

ST. XAVIER'S COLLEGE RANCHI

PG DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

COURSE OF STUDY FOR MASTER'S IN JOURNALISM AND MASS COMMUNICATION (MJMC)

SEMESTER- I

MARKS

1.1	Mass communication-principles & process	100
1.2	Media Language: Structure, Style & Translation	100
1.3	Basics of computer Application	50
1.4	Word Processing & Page layout	50
1.5	Introduction to Socio-Economic Polity	100

SEMESTER- II

2.1	Newspapers & News Magazines Structure & Functions	100
2.2	News: Concept, Elements & Types	50
2.3	Newspaper Reporting & Editing Principles & practice	50
2.4	Introduction to Broadcast media	20
2.5	Radio Reporting	40
2.6	TV Reporting	40
2.7	Electives: (A) Photography (B) Rural Reporting (C) Crime Reporting (D) Development Journalism (E) Legislature Reporting	(50+50) 100

SEMESTER- III

3.1	Media Law & Ethics	100
3.2	Advertising & PR	100
3.3	Basic Principles of Media Management & Marketing	50
3.4	Journalism Research	50
3.5	Electives: (A) Newspaper & Magazine Production (B) Radio Programme Production (C) TV Programme Production (D) Producing Advertisements for Broadcast Media (E) Graphics & Animation	(50+50) 100

SEMESTER- IV

4.1	(A) Project:- (A) Documentary & Film Production (B) Social Media (Internet, E-mail & Web Journalism) (C) Producing TV Current affair Programme (D) Producing Radio Current affairs Programme	(100+100) 200
	(B) Internship(a) Internship Report (b) Dissertation +Viva	(a)100 (b)100

GRAND TOTAL=

1600

SEMESTER- I**Paper –I****Mass communication-principles & process****Unit-1**

		L	GD	S	W	D	V	P	T	C
1.1	Social Group, Crowd, Folk, Mass, Public, audience, Reader, Viewer-concept, Interpretation, and difference	6								
1.2	Process of Group Communication	2								
1.3	Concept and Functions of Mass Communication	2								
1.4	Models of Mass Communication, Gerbner's Model, Wilber Schramm's Model of Mass Communication	3								
1.5	Bharatmuni's model of Drama	2								
	TOTAL	15							15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	Sahridaya and Sadharanikaran (Tender Hearted and Simplification) Concept and Interpretation	2								
2.2	Effects of Mass Communication: Bullet theory, Action- Reaction, Two Step and multi step flow	4								
2.3	Uses and Gratifications theory, Gate keeping, Cultural theory Lasswell's concept of Mass Communication, Agenda Setting and Media	4								
2.4	Media: Concept and Interpretation, Types of Media Characteristics and limitation of each media	3								
2.5	Convergence Media	2								
	TOTAL	15							15	1

L= Lecture, GD= Group Discussion, S= Seminar, W= Workshop,

D= Demonstration, V= Visit,

P= Practical, T= Total,

C= Credit

Unit-III

		L	GD	S	W	D	V	P	T	C
3.1	Characteristics of audience: Structure and Power	3	1							
3.2	Role of media- various theories: Authoritarian, Libertarian, Social Responsibility, Democratic and Dependency theory	4								
3.3	Russian concept of Media, Participatory Media	3								
3.4	Development oriented Media, Business Media	3	1							
	TOTAL	13	02						15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Media Professionals: Qualities, Skills and functions Characteristics of a ideal media Professionals	4								
4.2	Structure of Media in India, Its Reach and Effect	3								
4.3	Impact of Mobile, Computer and Internet on Traditional Media	3	1							
4.4	Role of Mass Media in Development	3	1							
	TOTAL	13	02						15	1

Unit-V

		L	GD	S	W	D	V	P	T	C
5.1	Moral Values and code of Ethics in the functions of Media	4								
5.2	Public Broadcasting	3								
5.3	Community Media: Interpretation and need	4								
5.4	Alternative Media, Parallel Media and Social Media	4								
	TOTAL	15							15	1

Paper –II

Media Language: Structure, Style & Translation

Unit-1 (Essentials of Media Writing)

		L	GD	S	W	D	V	P	T	C
1.1	Characteristics of writing for newspapers and magazines	3								
1.2	Basics of grammar in Hindi and English; use of phrases and words	5								
1.3	Basics of writing for radio	2						2(1)		
1.4	Basic writing for TV	2						4(2)		
	TOTAL	12						03	15	1

Unit-II (News & Feature Writing Skills)

		L	GD	S	W	D	V	P	T	C
2.1	News: concepts and elements	4		1						
2.2	Writing Intros and Headline	2			1					
2.3	Writing simple News Stories	2	1							
2.4	Writing Feature Articles	3	1							
	TOTAL	11	02	01	01				15	1

Unit-III (Paraphrasing & Translation)

		L	GD	S	W	D	V	P	T	C
3.1	Methods of paraphrasing, attribution, and quoting	4								
3.2	Translating at least 5 different news item	4								
3.3	Translating at least one creative writing of about 500 words	3								
3.4	Preparing a list of at least 20 phrases in Hindi and English for same expression	3			1					
	TOTAL	14			01				15	1

Unit-IV (Translation Journalistic Content- Business)

		L	GD	S	W	D	V	P	T	C
4.1	Translating at least 5 different news items from business pages	2		2						
4.2	Translating at least 20 different headlines of business news	1		3						
4.3	Translating at least one article on business	1		2				2(1)		
4.4	Preparing a glossary of 25 words in both the language, generally used for the same expression for business related journalistic content	1						4(2)		
	TOTAL	05		07				03	15	1

Unit-V (Translation Journalistic Content- Sports)

		L	GD	S	W	D	V	P	T	C
5.1	Translating at least 5 different news items on five different sports	2								
5.2	Translating at least 20 different headlines of sport news item of different sports	2	2							
5.3	Translating a column article of renown person on sport	3					2			
5.4	Preparing a glossary of 25 words in both the languages, generally used for different sports.	1	1		1			2(1)		
	TOTAL	08	03		1		02	01	15	1

Paper –III

Basics of computer Application

Unit-I (Computer Fundamentals)

		L	GD	S	W	D	V	P	T	C
1.1	Definition, Generation and basic Components of Computer	3								
1.2	Input/output devices, Memory and other peripherals	3						2(1)		
1.3	Introduction to Operating System (Windows 98/XP).	3						2(1)		
1.4	Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).	3						2(1)		
	TOTAL	12						03	15	1

Unit-II (Office Automation Tools: MS Word)

