

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ST. XAVIER'S COLLEGE
(An Autonomous College, affiliated to Ranchi University)
RANCHI-834001, JHARKHAND

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Vision

Media is the fourth pillar of the democracy. It has an important role in the society. In emerging scenario of present media world, India is looking for more dedicated and well equipped journalists in this field.

The department of Mass Communication and Video Production had been started to bring out such students who can learn not only the basics of journalism, but at the same time they could come out equipped with all the modern techniques needed in electronic journalism.

Objectives

1. To educate students the basic knowledge of communication, needed in modern journalism.
2. To equip students with modern techniques for the broadcast journalism.
3. To develop experimental skills so that the students may cope up with the demand of technological advancement to the cutting edge levels.
4. To enable students to enhance their skills of basic journalistic writing and expression that is essentially required for various fields of journalism.

Syllabus for B.A. (Honours) Vocational Programme in Journalism and Mass Communication

Programme Structure

* The duration of the programme is three years divided into six semesters.

* The first and second year of the academic session shall comprise of Semester I, II, III & IV. In each of the semesters, there shall be two theory courses of 50 marks (3 credits) each and two practical course of 50 marks (3 credits) each.

* Students shall be awarded 5 marks in each course (theory and practical) on the basis of attendance on the following scheme:

Attendance %	Marks
75-80	1
81-85	2
86-90	3
91-95	4
96-100	5

*The third year of the academic session shall comprise of Semester V and VI. In Semester V there shall be two theory courses of 50 marks (3 credits) and two practical courses of 50 marks (3credits) each. The marks for the practical courses shall be given by external examiners 50 marks each. In Semester VI students have to go for Internship on-job training for a period of 30 days. Prior to this they shall do their Specialization of their choice on given subjects.

The details of the course in the Six Semester over a span of three years shall be as follows:

SYLLABUS

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

ST.XAVIER'S COLLEGE, RANCHI

CHOICE BASED CREDIT SYSTEM

B.A. (Honours) JOURNALISM AND MASS COMMUNICATION

Sl No.	SEMESTER I	NAME OF THE PAPER	CREDITS	TOTAL MARKS
1.1.	Media Scene in India	Core Discipline- C ₁	6 (3 lectures and 3 Practical)	100
1.2.	Photo Journalism & New Age Media	Core Discipline- C ₂	6 (3 lectures and 3 Practical)	100
1.3.	Language- MIL Hindi/English	Ability Enhancement AECC₁ Compulsory	2	100
1.4.	Political Science	Generic Elect- GE₁	6 (4 lectures and 2 Practical)	100
	SEMESTER II			
2.1.	Communication Theories and Models	Core Discipline- C ₃	6 (3 lectures and 3 Practical)	100
2.2.	Basic Principles of Journalism	Core Discipline- C ₄	6 (3 lectures and 3 Practical)	100

			Practical)	
2.3.	Environment Science	Ability Enhancement AECC2 Compulsory	2	100
2.4.	Political Science	Generic Elect- GE2	6 (4 lectures and 2 Practical)	100
	SEMESTER III			
3.1.	Basics of Video Production	Core Discipline- C5	6 (3 lectures and 3 Practical)	100
3.2.	Basics of Audio Production	Core Discipline- C6	6 (3 lectures and 3 Practical)	100
3.3.	Principles of Editing	Core Discipline- C7	6 (3 lectures and 3 Practical)	100
3.4.	Lighting for Television	Skill Enhancement Course- SE1	2	100
3.5.	Political Science	Generic Elect- GE3	6 (4 lectures and 2 Practical)	100
	SEMESTER IV			
4.1.	Advertisement and Public Relations	Core Discipline- C8	6 (3 lectures and 3 Practical)	100
4.2.	Appreciation- TV/Film	Core Discipline- C9	6 (3 lectures and 3 Practical)	100
4.3.	Broadcast Journalism	Core Discipline- C10	6 (3 lectures and 3 Practical)	100
4.4.	Graphic Design and Production	Skill Enhancement Course- SE2	2	100
4.5.	Political Science	Generic Elect- GE4	6 (4 lectures and 2 Practical)	100

