff pattern and division of work. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for newspapers and magazines. E-newspaper

### Unit – III

Headlines: Types and techniques of writing, Intro/Lead: Types and techniques of writing, Body, Dummy, Layout, Design, Page make-up, Principles of page make-up, types of page make-up/layout, planning the front page and inside pages, designing special pages, supplements and tabloids newspaper and magazine.

### Unit – IV

Concept of photo journalism, news value of photograph, types and sources, legal and ethical aspects of photography. Photo cropping and captioning. Qualities and responsibilities of a photo journalists, Still, Digital and Drone photography;

### Course Outcomes

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to understand about the dummy, printing and layout
4. Students would be able to develop the knowledge of photography.

### BOOKS FOR REFERENCE

Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.  
Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.  
Keeble , Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005  
Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.  
Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.  
Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc.,1984.  
Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

| CO  | PO   |     |     | PSO  |      |      |      |      |
|-----|------|-----|-----|------|------|------|------|------|
|     | PO 1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3    | 3   | 3   | 3    | 3    | 3    | 3    | 3    |
| CO2 | 3    | 3   | 3   | 3    | 3    | 3    | 3    | 3    |
| CO3 | 3    | 3   | 3   | 3    | 3    | 3    | 3    | 3    |
| CO4 | 3    | 3   | 3   | 3    | 3    | 3    | 3    | 3    |

**Course Objectives:**

1. To develop narrative skills through the creation of well-rounded characters, authentic dialogue, and effective scene structures.
2. To apply theoretical knowledge to practical scriptwriting exercises, demonstrating proficiency in scriptwriting techniques.
3. To foster effective collaboration and feedback skills through peer review sessions, enabling Students to give and receive constructive criticism, improve their scripts iteratively.

**Course Contents:**

**Unit 1** Introduction to Script Writing-Concept and Format, Different forms of Script Writing, Techniques of writing, Understanding Story Structure, Introduction to the three-act structure

**Unit 2**

Script Writing for Television-Introduction, Fictional-Non Fictional scripting, importance of creativity in scripting, writing for visual Diaries and Documentaries, analyzing examples of well-structured stories from various genres

**Unit 3**

Film Screenplay, Crafting Compelling Scripts: Practical Application, Character Development, Dialogue Writing Exercises, Peer Feedback and Revision, Censor Board

**Course Outcomes:**

1. Demonstrating the ability to craft compelling narratives through the development of dynamic Characters, authentic dialogue, and well-structured scenes.
2. Producing original scripts that showcase mastery of scriptwriting techniques and adherence to Genre, conventions across various mediums.
3. Cultivating effective collaboration and communication skills by providing and incorporating Constructive feedback in peer review sessions, enhancing their ability to refine and improve their Scripts irrelatively.

**Suggested Reading List:**

1. "Screenplay: The Foundations of Screenwriting" by Syd Field
2. "Writing for Films" by Satyajit Ray
3. "Conversations with Mani Ratnam" by Baradwaj Rangan
4. "An Actor Prepares" by Constantine Stanislavski (translated by Rameshwar Soni)

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 1   | 3    | 3    | 2    | 1    |
| CO2 | 3   | 2   | 1   | 3    | 3    | 1    | 1    |
| CO3 | 3   | 2   | 1   | 3    | 3    | 1    | 1    |

**Course Objectives:**

1. To know the concept of photography and its development
2. To know the mechanism of photography
3. To know the different camera handling and their process

**Course contents:****Unit I:**

Photography, Origin of Photography , Types of Camera: Still, SLR, DSLR, Uses of Camera in Mass , Digital Photography, Equipments of Photography: Cameras, Lenses, Tripods, Monopods Camera bags, Digital storage.

**Unit II:**

Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, indoor lighting and Outdoor lighting.