		L	GD	S	W	D	V	P	T	C
2.1	Introduction to MS Office Suit	2						4(2)		
2.2	Introduction to Word Processing	2						2(1)		
2.3	MS Word documents Tools and Menus	2						4(2)		
2.4	Document editing and formatting, Mail Merge and other tools	2						4(2)		
	TOTAL	08						07	15	1

Unit-III (Office Automation Tools: MS Excel and MS Power Point)

		L	GD	S	W	D	V	P	T	C
3.1	Introduction to MS Excel Interface, Tools and Menus	2						4(2)		
3.2	Creating Spreadsheet, Use of function, Charts and Graphs	2						2(1)		
3.3	Introduction to MS Power Point-Interface, Tools and Menus	2						4(2)		
3.4	Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering presentations	2						4(2)		
	TOTAL	08						07	15	1

Unit-IV (Introduction to Internet)

		L	GD	S	W	D	V	P	T	C
4.1	Brief history of services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blog, Use of Internet).	3						6(3)		
4.2	Internet Protocols (FTP, HTTP, TCP/IP)	1								
4.3	Websites, Portals and Search Engines: Online newspapers/channels/magazines	3						4(2)		
4.4	Advantages and threats in Internet Communication	3								
	TOTAL	10						05	15	1

Unit-V (Introduction to Adobe Photoshop)

		L	GD	S	W	D	V	P	T	C
5.1	Introduction to Graphics, Colour models and modes	2						2(1)		
5.2	Graphic file formats and their applications	2						2(1)		
5.3	Adobe Photoshop Interface, Tools and Menus	2			1			4(2)		
5.4	Working with Layers, filters, Masking and other tools	2						4(2)		
	TOTAL	08			01			06	15	1

Paper –IV

Word Processing & Page layout

Unit-I (MS Office)

		L	GD	S	W	D	V	P	T	C
1.1	Prepare your resume using MS Word	2						2(1)		
1.2	Create good report using picture, chart and graph etc	2						4(2)		
1.3	Create chart & Graph, Using Title, axis, Value and Label etc.	2						4(2)		
1.4	Create good presentation using picture, chart and graph etc.	2						4(2)		
	TOTAL	08						07	15	1

Unit-II (Page Maker)

		L	GD	S	W	D	V	P	T	C
2.1	Introduction to Page Maker	2						4(2)		
2.2	Text and Formatting in Page Maker	2						4(2)		
2.3	Create a Page Layout using Page Maker & Create Column	3						4(2)		
2.4	Insert Picture and other objects in Page Maker	2								
	TOTAL	09						06	15	1

Unit-III (Quark Xpress)

		L	GD	S	W	D	V	P	T	C
3.1	Introduction to Quark Xpress	2						2(1)		
3.2	Text editing and formatting in Quark Xpress	2						4(2)		
3.3	Create Page layout in Quark Xpress	2						4(2)		
3.4	Insert Picture and create links in page	2						4(2)		
	TOTAL	08						07	15	1

Unit-IV (Advance Quark Xpress)

		L	GD	S	W	D	V	P	T	C
4.1	Create Box Item in an Article and use of fonts	2						4(2)		
4.2	Insert Picture box in Text Box	2								
4.3	Use of Picture Box insert Picture Box Giving Title on and Below Picture Box	3						6(3)		
4.4	Prepare DUMMY of Newspaper	2			1					
	TOTAL	09			01			05	15	1

Unit-V (Photoshop)

		L	GD	S	W	D	V	P	T	C
5.1	Introduction to Photoshop Interface, Tools & Menus	3						2(1)		
5.2	Use of Filters on picture	2						2(1)		
5.3	Use of Layers in Photoshop document	2						4(2)		
5.4	Understand use of mask and effect of mask on picture	2						4(2)		
	TOTAL	09						06	15	1

Paper –V

Introduction to Socio-Economic Polity

Unit-I (Indian Constitution: Basic Characteristics)

		L	GD	S	W	D	V	P	T	C
1.1	Objective and ideals of Indian Constitution: Parliamentary system.	4								
1.2	Fundamental Rights and Directive Principles of State	3		2						
1.3	Federal and unitary nature; Center-State relationship; Civil services.	3								
1.4	Election, emergency powers: Amendments of constitution	2		1						
	TOTAL	12		03					15	1

Unit-II (Political System And Parliamentary)

		L	GD	S	W	D	V	P	T	C
2.1	Introduction to various political systems	3								
2.2	Parliamentary and legislative procedure in India	3		2						
2.3	Power and privileges of parliament members	2								
2.4	Indian judicial system	2	1	2						
	TOTAL	10	01	04					15	1

Unit-III (History, Culture, And Society)

		L	GD	S	W	D	V	P	T	C
3.1	Characteristics of main stages of Indian history	3					1			
3.2	Basic elements of Indian Culture	2		1						
3.3	Secularism, communalism, fundamentalism	2								
3.4	Aspects of various social concerns: poverty, gender inequality; child rights & human rights	4			2					
	TOTAL	11		01	02		01		15	1

Unit-IV (Indian and World Economy)

		L	GD	S	W	D	V	P	T	C
4.1	Nature of Indian economy	2	1							
4.2	Essential Economic Terms: Per Capita Income, Currency Devaluation	1								
4.3	Indian agriculture Issues and problems, Indian industry: challenges.	3		2			1			
4.4	Introduction to World Economy, the concept of Globalization, world Trade Organization	3	1	1						
	TOTAL	09	02	03			01		15	1

Unit-V (Current affairs: Issues & International scenario)

		L	GD	S	W	D	V	P	T	C
5.1	Indian Foreign Policy	2		1						
5.2	United Nations and SAARC	2	1							
5.3	Introduction to International Politics: Brief history and current major issues.	3			1					
5.4	Current national and international events.	3		1	1					
	TOTAL	10	01	02	02				15	1

SEMESTER- II

Paper –I

Newspapers & News Magazines Structure & Functions

Unit-I (Introduction)

		L	GD	S	W	D	V	P	T	C
1.1	Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines	4		1						
1.2	Structure of a news paper organization- Editorial, Management, Production, Circulation, Marketing, Advertising, Human Resource development Training, Finance and Accounting dept. and Co-ordination among these depts.	2					1			
1.3	Function and organization of the editorial department of a news paper, Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub –Editor, Sub Editor and Chief Reporter etc.	3		1						
1.4	Functions and responsibilities of Group Editor, Managing Editor, Coordinating editor, etc	3								
	TOTAL	12		02			01		15	1

Unit-II (News Room Structure)

		L	GD	S	W	D	V	P	T	C
2.1	News room organization	3					1			
2.2	Role and function of copy desk	2								
2.3	Art of Copy editing, Step and precautions in editing	2	1		1			2(1)		
2.4	Difference between editing of Newspapers and Magazines	1	1		1					
	TOTAL	09	02		02		1	1	15	1