	SEMESTER V			
5.1.	Video Studio Production	Core Discipline- C11	6 (3 lectures and 3 Practical)	100
5.2.	Documentary and Fiction Production	Core Discipline- C12	6 (3 lectures and 3 Practical)	100
5.3.	Script Writing	Discipline Specific- DSE1	6	100
5.4.	Advanced Sound	Discipline Specific- DSE2	6	100
	SEMESTER VI			
6.1.	On-Job Training	Core Discipline- C13	6 (40-45 days intern)	100
6.2.	Media Law and Research	Core Discipline- C14	6 (3 lectures and 3 Practical)	100
6.3.	Media Management	Discipline Specific- DSE3	6	100
6.4.	Creative Writing	Discipline Specific-4 DSE4	6	100

PART-I

SEMESTER - I

CORE PAPER-I (a)

MEDIA SCENE IN INDIA

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
I	MEDIA SCENE IN INDIA (Theory)	50		50	23	3	48
I	MEDIA SCENE IN INDIA (Practical)	50	----- ---	50	23	3	48

UNIT-I: Print Media

1. History of Indian Journalism: World, India and Jharkhand
2. The Indian Press before and after Independence, Pioneers of Indian Journalism, Role of the Press during freedom struggle

UNIT-II: News Agencies

1. Growth of News Agencies in India- Press Trust Of India (PTI), Bhasa, United News of India (UNI), Varta, ANI, IANS, Hindustan Samachar
2. Foreign News Agencies
3. Functioning of News Agencies

UNIT-III: Radio

1. Radio as a medium of Mass Communication- evolution, characteristics, programme
2. Journey from AIR to Prasar Bharati- Indian broadcasting: Brief History; The early years- All India Radio (AIR), after Independence; AIR Services- National, Regional, Local Vividh Bharati, & External News; Brief History of Local AIR station; FM- Ownership and Control of AIR; Broadcasting Policy-Broadcasting Code-Ethics of Broadcasting-Varghese Committee; Audience Research Cell –Programmes
3. The FM boom
4. Radio Script
5. Broadcast Pattern, Radio Jockey, Voice Acting
6. Revival of Radio in Television era: how radio has revived itself to fine-tune in the digital age

UNIT-IV: Television

1. Television as a medium of Mass Communication
2. Early years of Television- Television (Doordarshan) in India
3. Television and National Development
4. Influence of Cinema on TV- Difference between Cinema and Television
5. Satellite Television- Impact of Cable and Satellite TV, IPTV
6. Perception of Viewers- Ethics of Telecasting- Code of Content
7. Ownership and control of Indian Broadcasting

UNIT-V: FILM

1. Film as a medium of Mass Communication
2. History of film - evolution and present situation
3. Films as agents of Socio-Cultural Change in India

CORE PAPER-I (b)

PRACTICAL

- Major Milestones in Journalism- Prepare a chart on important dates and events in History of Indian Journalism
- Conducting a small survey among working journalists to find out the real status of Freedom of Speech
- Watching historic films of the past and making a project on how they contributed to socio-cultural change in India

BOOKS RECOMMENDED: PRINT MEDIA- *History of Journalism*-Muniruddin, *Fundamentals of Journalism*- Karun Shetty, *Journalism*- N. Jayapalan, *Essentials of Practical Journalism*- Vir Bala Aggarwal, *Public Journalism*- B.K. Das, *Principles and Techniques of Journalism*- B.N. Ahuja & S.S. Chhabra, *Perspective of Indian Journalism*- S.S. Sharma & Anil Chaturvedi, *Journalism and Press*- Shahzad Ahmad, *Handbook of Journalism and Mass Communication*- Vir Bala Aggarwal & V.S. Gupta, *Press and Journalism*- Jayant Parikh, *Journalism: Principles and Practice*- Tony Harcup, *Film History* – Kristin Thompson & David Bordwell.