**Unit III:**

Photo Journalism, Types of Photography: News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography, Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop, Photo caption, Practical

**Course Outcomes:**

1. Understanding of the concept of photography and its historical development
2. Understanding of photography process
3. Understanding of the uses of different photography camera and lights

**Suggestive Readings:**

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2   | 2   | 1   | 2    | 2    | 1    | 1    |
| CO2 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO3 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |

## **SEMESTER III**

### **Major1 : JMUCMJT1- History of Media**

**04 credits**

#### **Course Objectives:**

1. To know the historical development of print media
2. To know the historical development of radio in India
3. To know the historical development of television in India
4. To know the historical development of the photography and the cinema

#### **Course contents:**

##### **Unit I**

History of Print Media, Media and Modernity: Print Revolution , Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators

##### **Unit II**

Media in the Post Independence Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

##### **Unit III**

Sound Media Emergence of radio Technology, The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet

##### **Unit IV**

Visual Media, The early years of Photography, Lithography and Cinema From Silent Era to the talkies Cinema in later decades, The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.

#### **Course Outcomes:**

1. Understanding of the historical development of print media
2. Understanding of the historical development of radio in India
3. Understanding of the historical development of television in India
4. Understanding of the historical development of the photography and the cinema

#### **Readings:**

- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5)
- Parthasarthy Rangaswami, *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 2, chapter 8 and Chapter 9.
- 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)
- Parthasarthi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"

John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000)

### Topics for Student Presentations

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like *Fauji bhaiyon ke liye* and *behno ka karyakram* and *Kutch mahila radio*
3. Trace the transformation of certain traditional musical genres like devotional music, Ghazals and folk songs with the advent of cassette technology.
4. Compare the history of Cinema with the history of other visual media.
5. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period Of Emergency and the debate around censorship of media by the Indian state.
6. Presentations on the importance of archiving. The state of archives of Indian cinema, News papers, music and photographs.
7. A discussion on digital archives.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 1   | 2   | 3    | 1    | 1    | 2    |
| CO2 | 3   | 2   | 2   | 3    | 1    | 1    | 2    |
| CO3 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO4 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |

  
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 G. B. Pant University of Technology & Information  
 Kharagpur (W.B.), Odisha (O.O.)

## Major2: JMUCMJT2- Introduction to Broadcast Media

04 credits

### Course Objectives:

1. To know the concept of broadcasting
2. To know the various sounds and images used in broadcasting
3. To know the basics of radio news writing
4. To know about the basics of news writing for television

### Course contents:

#### Unit 1

Basics of Sound, Concepts of sound-scope, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium

#### Unit 2

Basics of Visual, What is an image, electronic image, television image, Digital image, Edited, Image (politics of an image), What is a visual? (still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium

#### Unit 3

Writing and Editing Radio News, Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and editing sound. (Editing news based capsule only). Broadcast News: Critical Issues and Debates.

#### Unit 4

Writing and Editing Television News, Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar – Camera Movement, Types of Shots, Focusing., Visual Perspective., Elements of a Television News Story: Gathering, Writing/Reporting., Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule). Prasar Bharti-AIR, Doordarshan

### Course Outcomes:

1. Understanding of the concept of broadcasting
2. Understanding of the various sounds and images used in broadcast media
3. Learning of the basics of the news writing for radio
4. Learning of the basics of the news writing for television

### Readings:

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)

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 1   | 3    | 3    | 3    | 1    |
| CO2 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO3 | 3   | 2   | 2   | 3    | 3    | 2    | 2    |
| CO4 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |

**Minor: JMUCMNT1- Photo Journalism****04 credits****Course Objectives:**

1. To know the concept of photography and its development
2. To know the mechanism of photography
3. To know the different camera handling and their process
4. To know the photo journalism

**Course contents:****Unit I**

History of Photography Definition and origin of Photography , The birth of Camera and its evolution, Modernization of Photography and its use in Mass Media Invention of Digital Photography

**Unit II**

Equipments of Photography Cameras, Lenses, Tripods, Monopods Camera bags, Digital storage. Lighting -the different types of lighting-Natural lighting-and Artificial Lighting, etc.