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P= Practical, T= Total,

C= Credit

Unit-III (Magazine Editing)

		L	GD	S	W	D	V	P	T	C
3.1	Brief history of Magazine Journalism in India & USA	4								
3.2	Types of Magazines: General Interests, Business, Sport, Children's, Women's, Leisure & Entertainment, Science, Health, Education , IT, Auto, Career, Crime, Photography etc.	4		1						
3.3	New trends in Magazine Journalism, Future of magazine Journalism	2		1						
3.4	Editing of CD-ROM & On-line Magazines	2					1			
	TOTAL	12		02			01		15	1

Unit-IV (News Agency Journalism)

		L	GD	S	W	D	V	P	T	C
4.1	News Agencies- Concept & Scope	2		1						
4.2	History of News Agency Journalism in India	3								
4.3	News Agencies- Structure and Management	3		1			1			
4.4	Functions of News Agency	2								
4.5	Significance of pen & paperless journalism	1		1						
	TOTAL	11		03			01		15	1

Unit-V (Printing Technology)

		L	GD	S	W	D	V	P	T	C
5.1	Brief History of Printing Technology	2		1						
5.2	Various types of printing presses- Hand Press, Treadle, Cylinder, Litho, Rotary, Photo gravure, Flexography, offset, web offset, Screen printing etc.	4					2			
5.3	Composing – Hand Composing ,Mono composing, Lino composing, photo type setter, DTP etc.	2								
5.4	Colour Printing –Processing, color separation etc.	2					1			
5.5	Printing paper- Types, weight and measurements	1								
	TOTAL	11		01			03		15	1

Paper –II

News: Concept, Elements & Types

Unit-I (News Concept)

		L	GD	S	W	D	V	P	T	C
1.1	Concept of news: Definition & development of news values	2	1							
1.2	Changing concept of news: Issues & Challenge	2		2						
1.3	Collection of News: Source of information, observation & research	2			1					
1.4	Sociological aspects of News	1								
1.5	Development & human interest insights news	2	1	1						
	TOTAL	09	02	03	01				15	1

Unit-II (News Writing)

		L	GD	S	W	D	V	P	T	C
2.1	Elements of news	2						2(1)		
2.2	Information v/s news	1	1	1						
2.3	News values, checking of news values	2	1		1					
2.4	Structure of news	2								
2.5	Precaution for news writing	1		1	1					
	TOTAL	08	02	02	02			01	15	1

Unit-III (Types & Writing Styles of News)

		L	GD	S	W	D	V	P	T	C
3.1	Hard news, soft news, Hot news, Breaking news	3	2					2(1)		
3.2	Geographic, skill and subject based news	2		1						
3.3	Inverted pyramid style	1						2(1)		
3.4	Feature style	2								
3.5	Dumble style	1						2(1)		
	TOTAL	09	02	01				03	15	1

Unit-IV (News Sources & Selection of News)

		L	GD	S	W	D	V	P	T	C
4.1	Importance of news sources	3		1						
4.2	Traditional, Anticipated, Abrupt & other sources	3	2							
4.3	Criteria of selection	3								
4.4	Elimination & priorities	2			1					
	TOTAL	11	02	01	01				15	1

Unit-V (News For Electronic Media)

		L	GD	S	W	D	V	P	T	C
5.1	Trends of news in Electronic Media	2		1						
5.2	Radio news room- Structure and Functions	2					1			
5.3	Radio news writing- Structure, Intro, Body	2						1(1.5)		
5.4	TV news room- Structure and Functions	2					1			
5.5	TV news- Concept, different and formats of TV news, P to C, VO, Live, Phone in, OB	3						1(1.5)		
	TOTAL	11		01			02	01	15	1

Paper –III

Newspaper Reporting & Editing Principles & practice

Unit-I (The Concept)

		L	GD	S	W	D	V	P	T	C
1.1	Editing - meaning concept & significance	3								
1.2	Understanding the Publication- Its audience , Ideology, Region etc.	2		1						
1.3	Preparation, use & Importance of Style Book.	2			1					
1.4	Editing Symbols & how the computer has revolutionized editing.	2					1			
1.5	Reorganizing and restructuring of a story	2		1						
	TOTAL	11		02	01		01		15	1

Unit-II (Process of Editing- I)

		L	GD	S	W	D	V	P	T	C
2.1	Editing: Principles, tools & techniques	3		1						
2.2	News room functions	2			1					
2.3	Role and functions of copy desk	1								
2.4	Art of hard & soft copy editing, Steps, precautions & Editing	3						2(1)		
2.5	Difference between editing of newspaper & magazines copies	1	1					2(1)		
	TOTAL	10	01	01	01			02	15	1

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Unit-III (Process of Editing- II)

		L	GD	S	W	D	V	P	T	C
3.1	Editing of copies of News Agencies, Bureaus, Special Correspondents, Foreign Correspondents, Regional Correspondents, City Reporters, Stringers etc.	2						2(1)		
3.2	Copy writing, Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, rewriting, Integration Translation, Transcreation and Transliteration etc.	3			1			2(1)		
3.3	Editing for a Target Audience	1								
3.4	Editing of Feature Pages: Sunday Magazines, Special Sections, Special Supplements and City pull outs	2			1			2(1)		
3.5	Editing of Articles, Features and other Stories	2								
	TOTAL	10			02			03	15	1

Unit-IV(Headline and Photographs)

		L	GD	S	W	D	V	P	T	C
4.1	Headlines- meaning, Significance and Types	2								
4.2	Effective headline Writing- Characteristics and Techniques	2								
4.3	Photo Selection- Role and Significance, Qualities of an effective photograph	2						2(1)		
4.4	Photo editing – Techniques and Procedure of Cropping, Reducing and sub caption writing, Editing of Photo-features , Action and Attractive Photographs	3		1				2(1)		
4.5	Preparations of Charts, Diagrams, Graphs, Illustration and Cartoons etc.	3								
	TOTAL	12		01				02	15	1

Unit-V (Editing-Modern Techniques)

		L	GD	S	W	D	V	P	T	C
5.1	Online editing, Digital editing	2								
5.2	Visual Editing- Linear editing, Non linear	3						2(1)		
5.3	Elements of Radio writing & presentation techniques, Radio studio	2						2(1)		
5.4	Fundamentals of TV production, script writing & TV news room	3						2(1)		
5.5	Contemporary, Radio & TV News formats	2								
	TOTAL	12						03	15	1

Paper –IV

Introduction to Broadcast media

Unit-I (Introduction to Radio)