RADIO & TELEVISION – *Video Production*- Vasuki Velavadi, *Broadcast Journalism*- Jan R Hakemulder & P.P. Singh, *Radio and Television in Digital Age* – B.K. Das, *Radio Broadcasting* – Dr. K. Parameswaran, *Radio-TV Newswriting*- K. Tim Wulfemy, *Broadcast Journalism: Basic Principles*- S.C. Bhatt, *Handbook of Radio, TV and Broadcast Journalism*- R.K. Ravindran, *Audio Visual Journalism*- B.N. Ahuja, *Encyclopedia of Broadcasting Television and Radio* – P.C. Sinha, *Digital Television Journalism*- Balakrishna Aiyer, *Visual Journalism*-Rajesh Pandey, *The Electronic Media*- Peter B. Orlik, *Basic Radio Journalism*- Paul Chantler & Peter Stewart.

CORE PAPER- II (a)

PHOTO JOURNALISM & NEW AGE MEDIA

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
II	PHOTOJOURNALISM & NEW AGE MEDIA (Theory)	50		50	23	3	48
II	PHOTOJOURNALISM & NEW AGE MEDIA (Practical)	50		50	23	3	48

UNIT-I: Introduction to Photojournalism

(Credit: 1.5/24 Lectures)

1. Definition, History, Ethics, Industry
2. Photography elements and principles
3. Composition of photograph- subject & light
4. Photo and News sense: Hard News, Picture Stories, Photo Essays, Caption Writing
5. Emerging Tools and Techniques in Photography: Types of cameras (SLR, TLR), Camera Control: Aperture-Shutter-Speed, Focusing Systems-Lenses-Depth of Field, Use of Filters, Measuring Light, Rules of Composition
6. Photo editing-cropping, colours, composition, caption

UNIT-II: Contemporary Photojournalism

7. Digital Photography: how to handle digital cameras, downloading digital images in computer
8. Web-based photos: Flickr, Instagram, Tumblr, Jux, Wordpress
9. Future of Photojournalism and Career Opportunities: Freelance photography, Travel photography, scientific photography, fashion photography

PRACTICAL

- Making a sketch of a SLR camera and showing its different parts
- Composing different shots: extreme long shot, long shot, medium long shot, mid-close up, close up, extreme close up
- Practicing on digital camera and photoshop
- Making a Photo Feature: Exposing and Constructing a Story through Photographs
- Practicing combination of ISO, Shutter Speed and Aperture
- Making a Collage of pictures taken by the students while learning photography lessons

BOOKS RECOMMENDED: *Academic Dictionary of Photography*-Ashish Pandey, *All About Photography*- Ashok Dilwali, *Digital Photojournalism*- Balakrishna Aiyaer, *Photo Patrakarita-Ek Visheshlanatmak Adhayan* – Abhishek Saxena, *Photo Patrakarita* – Gulab Koithari.

UNIT-IV: NEW AGE MEDIA

(Credit: 1.5/24 Lectures)

1. Understanding new media: what is new media? Difference between new media and traditional media
2. Introduction to Online Journalism: Internet, World Wide Web and Search Engines, Online content writing and editing, Globalisation of News
3. How Digital Journalism differs from print and broadcast journalism
4. Overview of Digital Media Industry- Impact of new media on news reporting
5. Community Communication/citizen journalism—radio and newspapers
6. Social media networking: virtual community, blogs, instant messaging, forums
7. New Media changing our culture and society
8. Paid News Syndrome, Hyper local media, curated media and leaky journalism as future trends
9. Ethics of Web Journalism, cybercrimes and cyber laws

PRACTICAL

- Prepare a project plan to carry out a social media campaign on “Right to Education”
- To carry out the project plan in a real campaign through social media

BOOKS RECOMMENDED: *Mass Communication in Digital Age*- Girish Saxena, *Development Dynamics of Media and Communication*- Naval Prabhakar, *Mass Media and Interpersonal Communication For Social Awakening*- Prof. K.Candrakandan, *Communications and Broadcasting*- Harry Henderson, *Cyber Media Journalism Emerging Technologies*- Jagadish Chakravarty, *Making News*- Uday Sahay, *Weblogs and Journalism in 21st Century*- B.K.Dass.