**Unit III**

Types of Photography and Photo Journalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and, advertisement photography, The basics of photojournalism and importance of context in photojournalism.

**Unit V**

Editing Photo editing software: Microsoft Office Picture manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture Orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

**Course Outcomes:**

1. Understanding of the concept of photography and its historical development
2. Understanding of photography process
3. Understanding of the uses of different photography camera and lights
4. Learning of art of the photo journalism and the photo editing

**Suggestive Readings:**

The Photography Book by Editors of Phaidon Press, 30 April 2000.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard l'Anson published by Lonely Planet

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2   | 2   | 1   | 2    | 2    | 1    | 1    |
| CO2 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO3 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |

## Multi Disciplinary: JMUCMDT1: Introduction to Radio 03 credits

### Course Objectives:

1. To know the Development of Radio and Radio Programmes
2. To know the techniques of Radio broadcast and production
3. To know the stages of Radio Production

### Course contents:

#### Unit 1

Introduction to Radio, History of Radio, radio programme: news, talk, discussions, Interview, Feature and Documentary, types of Radio :FM & AM, satellite and community, Amateur.

#### Unit 2

Structure of radio station, Production Control Room & Studio: Types and functions, sound proof room, types of Microphones, compeering, radio announcer, Role and Responsibilities of programme officer and station director.

#### Unit 3

Stages of Radio Production, Studio console: recording and mixing. Sound Editing, sound effect, Creative use of Sound Editing, Ethics and regulatory bodies of broadcasting media, Prasar Bharti.

### Course Outcomes:

1. Understanding the genres of Radio and its various Programmes
2. Learning of the techniques of broadcast production
3. Understanding the process of radio production

### Suggested reading list-

1. Aspinall, R. (1971) *Radio Production*, Paris: UNESCO.
2. Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
3. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
4. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
5. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
7. Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 1   | 1   | 3    | 2    | 2    | 1    |
| CO2 | 3   | 3   | 1   | 3    | 3    | 2    | 1    |
| CO3 | 3   | 3   | 2   | 3    | 3    | 3    | 2    |

2  
विभागाध्यक्ष / H.O.D.  
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Dept. of Journalism & Mass Communication  
गुरु चरितदास विश्वविद्यालय,  
Guru Charitadas Vishwavidyalaya  
बिलासपुर (छ.ग.) / Bilaspur (C.G.)

**SEC: JMUCSET1- Basics of Editing****03 credits****Course Objectives:**

5. To familiarize the students with the basics of editing.
6. To know the set up of editorial department of newspaper and Broadcast Media.
7. To know the treatment of news in media
8. To understand the newspaper designing software.

**Course contents:****UNIT 1**

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, types of headlines, types of Intro/lead, style sheet, importance of pictures, selection of news pictures, fact checking, Ethics of Media, Editorial policy etc.

**UNIT 2**

Hierarchy of Editorial staff in a newspaper organisation, Role of Editor, Role of News Editor, Sub editor, Chief Sub Editor and Copy Editor, chief of bureau, correspondents, Basics of Photograph and Video editing.

**UNIT 3**

Editorial Page: Structure, Purpose, Edits, Middles, Letters to the Editor, Special Articles, Uses Of Photographs, Archives, Principles of design Concept and Utility of Dummy Photo selection, cropping and writing caption, applications In design-tools.

**Course Outcomes:**

5. Students familiarized with the basics of editing.
6. Learn the set up of editorial department of newspaper and Broadcast Media.
7. Learn the treatment of news in media
8. Understanding the newspaper designing software.