		L	GD	S	W	D	V	P	T	C
1.1	Development of Broadcasting in India	3								
1.2	(a) Pre-independence period (b) Post independence period									
1.3	Commissions and committees on broadcasting (a) Chanda Committee (b) Vergheese Committee (c) Prasar Bharti Act 1990 (d) Vardan Committee 1992	4		3						
1.4	Basic objectives and principles of audio transmission	2			3					
	TOTAL	09		03	03				15	1

Unit-II (Introduction to Radio)

		L	GD	S	W	D	V	P	T	C
2.1	Distinction between Radio and other media	1	1		1					
2.2	Public Service Radio and Commercial Radio	1	1		2					
2.3	External Service broadcasting	1		1						
2.4	News service division	2		1	1					
2.5	Special audience programmes	2								
	TOTAL	07	02	02	04				15	1

Unit-III (Introduction to Television)

		L	GD	S	W	D	V	P	T	C
3.1	Distinguishing characteristics of TV as compared to other Media	2	1	1			1			
3.2	Objectives and principles of TV Broadcasting	3		2						
3.3	Terrestrial and Satellite Television, Cable Television	2			2		1			
	TOTAL	07	01	03	02		02		15	1

Unit-IV(Development of TV)

		L	GD	S	W	D	V	P	T	C
4.1	Origin and development to TV in India	2								
4.2	Organizational structure of Doordarshan	2					1			
4.3	Programme Composition and programme formats of DD	2	1					4(2)		
4.4	Three-tier (National, Regional and Local TV Service of DD	2		1						
4.5	Commercial service of DD	1					1			
	TOTAL	09	01	01			02	02	15	1

Unit-V (Introduction to New Media)

		L	GD	S	W	D	V	P	T	C
5.1	Distinguishing between new media and other media	2		1	1					
5.2	Development of web media in India	2	1							
5.3	Service Division of New Media	2								
5.4	IT Act 2000	3	1	1	1					
	TOTAL	09	02	02	02				15	1

Paper –V

Radio Reporting

Unit-I (Concept Of News)

		L	GD	S	W	D	V	P	T	C
1.1	Definition, Elements and types of news	3								
1.2	Duties and Functions of News Reporter	2	1							
1.3	Sources of Radio News	2			1	1		2(1)		
1.4	Basic principles of News writing	2		1	1					
	TOTAL	09	01	01	02	01		01	15	1

Unit-II (Radio News Writing and Reporting)

		L	GD	S	W	D	V	P	T	C
2.1	Writing of Radio News	3	1	1	1					
2.2	Radio News Reel	1								
2.3	Language of Radio News	2	1		1	1				
2.4	Characteristics of a good radio news	1		2						
	TOTAL	07	02	03	02	01			15	1

Unit-III (News Bulletin)

		L	GD	S	W	D	V	P	T	C
3.1	Types of radio news bulletins: their structure (Hourly and special national, regional and local, external)	3		1			1			
3.2	News based programme- Talk, Spotlight, Discussion, Interview	3		1			1			
3.3	Various types of Reporting- Political, Sport, crime etc.	3		1			1			
	TOTAL	09		03			03		15	1

Unit-IV (Interview & Press Conference)

		L	GD	S	W	D	V	P	T	C
4.1	Planning and conduction of various types of interviews/reporting (Factual, Opinion and Ideas)	3			1					
4.2	Press Conference	2		1	1		1	2(1)		
4.3	News Conferencing	2			1					
4.4	Phone in Programmes	2								
	TOTAL	09		01	03		01	01	15	1

Unit-V (Radio Contents Dispatch)

		L	GD	S	W	D	V	P	T	C
5.1	Voice dispatch and News dispatch	2						2(1)		
5.2	Coverage of Assembly & Parliament Proceeding	3		1	1					
5.3	Coverage of General Election	2		1	1					
5.4	Special Events including, fair, mela, congregation	2		1						
	TOTAL	09		03	02			01	15	1

Paper –VI

TV Reporting

Unit-I (Concept Of TV News)

		L	GD	S	W	D	V	P	T	C
1.1	Definition and elements of TV News	2		2						
1.2	Basic principles of TV News Writing	3		2				2(1)		
1.3	Duties and Functions of TV Reporter	2		2		1				
	TOTAL	07		06		01		01	15	1

Unit-II (TV News Writing)

		L	GD	S	W	D	V	P	T	C
2.1	Sources of TV News	2		1	1					
2.2	News Commentary writing for TV	3		1	1			2(1)		
2.3	TV News dispatch	2		1	1			2(1)		
	TOTAL	07		03	03			02	15	1

Unit-III (News Formats)

		L	GD	S	W	D	V	P	T	C
3.1	Types of TV News bulletins and their structure	3		1						
3.2	News based programme: Talk, Discussion, Interview etc.	3		1	1		1			
3.3	Planning and conducting of various types of interviews: Factual, Opinion and Ideas	3		1	2					
	TOTAL	09		03	02		01		15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Investigative reporting capsule	3		1						
4.2	Sports reporting capsule	3					1			
4.3	Economy and business news capsule	3		1						
4.4	Science and Environment News capsule	3								
	TOTAL	12		02			01		15	1

Unit-V (Specialized Reporting)

		L	GD	S	W	D	V	P	T	C
5.1	Political reporting	3								
5.2	Parliament and Assembly reporting	4		1	1		1			
5.3	Accident and natural calamities	3		2						
	TOTAL	10		03	01		01		15	1

Paper –VII

Electives:

(A) Photography

Unit-I

		L	GD	S	W	D	V	P	T	C
1.1	Types of Cameras	4			2					
1.2	Camera Control	3			1			2(1)		
1.3	Aperture- Shutter Speed	2			1			2(1)		
	TOTAL	09			04			02	15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	Focusing Systems	3			2			2(1)		
2.2	Lenses	2								
2.3	Depth of Field	2			2			2(1)		
2.4	Use of Filters	2								
	TOTAL	09			04			02	15	1

Unit-III

		L	GD	S	W	D	V	P	T	C
3.1	Measuring Light	2			1	1		2(1)		
3.2	Rule of Composition	2			1			2(1)		
3.3	Photo and News Sense	2			2	1		2(1)		
	TOTAL	06			04	02		03	15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Digital Photography	3		1		1				
4.2	Downloading digital images in Computer	3				1		2(1)		
4.3	Enhancing images by using Adobe Photoshop.	3				1		2(1)		
	TOTAL	09		1		03		02	15	1

(B) Rural Reporting

Unit-I (Introduction to Rural India)