SEMESTER II

CORE PAPER- III (a)

COMMUNICATION THEORIES AND MODELS

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
II	COMMUNICATION THEORIES & MODELS (Theory)	50	-----	50	23	3	48
II	COMMUNICATION THEORIES & MODELS (Practical)	50	-----	50	23	3	48

UNIT-I: Communication Theories

(Credit: 3/48 Lectures)

1. Communication: Definition, Process, Types
2. Communication: Characteristics, Mass Media, Present Scenario
3. Mass Communication Theories: (i) Hypodermic needle or Bullet Theory (ii) Psychological or Individual difference Theory (iii) Personal Influence Theory (iv) Sociological Theory of Mass Comm. (v) Nomadic Theory of Mass Comm. (vi) Other Theories
4. Development Communication: (i) Rural Communication, (ii) Social Communication (iii) Global Communication
5. Impact of Mass Communication: [a] Impact of Journalism - (i) Changing Face of the Press (ii) Effects of the Press [b] Impact of Radio/TV/Film [c] Impact of Video/Cable TV/Satellite Channels / Social Networks

UNIT-II: Communication Models

1. Definition and function of Communication Models
2. Need for Communication Models
3. Different types of Models: Aristotle's Model, Laswell's Model, Shannon & Weaver, Newcomb, Wilbur Schramm, Osgood & Schramm, Katz & Lazarsfeld, Gerbner, Frank Dance

CORE PAPER- III (b)

PRACTICAL

(Credit: 3/48 Lectures)

- Finding out 5 articles from newspapers written on development issues and analyzing them how they contribute towards social good

- Write a development communication story/plan on any issue of social, agricultural, or communal harmony
- Conducting survey among 10 students on impact of social sites in their lives
- Conducting a survey among 10 households (adults, housewives, and children) on impact of television programmes- serials, news channels
- Field survey: visiting any village or suburban area or an orphanage/old age home and writing a report on the observations done.

BOOKS RECOMMENDED: *Mass Communication in India*- Keval J. Kumar, *Communication*- C.S Rayudu, *Modern Mass Communication-Critical Approach*-J.P. Ahluwalia, *Handbook of Journalism and Mass Communication*-Vir Bala Aggarwal & V.S. Gupta, *Dynamics of Mass Communication-Theory and Practice*-Uma Narula, *The Process of Communication*-S. Kundra, *Handbook of Mass Communication*-N.K. Verma, *Communication Theories and Models*- C. Rangarajan, *Mass Communication Theory*-Denis McQuail, *Mass Communications and Media Studies*-S.A. Chunawala.

CORE PAPER-IV (a)

BASIC PRINCIPLES OF JOURNALISM

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
II	BASIC PRINCIPLES OF JOURNALISM (Theory)	50	-----	50	23	3	48
II	BASIC PRINCIPLES OF JOURNALISM (Practical)	50	-----	50	23	3	48

UNIT-I: Introduction to News Reporting (Credit: 2/32 Lectures)

1. Meaning and Kinds of News.- Hard News / Soft News
2. Ingredients of the News- Timeliness, Nearness or Proximity, Conflict, Prominence, Government action, Development Projects and issues, Human interest, Weather and Sports, Environment and Wild Life
3. News Values - Qualities of the News– accuracy, balance, objectivity, clarity
4. Source of Information -Public Meetings, Press Conference, News briefings, Seminar, Other functions –activities, Radio-TV news, News Agencies, Contacts