**Readings**

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002
4. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi
5. Darkroom basics and beyond, Roger Hicks & Francis Schultz, Patterson, 2000
6. Tom Ang, Digital Photography - An Introduction, 4th Edition, Penguin Publisher, 2016
7. Hodgson, F.W. (1987). Subediting: A Hand book of Modern Newspaper Editing & Production, Focal Press.
8. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
- Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 2   | 3    | 2    | 2    | 1    |
| CO2 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO3 | 3   | 3   | 1   | 3    | 2    | 2    | 1    |

**Course Objectives:**

1. Understand the fundamental principles of media ethics and their application in Indian context.
2. Identify and resolve ethical dilemmas in media practices.
3. Apply knowledge of media laws and regulations to real-world scenarios
4. Develop critical thinking skills to evaluate media content and practices

**Unit I:**

Concept of Ethics and media laws, Historical development of Indian prominent laws and ethics related to media and its practices, Article 19(1)(A), Reasonable restrictions 19 (2), Right to privacy. Official Secret Act. Contempt of Court, Parliamentary privileges. Ethical bodies of Media Professionals, PCI, ASCI, NBA

**Unit II:**

Press and Registration of Books Act, 1867, Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954, Cable Television Networks (Regulation) Act, 1995, Information Technology Act, 2000, Intellectual Property Rights (Copyright, Patent, Trademark), Digital Media Ethics (Code) Rules 2021. The online safety Act 2023, Reporting of the Children, Gender and Tribal.

**Suggested Readings:**

1. "Media Ethics: Cases and Moral Reasoning" by Louis A. Day
2. "Media Law and Policy in India" by Vibhuti Narain Rai
3. "The Indian Media Business" by Vanita Kohli-Khandekar
4. "Media and Society: A Critical Perspective" by Nicholas Carah
5. Indian media codes and guidelines (Press Council of India, News Broadcasters Association)
6. Supreme Court judgments on media-related cases

**Course Outcomes:**

1. Understood the fundamental principles of media ethics and their application in Indian context.
2. Analyze the Indian legal framework governing media
3. Identify and explain key media laws and regulations (Press and Registration of Books Act, Cable Television Networks Act).
4. Able to apply the knowledge of media laws and regulations to media content creation.

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 3   | 3    | 3    | 3    | 3    |
| CO2 | 3   | 3   | 3   | 3    | 3    | 3    | 3    |
| CO3 | 3   | 2   | 3   | 3    | 2    | 3    | 3    |
| CO4 | 3   | 2   | 2   | 3    | 2    | 3    | 2    |

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Guru Ghasidas Vishwavidyalaya  
राजपुर (C.G.)

## Major-1: JMUDMJT1- Media Ethics and the Law

05 credits

### Course Objectives:

1. To know the various laws regarding the media practices
2. To understand the ethical framework regarding media practices
3. To know the regulatory bodies of media
4. To know the media ethics for writing about the various sections of the society

### Course contents:

#### Unit-I

Ethical Framework and Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights Media ethics and cultural dependence,

**Student Presentations-** Photocopied material for Study Packs in India

#### Unit- II

Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court), Discussion of Important cases-e.g- Operation Westend, Some Related, laws- Relevant sections of Broadcast Bill, NBA guidelines

#### Student Presentations-

1. Tehelka's Westend
2. School Teacher Uma Khurana case

#### Unit- III

Representation and ethics, Advertisement and Women, Pornography Related Laws and case studies-, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

#### Student Presentations-

Students will submit on above mentioned topics.

#### Unit- IV

Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines, Self Regulation, Media Content- Debates on morality and, Culture and Taboo, Censorship and media debates

#### Unit- V

Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 353), Sedition incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social Activists

### Course outcomes:

1. Learning of various laws regarding the media practices
2. Understanding of the ethical framework regarding media practices
3. Knowing the various media regulatory bodies and their functions
4. Learning of the ethics and laws regarding write ups for different sections of the society

### Suggested Readings:

1. Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO2 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO3 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO4 | 3   | 2   | 3   | 3    | 2    | 3    | 3    |

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Guru Ghasedas Vishwavidyalaya  
रेल स्टेशन (ज.प.)/Bilaspur (C.G.)