		L	GD	S	W	D	V	P	T	C
1.1	Socio- economic structure of villages	3		1			1			
1.2	Socio change in village community	2								
1.3	Impact of globalization and urbanization on villages	2	1	1						
1.4	Problems of rural society	2	1	1						
	TOTAL	09	02	03			01		15	1

Unit-II (Govt. Policies for Rural Development)

		L	GD	S	W	D	V	P	T	C
2.1	Five Year Plan and villages	4	1	1						
2.2	Zamindari abolition and land reforms	1								
2.3	Co-operative movement	2								
2.4	Community development Programme	1	1							
2.5	Panchayati Raj and rural development	3		1						
	TOTAL	11	02	02					15	1

Unit-III (History of Rural Broadcast)

		L	GD	S	W	D	V	P	T	C
3.1	Issues of development – health, education, infrastructure	3	1							
3.2	Social conflicts, empowerment of weaker sections	2	1	1						
3.3	AIR's developmental programmes	1					1			
3.4	Krishi Darshan of DD	1								
3.5	SITE project	1								
3.6	Area specific programmes	2		1						
	TOTAL	10	02	02			01		15	1

Unit-IV (Programming for Rural Development)

		L	GD	S	W	D	V	P	T	C
4.1	Concept of public service broadcast	2		1						
4.2	Impact of broadcast on development	2	1		1					
4.3	Planning and scheduling of development programmes	2			1					
4.4	Field generated pogramme	2	1	1	1					
	TOTAL	08	02	02	03				15	1

Unit-V (Future of Rural Development)

		L	GD	S	W	D	V	P	T	C
5.1	Concept of local broadcast	2		1						
5.2	FM ratio and rural broadcast	3		1			1			
5.3	Interactive and participatory programmes	3			2					
5.4	Satellite radio	2								
	TOTAL	10		02	02		01		15	1

(C) Crime Reporting

Unit-I (Introduction)

		L	GD	S	W	D	V	P	T	C
1.1	Definition of Crime	2		1						
1.2	Crime Reporting- Skills and Essentials	2		1	1					
1.3	Source of Crime Reporting	1	01				1			
1.4	Qualities of a Crime reporter	1			1					
1.5	Duty and precaution in crime reporting	2		1						
	TOTAL	08	01	03	02		01		15	1

Unit-II (Basics of Crime Reporting)

		L	GD	S	W	D	V	P	T	C
2.1	Crime Reporters duties	2								
2.2	Ethical aspects of crime reporting	2	2	1						
2.3	Meaning of first information report (FIR)	1								
2.4	Methodology to be adopted by a crime reporter.	2	1	1	1		2			
	TOTAL	07	03	02	01		02		15	1

Unit-III (Indian Police System)

		L	GD	S	W	D	V	P	T	C
3.1	Hierarchy of police department	2								
3.2	Powers and Limitation of police personnel	3	1	1						
3.3	Major investigating agencies of India	3		1						
3.4	Forensic science and medical jurisprudence	2		1			1			
	TOTAL	10	01	03			01		15	1

Unit-IV (Legal System)

		L	GD	S	W	D	V	P	T	C
4.1	Introduction to Indian legal system	3	1							
4.2	Introduction to Indian laws- IPC, C.R.P.C., Evidence Act	3		2						
4.3	Introduction to Constitution and matrimonial laws	2								
4.4	Procedure of court proceedings	2			1					
4.5	Legal vocabulary	1								
	TOTAL	11	01	02	01				15	1

Unit-V (Court Reporting)

		L	GD	S	W	D	V	P	T	C
5.1	Contempt of court	3		1						
5.2	Thing to be taken care of in court reporting	3		1			1			
5.3	Public Interest litigation (PIL)	3	1	1	1					
	TOTAL	09	01	03	01		01		15	1

(D) Development Journalism

Unit-I (Environmental Writing)

		L	GD	S	W	D	V	P	T	C
1.1	Relationship of purpose, target medium and format of writing for development.	2	1	1						
1.2	Selection of medium format, language, style of writing for development	2		1	1					
1.3	Types and tools of resources for writing on development issues	1		1	1					
1.4	Role of local and regional media for development, review of their status	2		1						
1.5			1							
	TOTAL	07	02	04	02				15	1

Unit-II (Concept of Development)

		L	GD	S	W	D	V	P	T	C
2.1	Indian development process in comparative perspective of Asia & World	3		1						
2.2	Indicators of human development concept of sustainable Development	2		1						
2.3	An introduction to environment and ecology, relationship of man with nature	2								
2.4	The use of technology in exploitation of nature, ecosystem and environmental degradation	3								
2.5	Deforestation, forest conservation programme	2					1			
	TOTAL	12		02			01		15	1

Unit-III (Environmental Issue)

		L	GD	S	W	D	V	P	T	C
3.1	Water Pollution, Air Pollution, Sound Pollution	2		1	1					
3.2	Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of Ozone	2		1						
3.3	Green Revolution and its impact on environment	2	1	1						
3.4	Wildlife and its conservation ,Depletion of bio-diversity	2		1	1					
	TOTAL	08	01	04	02				15	1

Unit-IV (Environmental Laws)

		L	GD	S	W	D	V	P	T	C
4.1	Salient features of environmental protection act 1986	3		1						
4.2	Air Pollution Act 1981, Water Pollution Act 1974	2			1					
4.3	Wild life protection Act 1972 with Amendment of 1992	2		1						
4.4	Brief introduction to environment protection, Action Ganga, Wetland's projects, waste Management and recycling	3			1		1			
	TOTAL	10		02	01		01		15	1

Unit-V (Environmental Policies)

		L	GD	S	W	D	V	P	T	C
5.1	Habitat and modern life style, environmentalism (Solid waste Materials, Health Hazards of solid waste treatment)	2		1						
5.2	Managing Fragile Ecosystems and combating desertification and drought).	2								
5.3	Environment Policies (Development and displacement, Big dams, the role of Government and Judiciary in these debates)	4		1						
5.4	The brief study of centre for studies in environment (The contribution of Sundarlal Bahuguna, Medha Patkar, Anil Agrawal, Vandana Shiva, Indira Jaisingh, M.C. Mehta)	3								
5.5	Brief study of some Magazines, Newspapers like- Down to earth, Sanctuary, Vigyan pragati	2								
	TOTAL	13		02					15	1

(E) Legislature Reporting

Unit-I (Introduction)

		L	GD	S	W	D	V	P	T	C
1.1	Importance of Legislature Reporting	2		1						
1.2	Basic Structure of the Parliament and the State Legislature	4	1		1		2			
1.3	Essentials of Parliamentary Proceeding	2		2						
	TOTAL	08	01	03	01		02		15	1