UNIT-II: Principles of News Reporting

1. The **Intro**, the **Lead** and the **Body**: (a) The Intro (elements 5Ws 1H), (b) The Lead (example of Rudyard Kip-Ling) Five **Ws** (who, what, where, When, why) One **H** (c) The Body
2. Inverted Pyramid style of News Writing
3. Types of Reporting: (a) Objective Reporting- tell the facts / check & cross check the facts from different sources- tell only the truth and fact. (b) Interpretative Reporting (c) Investigative Reporting - It has to be the own work of the Reporter. Under no circumstances should it be of others, the subject of the reporting should be such that it is of importance for the Readers to know; and there must not be any attempt to hide the truth from the people.(d) Crime Reporting (e) Sports Reporting (f) Political Reporting (g) Business and Industrial Reporting.
4. Qualities and Responsibilities of a Good Reporter: (a) Qualities - nose for News / outgoing nature/Ability to establish contacts and develop sources/ability to be unprejudiced/observer/clarity of expression/team spirit/ability to cope with pressure from outside and within the News organization/ punctuality/time management.

(b) Responsibilities: - towards the News organization- towards the Source- towards the Readers & Society

(c) Dealing with Corporate News- contacts with company PRO, CEO

(d) Reporting communal conflicts, riot, religious rituals, marriages etc.

PRACTICAL

- Selecting 5 news stories and analyzing what information you get from them
- Finding out 2 Hard News & 2 Soft news.
- Analyzing 1 Soft news story – finding out what additional information are given.
- Analyzing 3 news items from newspaper and finding out ingredients
- Finding out the news values in 2 news items
- Classifying the news source of 5 news stories from the newspaper
- Writing a news story on road accident for a newspaper as a reporter
- Finding out 2 news stories from today's newspaper and analyze the importance of **Lead** and **Intro**
- Taking few examples from the newspaper to analyze the **Body** of the news
- Finding out samples of Objective reporting
- Finding out samples of Interpretative Reporting

- Finding out some examples of Investigative Reporting
- Writing a news story on Bank Robbery or any crime occurred in the city/Writing a news story of College Sports Day Or any state level championship/giving an example of a political news from today's newspaper
- Showing through some sort of chart, graph or sketch the Qualities of a Good reporter.

UNIT-III: INTERVIEW

(Credit: 0.5/8 Lectures)

1. Importance of Interview
2. Preparing oneself to conduct an Interview- research/strategy/what do you want from the interview/preparing yourself/ physical preparation/on the record and off the record
3. DOs and DONTs for an Interview-your part as the Interviewer
4. How to generate ideas for your interview/taking notes
5. How to establish Rapport with the Interviewee

PRACTICAL

- Finding out some news stories based on the findings of an interview
- Preparing for an interview among students on Dress Code in College or any other topic and make a report on the basis of the findings.

UNIT-IV: FEATURE WRITING

(Credit: 0.5/8 Lectures)

1. What is feature?
2. How to write a feature
3. Source for Feature Writing-direct witness, direct dialogue, reference Books, letters, interview, talking to Common people, special interviews, Telephonic interviews, internet etc.
4. Different types of feature writings: (a) News features: accidents, epidemic (b) Bandh etc. (c) Profiles : Personality, author, monument, Lake, garden, tourist places etc. (d) Human interest features: Temples, Books, Deaf & dumb, fashion etc.(e) Seasonal features : Festivals, X'mas, Holi, Chhat, Rain etc. (f) Issue based features: Terrorism, AIDS, Democracy, Social problems, Tourism, etc. (g) Another Category of Features: Art & cultural, Incidentals, Natural, Literary, Political, Other un-natural etc.