## Major-2: JMUDMJT2- Advertising and Public Relations

05 credits

### Course Objectives

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. To understand the basic tools of public relations.
4. To impart the fundamentals of public relations writings.
5. To learn the ethics and laws of public relations.

### Unit I

**Evolution and growth of advertising:** Meaning and definitions of advertising. History of advertising, various media for advertising, changing advertising scenario. Theories of Advertising-Stimulus Response Theory, Starch Model, AIDA, DAGMAR approach; advertising agency, various departments in agency, Preparing advertisements for various media-magazine, radio, TV, outdoors advertising etc.

### Unit- II

Advertising campaign, product analysis, media planning, copywriting, various stages of creative process, advertising appeals, language of advertising, Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc. Social Marketing.

### Unit III

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

### Unit IV

Public in Public Relations; Public opinion formation and measurement; Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign. PR in government and corporate sectors. PR Agencies: Organisation and functions, PR Departments; Interface with management disciplines; Role, qualities and qualifications of PR executives. Corporate Social Responsibility, PR ethics and codes. PRSI.

### Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students would gain knowledge about the basic ethics and laws of public relations.

### Suggested Readings:

1. Dr Varma and Agarwal. Advertising Management
2. Vilanila m, J.V. and A.K. Verghese. Advertising Basics
3. Chunarwala and Sethia. Foundation of Advertising
4. Mohan, Mahendra. Advertising Management
5. Jethwaney, Jaishri & Jain, Shruti (2012). Advertising Management.
6. Sachdeva, Iqbal S. (2009). Public Relations - Principles and Practices.
7. Black, Sam. Practical Public Relations.
8. Sahai, Baldeo. PR: A Scientific Approach
9. Sardana, C.K. The Challenge of P.R

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO2 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO3 | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
| CO4 | 3   | 2   | 3   | 3    | 2    | 3    | 3    |

### Major-3: JMUDMJT3 Photography and Journalism

04 credit

#### Course Objectives:

1. To know the concept of photography
2. To know the equipment of photography
3. To know the art of photography
4. To know the concept of Photo Journalism

#### Course contents:

##### UNIT I

Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process A brief glimpse into the Dark Room Development of a Photograph Modernization of Photography and its use in Mass Media

##### UNIT II

Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and focus and depth of field

##### UNIT III

Understanding Light and Shadow: Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc) Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

##### UNIT IV

Digital Photography and Editing: Sensor Sizes, Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud))

##### UNIT V

Photojournalism: Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation), War Photojournalism

#### Course outcomes:

1. Learning of the concept and historical development of photography
2. Understanding of different photography tools and their uses
3. Learning of photography techniques
4. Understanding of Photo Journalism and learning of various types of photography

#### Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

The Photographer's Guide to Light by Freeman John Collins & Brown, 2000

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO2 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO3 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO4 | 3   | 2   | 1   | 3    | 2    | 3    | 1    |

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गुरु घासीदास विश्वविद्यालय,  
Jyuru Ghasidas Vishwavidyalaya  
बिलासपुर (छ.ग.) / Bilaspur (C.G.)

## Major-3: JMUDMJT3 Photography and Journalism

04 credit

### Course Objectives:

1. To know the concept of photography
2. To know the equipment of photography
3. To know the art of photography
4. To know the concept of Photo Journalism

### Course contents:

#### UNIT I

Introduction to Photography: A brief History of Photography- Camera Obscura to the daguerreotype process Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process A brief glimpse into the Dark Room Development of a Photograph Modernization of Photography and its use in Mass Media

#### UNIT II

Understanding the mechanisms of Photography: Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and focus and depth of field

#### UNIT III

Understanding Light and Shadow: Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors, etc) Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

#### UNIT IV

Digital Photography and Editing: Sensor Sizes, Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software: (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

#### UNIT V

Photojournalism: Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation), War Photojournalism

### Course outcomes:

1. Learning of the concept and historical development of photography
2. Understanding of different photography tools and their uses
3. Learning of photography techniques
4. Understanding of Photo Journalism and learning of various types of photography

### Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust, Year of Publication: 2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003).