Unit-II (Question Hour)

		L	GD	S	W	D	V	P	T	C
2.1	Starred Questions	1	1		1					
2.2	Unstarred Questions	1	1		1					
2.3	Short Notice Questions	1	1		1					
2.4	Zero Hour	1	1	2	1		1			
	TOTAL	04	04	02	04		01		15	1

Unit-III (Legislative Business)

		L	GD	S	W	D	V	P	T	C
3.1	Introduction of the Bill & General Discussion	2		2			3			
3.2	Voting	2								
3.3	Call Attention Motion	1	1							
3.4	Adjournment Motion	1								
3.5	No- Confidence Motion	2			1					
	TOTAL	08	01	02	01		03		15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Special Debates	2								
4.2	Budget	3	1							
4.3	Breach of Privilege	2	1		2					
4.4	Committees of the House: Composition and Functions	3		1						
	TOTAL	10	02	01	02				15	1

SEMESTER- III**PAPER- I****Media Law & Ethics****Unit-I (Press Freedom And Law)**

		L	GD	S	W	D	V	P	T	C
1.1	Constitution and freedom of speech and expression	3		1						
1.2	Contempt of court	2		1						
1.3	Official secrets act 1923	1								
1.4	Right to information	2	1	1						
1.5	Right to Privacy	2		1						
	TOTAL	10	01	04					15	1

Unit-II (Media Laws)

		L	GD	S	W	D	V	P	T	C
2.1	Civil and criminal law of defamation	3		1						
2.2	Indian penal Code 1860 (Section 124 A, 153 AB, 292, 293)	3								
2.3	Criminal procedure Code 1973 (Section-93,95,96,108,144,196,327)	3								
2.4	Intellectual property rights	1		1						
2.5	Copy Right Act 1957	2	1							
	TOTAL	12	01	02					15	1

Unit-III (Electronic Media Laws)

		L	GD	S	W	D	V	P	T	C
3.1	Prasar Bharti Act 1990	2	1	1						
3.2	Cable TV network regulation Act 1995	2								
3.3	Cinematography Act 1952	2			1					
3.4	Information technology Act 2000	3								
3.5	Convergence laws	2		1						
	TOTAL	11	01	02	01				15	1

L= Lecture, GD= Group Discussion, S= Seminar, W= Workshop,

D= Demonstration, V= Visit,

P= Practical, T= Total,

C= Credit

Unit-IV (Media Councils and Committees)

		L	GD	S	W	D	V	P	T	C
4.1	Press commissions	3		1						
4.2	Media council/Press Council	2			1					
4.3	Working Journalist Act	2		1	1					
4.4	Autonomy of public broadcasting	2		2						
	TOTAL	09		04	02				15	1

Unit-V (Media Codes and Ethics)

		L	GD	S	W	D	V	P	T	C
5.1	Advertising Council of India	2								
5.2	Parliamentary privileges: article 105, 193 and 361 A of constitution	3		1						
5.3	Guidelines for parliamentary coverage (Geeta Mukherjee committee's report)	2		1						
5.4	AIR code for election coverage	2								
5.5	Doordarshan commercial code	1								
5.6	Ethics of Private channel	2								
	TOTAL	13		02					15	1

Paper –II

Advertising & PR

Unit-I (Introduction to Public Relations)

		L	GD	S	W	D	V	P	T	C
1.1	Concept and Definition of Public Relations, Role and Scope of Public Relations	3		1						
1.2	Types of Public Relation: Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational & Crisis Management Public Relations	3	1							
1.3	Tools of P.R.: Media Release, Media Conference, Seminars/Workshops, Events, Sponsorship, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes	3			1					
1.4	P.R., Propaganda, Publicity & Advertising Sales Promotion Marketing	2			1					
	TOTAL	11	01	01	02				15	1

Unit-II (Role and Functions of Public Relations)

		L	GD	S	W	D	V	P	T	C
2.1	P.R. in Central & State Government – Role and Functions	3		1			1			
2.2	Organisational structure of P.R. Department in Central-State Government	2								
2.3	P.I.B., A.I.R.,D.D., Films Division , Song & Drama Division , Field Publicity etc.	3					1			
2.4	Art of P.R. writing	2		1				1		
	TOTAL	10		02			02	01	15	1

Unit-III (Public Relations and Media)

		L	GD	S	W	D	V	P	T	C
3.1	P.R. and Media	2		1						
3.2	Corporate Communications: Tools and Techniques	2			1		1			
3.3	Major P.R. Agencies : Indian & International Agencies, their Functioning and Organisational setup	2								
3.4	Characteristics of Good P.R. & C.C personnel	2			1					
3.5	P.R. Campaign	2			1					
	TOTAL	10		01	03		01		15	1

Unit-IV (Introduction to Advertising)

		L	GD	S	W	D	V	P	T	C
4.1	Advertising- Definition, Role & Importance	2								
4.2	History & Development of Advertising, present status of Advertisements	2		1						
4.3	Types of Advertisement- Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classified Ads.	3			1		1			
4.4	Advertising ethics & Social responsibility	2								
4.5	Regulation of Advertising- Role of AAAI, ASCI & INS.	3								
	TOTAL	12		01	01		01		15	1

Unit-V (Art of Advertising)

		L	GD	S	W	D	V	P	T	C
5.1	Ad Agency- Types, Structure and Functions	2								
5.2	Art of Developing Effective Copy and Importance of Copy writer	2			1					
5.3	Copy elements- Headline, Sub Heads, Slogans, Body Copy, Logo etc.	2								
5.4	Layout- Importance, Steps & Principles of a good Layout, Visuals- Its importance.	2			1					
5.5	Advertising Campaign, Planning, selection of Media, Budget etc. Analysis of some memorable Indian Advertising Campaigns- Amul, Cadburys, Hero, Honda, Raymonds, Bajaj, Onida, Vodaphone, HUL, Idea etc.	3		1			1			
	TOTAL	11		01	02		01		15	1