PRACTICAL

- Writing a News Feature based on any incident like Bank Robbery or on any accident
- Writing a Feature based on any Profile
- Writing a Feature on any Human Interest topic
- Writing a Feature on any Festival of your choice
- Writing a Feature on any Issue based topic

- Writing a Feature on any Exhibition
- Writing a Feature on any un-natural topic

Books Recommended: *Principles and Techniques of Journalism*- B.N. Ahuja & S.S. Chhabra, *Handbook of Reporting and Editing*- R.K. Ravindran, *News Reporting and Editing*- Jab R. Hakemulder & P.P. Singh, *Bottom Line Writing*- Conrad C. Fink, *Writing the News*- Walter Fox, *The Reporting*- Manoj Kumar Singh, *Reortubg* – B.N. Ahuja & S.S. Chhabra, *Writing and Reporting News*-Carole Rich, *Reporting Methods*- S. Kundra, *Journalism News Coverage*- Shahzad Ahmad, *Newswriting and Reporting*- James M. Neal & Suzanne S. Brown, *Encyclopedia of News Coverage*- Seema Sharma, *The Reporter* – Arindam Basu & Sujoy Dhar, *Technical Report Writing Today*- Pauley Riordan, *Journalism Reporting*- Seema Sharma, *Basic Source Material for News Writing*- M.K. Joseph, *Reporting for the Media*- Fred Fedler, John R. Bender & others, *News Reporting and Writing*- Alfred Lawrence Lorenz & John Vivian, *Making of News*- Manoj Kumar Singh, *Theory and Practice of Journalism*- B.N. Ahuja, *Fundamental of Media*- M.K. Singh, *Newspaper Layout & Design*- Daryle R. Moen, *Newspaper Vocabulary* – Umesh Arrya, *Print Media and Electronic Media*- Jitendra Kumar Sharma, *Press Inside Outside* – Rama Vajpayee, *India's Newspaper Revolution*- Robin Jaffrey, *Newspaper Organization and management*-Herbert Lee Williams, *The Editor's ToolBox*-Buck Ryan & Michael O'Donnel, *Outline of Editing*-M.K. Joseph, *Editing*- B.N. Ahuja & S.S. Chhabra, *Editing for Print and Electronic Media*- Vivek Sehgal, *Handbook of Writing, Reporting, Sorting and Editing*- Dr. R.K. Tiwari, *Editing Today*-Ron F. Smith & Loraine M. O'Connell, *Dynamics of Journalism and Art of Editing*- S.N. Chaturvedi, *The Making of An Editor*- Rahul Mudgal, *Editing Techniques*- S. Kundra, *Encyclopedia of News Editing*- Nayyar Shamsi, *Journalism Editing*- Nayyar Shamsi, *Journalism: Editing and Reporting*- Ajay Das, *Editors on Editing*- H.Y. Sharda Prasad & others, *Self-Edit*- Dianne Bates, *Ethics of Journalism in Transition*- Jitendra Kumar Sharma.

PART-II

SEMESTER III

CORE PAPER-V (a)

BASICS OF VIDEO PRODUCTION

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
III	BASICS of VIDEO PRODUCTION (Theory)	50	----- --	50	23	3	48
III	BASICS of VIDEO PRODUCTION (Practical)	50	----- --	50	23	3	48

UNIT-I: Camera

(Credit: 3/48 Lectures)

1. Chronology of video production: History, parts of video camera and its functions; Tripod – Kinds, Function, and Parts; Video Tape Recorders (VTR); Fundamentals of Video Recording; Tape Formats: VHS, Hi8, U-Matic, Low & High Band, Beta cam and Digital Recording; TV Colour System–PAL, NTSC, SECAM, HDTV
2. Video Camera: Basic Design and Operation
3. Basic Shots Terminology: Extreme Long Shot [ELS], Long Shot [LS], Mid Shot [MS], Close Up [CU], Extreme Close Up, Head Room, Nose space, White Balancing
4. Basic Camera Movements: Pan Shots- Left to Right and Right to Left, Tilt Shots – Tilt Up and Tilt Down (reverse), Track right, Track left, Dolly in, Dolly out.
5. How sequence shots are taken.
6. Concept of Lighting in video production
7. Concept of Sound in video production

CORE PAPER-V (b)

PRACTICAL

(Credit: 3/48 Lectures)

- Making a sketch of a Video Camera and showing its different parts and write down its function
- Making a sketch of a Tripod and indicating its various parts
- Making a chart of different Shots using Photographs
- Making chart of different camera movements