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| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO2 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO3 | 3   | 2   | 1   | 3    | 2    | 2    | 1    |
| CO4 | 3   | 2   | 1   | 3    | 2    | 3    | 1    |

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## Minor: JMUDMNT1- Introduction to Electronic Media

04 credits

### Course Objectives

1. To know the concept of Electronic Media.
2. To know the various sounds and Radio news writing.
3. To know the concept of Electronic Media.
4. To understand the digital media and Ethical issues. .

### Unit I

**Introduction to Electronic Media:** Definition and scope of electronic media, Evolution of electronic media in India and world, Role of electronic media in modern society.

### Unit II

**Basics of Radio:** Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Writing and Editing Radio News, Elements of a Radio Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and editing sound.

### Unit III

**Basics of Television: Components and Technologies:** Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG), Visual Grammar – Camera Movement, Types of Shots, Focusing, Elements of a Television News Story: Gathering, Writing/Reporting., Elements of a Television News Bulletins, Basics of Editing for TV.

### Unit IV

**Digital Media and Regulatory Framework and Ethical Considerations:** Digital platforms, social media, and content creation, Ethical concerns in broadcasting and content creation, The convergence of technologies and the rise of multi-platform media.

### Course Outcome

1. Understanding of the concept of Electronic Media.
2. Understanding the news writing for Radio
3. Understanding the news writing for Television
4. Understanding the digital media and Ethical issues.

### Suggested Readings:

1. Chatterjee, P. (2017). Broadcast Journalism: A Handbook for Freelancers, Bloggers, and Citizen Journalists. SAGE Publications.
2. M.V. Kamath. (2009). *Broadcasting in India*. National Book Trust.
3. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
4. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
5. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 3   | 1   | 3    | 3    | 3    | 1    |
| CO2 | 3   | 2   | 2   | 3    | 2    | 2    | 2    |
| CO3 | 3   | 2   | 2   | 3    | 3    | 2    | 2    |
| CO4 | 3   | 2   | 3   | 3    | 3    | 2    | 3    |

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## VOC: VOCJMT01- Reporting, Editing and Layout Designing

01 Credit (L1)

### Course Objectives:

1. To know the concept of Print Media Production.
2. To learn the skill of writing clear, concise, and newsworthy content
3. To learn the ability of editing content for accuracy, grammar, and readability.
4. To learn the skills in news writing, editing and layout design for both newspapers and magazines.

### Course contents:

#### Unit I:

Introduction to Print Media- Structure of news, Headlines, Intro, Body, Photo Editing and Caption writing, Hard news vs soft news, 5Ws and 1H, Inverted Pyramid style of news story, Reporting, Principle of Editing, Principle of layout/Page make-up, Features, articles, editorials and columns, Responsibilities of reporters, sub-editors and editors.

### Course Outcome:

1. Understand the fundamental principles of print media production.
2. Develop proficiency in writing clear, concise, and newsworthy content.
3. Be able to edit content for accuracy, grammar, and readability.
4. Gain practical skills in news writing, editing and layout design for both newspapers and magazines.

### Suggested Reading:

1. *The Elements of Journalism* by Bill Kovach and Tom Rosenstiel
2. *The Associated Press Stylebook*
3. *Magazine Publishing: A Complete Guide to the Industry* by Carole A. Barrowman
4. *InDesign CC Digital Classroom* by Kelly Kordes Anton and David Karlins

| CO  | PO  |     |     | PSO  |      |      |      |
|-----|-----|-----|-----|------|------|------|------|
|     | PO1 | PO2 | PO3 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3   | 1   | 3   | 3    | 3    | 3    | 2    |
| CO2 | 3   | 3   | 2   | 3    | 3    | 3    | 1    |
| CO3 | 3   | 3   | 2   | 3    | 3    | 3    | 1    |
| CO4 | 3   | 3   | 2   | 3    | 3    | 3    | 1    |

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