Paper –III

Basic Principles of Media Management & Marketing

Unit-I

		L	GD	S	W	D	V	P	T	C
1.1	Concept of Management, The Principles of Management and their significance in Media Business	2	1				1			
1.2	Media as an industry, Size and Growth prospects, Scope as a Profession	2			1					
1.3	Ownership Pattern of Media Business in India – Proprietorship, Partnership, Private Limited, Public Limited, Companies, Trust, Co-operative, Religious institution(Societies) and Franchisees (Chains)	3			1					
1.4	Process of Policy formulation for a media company- Planning, Implementation and Control. Strategic issues involved in launching a new media venture versus running an existing media company	3		1						
	TOTAL	10	01	01	02		01		15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	Organization Theory, Leadership, Delegation, Decentralization, Motivation Control and co-ordination, Functions of Human Resource Development, Henry Fayols principles	3								
2.2	Functions and Organizational structure of different departments Labour laws, Press Commissions	3								
2.3	Marketing Function (Product, Price, Place and Promotion) with focus on Subscription revenue, Single copy Sales, Subscription and Institutional Sales, Distribution of TV Channels and Radio Stations by using Sales Promotions, Advertising, Personal Selling Consumer, Trade Schemes, Data Base Management, Customer Relationship Management etc.	4					1			
2.4	Marketing functions (Product, Price, Place and Promotion) with focus on Advertising revenues, Personal selling to Advertiser and Ad Agencies, Advertising, Promotions, Direct mailers, Presentations, Relationship Marketing, Marketing of Special issues and Special Occasions, Marketing Information System	4								
	TOTAL	14					01		15	1

Unit-III

		L	GD	S	W	D	V	P	T	C
3.1	Important Bodies of Media Industry DAVP, INS, DPR (State Govts.) ABC, IBF, AAAI, ASCI, TRAI	3		1						
3.2	Importance of Readership Research, Syndicated and Commissioned, Various usage, Methodology, Optimization for content improvisation, Circulation Planning, Advertising Sales and Brand Building	3			1					
3.3	Changing role and accountability of editorial and non-editorial staff, Responsibility of editorial team for building specific readership /audience base and increasing the subscription base	2	1	1						
3.4	The economics of Media business, Revenue and expense heads and ways to manage them for higher profitability (Both print and Electronic Media) Wastage control bench marks and quality standards	2			1					
	TOTAL	10	01	02	02				15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Finance Management, Budgeting and Projection process, Accounts management for fund flow planning and ABC Certification, Tax Planning	2		1	1					
4.2	Capital Expenditure, Cost of Capital, Depreciation, Production costs, Commercial Policy	2								
4.3	Production Planning and Execution, Production Terminology, Control Practices and Procedures, Planning of Dummy for Print and Fixed Point Charts for TV and Radio	3		1	1		1			
4.4	Administration and Programme Management Scheduling, Transmitting, Record Keeping, Quality control through cost effective techniques	2			1					
	TOTAL	09		02	03		01		15	1

Unit-V

		L	GD	S	W	D	V	P	T	C
5.1	Distribution and logistics management, Criticality of Timelines	2								
5.2	Functions of Brand Management, Advertising and Promotions, Training, Research, Reference Section, Corporate communication, CRM and MIS departments	3	1		1	1	1	02(1)		
5.3	Inventory Management (raw and finished product) Purchase Management, issues involved in importing of Newsprint and Machines	3		1	1					
	TOTAL	08	01	01	02	01	01	01	15	1

Paper –IV
Journalism Research

Unit-I

		L	GD	S	W	D	V	P	T	C
1.1	Meaning, Nature & Scope of Social & Mass Communication research	3		1						
1.2	Types of research	2			1					
1.3	Formulation of Research Problem, Variables, Hypothesis	2								
1.4	Research Design and its types	2	1							
1.5	Reliability, Validity and Objectivity	2	1							
	TOTAL	11	02	01	01				15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	Sampling- Meaning, Types and Problems	3		1						
2.2	Sources of Data- Primary and Secondary data	2								
2.3	Questionnaire, Schedule, Interview and Observation	3			1					
2.4	Case Study	2								
2.5	Content Analysis	2		1						
	TOTAL	12		02	01				15	1

Unit-III

		L	GD	S	W	D	V	P	T	C
3.1	Nature & Importance of Communication research	2		1						
3.2	Communicator/source analysis	2								
3.3	Message Analysis	2								
3.4	Channel Analysis	2								
3.5	Audience Analysis	3								
3.6	Process and Impact Analysis	3								
	TOTAL	14		01					15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Uses of Communication Survey research	2		1						
4.2	Uses of different Communication research methods in CSR	2			1					
4.3	Processing a CSR proposal and a report	3			1					
4.4	Scheduling, Activities and Budgetary requirements for CSR proposal	2								
4.5	Advertisement & Market Research and Parato Chart	2			1					
	TOTAL	11		01	03				15	1

Unit-V

		L	GD	S	W	D	V	P	T	C
5.1	Levels of management, tabulation & classification	2		1						
5.2	Graphic & diagrammatic representation of data	2			1					
5.3	Mean, Median, Mode, Standard Deviation	2								
5.4	Analysis of variance, correlation	3								
5.5	Research software	2								
5.6	Indexing and bibliography	2								
	TOTAL	13		01	01				15	1

(B) Radio Programme Production

Unit-I (News Room)

		L	GD	S	W	D	V	P	T	C
1.1	Structure and operation of Newsroom	3			1		2			
1.2	Selection of news and scripting it.	3			1					
1.3	Principle & Techniques of editing radio news and preparing news cast	3			1			2(1)		
	TOTAL	09			03		02	02	15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	News and news based programmes: headline technique	2	1		1			2(1)		
2.2	Press conference, official press notes	2	1					2(1)		
2.3	Length and structure of bulletins, national and regional and their importance	2	1	1	1			2(1)		
	TOTAL	06	03	01	02			03	15	1

Unit-III (Process of Editing)

		L	GD	S	W	D	V	P	T	C
3.1	Editing process of Radio scripts.	2		1				2(1)		
3.2	Principles of Script editing.	2			1					
3.3	Proof reading & correction system.	1			1			2(1)		
3.4	Production of radio news reel.	2			1					
3.5	Broadcasting code and guide-lines	1		1						
	TOTAL	08		02	03			02	15	1

Unit-IV (Familiarization with Studio)

		L	GD	S	W	D	V	P	T	C
4.1	Voice Dispatches	2						4(2)		
4.2	Interview: News, Opinion and Ideas	3								
4.3	Use of tape recorders and dubbing machines	3								
4.4	Familiarization with news studio	2		1				4(2)		
	TOTAL	10		01				04	15	1

Unit-V

		L	GD	S	W	D	V	P	T	C
5.1	Reading of news	2			2			2(1)		
5.2	Role and responsibilities of a News Reader	2								
5.3	Pronunciation, Modulation and Voice Quality	4			2			4(2)		
	TOTAL	08			04			03	15	1

(C) TV Programme Production

Unit-I

		L	GD	S	W	D	V	P	T	C
1.1	Role and responsibilities of (a) Video Editor and (b) Producer of TV News	3								
1.2	Structure and working of News room of a Television Production Centre	3						4(2)		
1.3	Introduction to newsroom working and preparation for newscast news selection, copy to Assignment Board and its salient features	2						4(2)		
1.4	Newscast length and structure	1								
1.5	Regional and other bulletins and their importance, Breaking of News, News Headlines	1						2(1)		
	TOTAL	10						05	15	1

Unit-II

		L	GD	S	W	D	V	P	T	C
2.1	Television Production Process- Idea to Screen (a) Single Camera Process (PSCU) (b) Multicamera Process	2						4(2)		
2.2	Language and grammar of the medium	3								
2.3	Frame Image sizes of Types of shots	2						2(1)		
2.4	Composition- Looking space, talking space, walking space	2								
2.5	Crossing the line of action, Formats and option(aesthetic)	3								
	TOTAL	12						03	15	1

Unit-III

		L	GD	S	W	D	V	P	T	C
3.1	Principles of Editing (a) Tempo (b) Transition (c) Point of view (d) Continuity types	2								
3.2	Criteria for editing (a) Picture (b) Narration (c) Music Off-line editing and on-line editing (types and techniques) Comparison of assemble editing and insert editing	2						4(2)		
3.3	Non Linear editing: awareness	2						2(1)		
3.4	Writing for Television	3								
3.5	Script for Single Camera work Script for Multicamera Work	3								
	TOTAL	12						03	15	1

Unit-IV

		L	GD	S	W	D	V	P	T	C
4.1	Equipment Layout in a TV Studio(studio) Camera, Teleprompter, Chromakey, Microphones(restricted to layout only) Vision Mixer, Monitors (picture and sound) CCU, Vectroscope, waveform monitors, character generator, TBC, PBC, Patch Panel VTRs	2						6(3)		
4.2	Introduction to still Camera and hand on experience on exposing for News	2						4(2)		
4.3	News paper Cutting, still Pictures-slides, Composition-Layouts Computer Graphics	2						4(2)		
4.4	Size of letters Set, Scenery, costume, makeup and property as elements of aesthetics	2								
	TOTAL	08						07	15	1

Unit-V

		L	GD	S	W	D	V	P	T	C
5.1	Role of sound in TV	2								
5.2	News Reading and Anchoring	2						4(2)		
5.3	Voice modulation	2						4(2)		
5.4	Live News-dispatch, commentary	2						2(1)		
5.5	TV news language.	2								
	TOTAL	10						05	15	1

(D) Producing Advertisements for Broadcast Media

Unit-I (Advertising concept and effects)

		L	GD	S	W	D	V	P	T	C
1.1	Meaning and Definition, Objectives, Functions	3								
1.2	Concept of product positioning	2	1							
1.3	Economic and Social effects of Advertising	2		1						
1.4	Legal, Ethical & Moral aspects of advertising	2		1						
1.5	Advertising Agencies in India and Role of Advertising in Broadcast Media	2			1					
	TOTAL	11	01	02	01				15	1

Unit-II (Elements of advertising)

		L	GD	S	W	D	V	P	T	C
2.1	Creativity in Advertising	2			1			2(1)		
2.2	Elements of Good Advertising	2	1							
2.3	Importance of visual thinking, guideline for writing, visibility, identity, promise, simplicity	3								
2.4	Writing for Radio & TV Advertising	2			1			2(1)		
2.5	Television Storyboard Types of Commercials, matching message to medium	1								
	TOTAL	10	01		02			02	15	1

Unit-III (Media Planning)

		L	GD	S	W	D	V	P	T	C
3.1	Introduction to media planning	2		1						
3.2	Various research inputs (media profiles, product profiles, audience profile)	3		1						
3.3	Components of media plan	2		1						
3.4	Drawing up the plan, setting objectives, defining strategies, selecting appropriate media	3		1				2(1)		
	TOTAL	10		04				01	15	1

Unit-IV (Rates for commercials)

		L	GD	S	W	D	V	P	T	C
4.1	Determination of Rates for Commercials	2			1					
4.2	Classification rates-time-wise & coverage-wise	2	1					1		
4.3	Concept of Commissioned and Sponsored programmes	3			1					
4.4	Entertainment programmes and information based programmes	2	1	1						
	TOTAL	09	02	01	02			01	15	1

(E) Graphics & Animation

Unit-I (Concept of Multimedia)

		L	GD	S	W	D	V	P	T	C
1.1	Hardware requirement(Motherboard, Graphics, accelerator card, AGP card, Random access memory, Scanners, Video)	3		1			1			
1.2	Sound card: Type and processing function	2		1				2(1)		
1.3	Component of Multimedia text, Graphics, Video and Sound	2						2(1)		
1.4	Concept of analogue and digital data processing	2		1						
	TOTAL	09		03			01	02	15	1

Unit-II (Graphics & Audio)

		L	GD	S	W	D	V	P	T	C
2.1	Introduction to digital Image, Type and properties of graphics	3						2(1)		
2.2	Color's theory: Models and modes	2								
2.3	Basic Concept of digital Image and file concept	3								
2.4	Scanner: Types and Process	2						2(1)		
2.5	Introduction to Coral Draw(s)	2			1					
	TOTAL	12			01			02	15	1

Unit-III (Introduction to Digital Sound)

		L	GD	S	W	D	V	P	T	C
3.1	Concept of Digital Sound	2			1					
3.2	Features of Digital Sound: Tone, Node, Intensity, Pitch & Timbre	3						4(2)		
3.3	Digitalization and Audio Compression	2						2(1)		
3.4	Recording and Editing of Sound and music by Sound forge	2						4(2)		
	TOTAL	09			01			05	15	1

Unit-IV (Animation)

		L	GD	S	W	D	V	P	T	C
4.1	What is Animation, Types of Animation	2		1	1					
4.2	Concept of 2D & 3D animation	3			1			2(1)		
4.3	Introduction to Flash interface	2								
4.4	3D Max: Feature & Facilities.	2						4(2)		
	TOTAL	09		01	02			03	15	1

Unit-V (Non Linear Editing Concepts)

		L	GD	S	W	D	V	P	T	C
5.1	Introduction to NLE software	2			2			6(3)		
5.2	Adobe premier: Feature and Facilities	2			1			4(2)		
5.3	Creating time line	2						2(1)		
	TOTAL	06			03			06	15	1

SEMESTER- IV

4.1	<p>(A) Project:- (i) Social Media (Internet, E-mail & Web Journalism) (ii) Documentary & Film Production (iii) Producing TV Current affair Programme (iv) Producing Radio Current affairs Programme</p> <p>(B) Internship:- (a) Internship Report (b) Dissertation + Viva</p>
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Note:- Students have to offer 2 out of 4 Projects mentioned above. However, Project (i) ie Social Media is compulsory.