CORE PAPER-VI (a)

BASICS OF AUDIO PRODUCTION

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
III	BASICS of AUDIO PRODUCTION (Theory)	50	-----	50	23	3	48
III	BASICS of AUDIO PRODUCTION (Practical)	50	-----	50	23	3	48

UNIT-I: Basics of Sound

(Credit: 3/48 Lectures)

1. Introduction to Sound- Types, properties, recorders
2. Characteristics of Sound Wave and its Propagation.
3. Properties of Sound –Wavelength, Amplitude, Frequency
4. Types of Programme Production- sound, speech or spoken words, sound effects, music
5. Types of Microphones- dynamic, Condenser – wireless, lapel, reflector, shot gun, boom mics, lavelier mics, mono and stereo microphones
6. Pick-up Patterns- (i) Omni - directional, (ii) uni-directional,(iii) bi-directional,
7. Microphone Accessories: cables and Connectors and their uses – plug, jack, RCA phono Plugs and Jacks, BNC Connectors, XLR or Cannon Connector DIN Connector.
8. Factors governing the selection of Microphones.
9. Magnetic and Digital Recording Principles.
10. Tape Recorders & Play Back Machines
11. Format of Audio Tapes
12. Audio editing- Post Production, dubbing & Mixing using different software (Sound Forge, Adobe Auditing), mono and multi track recording

CORE PAPER-VI (b)

PRACTICAL

(Credit: 3/48 Lectures)

- Making a significant ‘chart’ of the “threshold of hearing”
- Make the diagrams of Wavelength, Amplitude and Frequency
- Making sketches of different types of Microphones
- Making diagrams of pick-up pattern
- Making chart of microphones, their types and applications
- Making diagrams of different types of plugs and
- Recording a 10 minutes Interview of a Distinguished Personality
- Visiting AIR/FM Channel and preparing a project report on how it functions and about it different programmes

CORE PAPER-VII (a)

PRINCIPLES OF EDITING

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
III	PRINCIPLES OF EDITING (Theory)	50	-----	50	23	3	48
III	PRINCIPLES OF EDITING (Practical)	50	-----	50	23	3	48

UNIT-I: Editing in Print Media

(Credit: 1.5/24 Lectures)

1. The Editorial Department
2. Principles and Techniques of Editing
3. News policy
4. Style Sheet, Quark Express
5. Copy reading and proof reading symbols
6. Fundamentals of writing Headline, Sub-headline, jump headline
7. Principle of Page-make-up & Designing, Copy fitting
8. Role and function of Editor & Sub-Editor
9. Desk Editing:-Edition Desk, General Desk, Sport Desk, Feature Desk,
10. Regional Desk- Edition Desk: Rourkela, West Bengal, Singhbhum, Palamou, Simdega City etc.
11. Copy Editing for Magazines

PRACTICAL

(Credit: 1.5/24 Lectures)

- Making a Chart of Printing Process
- Making a list of main contents in each page of a newspaper
- Making a Chart of Organizational Structure of a Newspaper
- Making chart of different desks
- Visiting the local Daily Press and writing a project report on this visit

UNIT-II: Editing in Electronic Media

(Credit: 1.5/24 Lectures)

1. Editing : An Introduction -Why edit
2. Grammar of Editing, motivation, Information, Composition, Sound, Camera angle, Continuity

3. How VTR works?, Flying erase head, Speed setting, Four head system, end of tape sensing, Time code, taking care of VTR
4. Transition: cut, dissolve, fade, hype,
5. Editing Modes: (1) assemble editing (2) capture (3) digitizing (4) edit controller (5) Edit master tape (6) EDL-edit decision list (7) Insert editing (8) Linear Editing System (9)Non-Linear editing system: Video capture card, CODEC, Full screen Video, Computer of NLE, Additional for NLE, Additional for NLE, Hand Drive space for video,-Fire Wire, Universal Serial Bus.
6. Off-line editing,
7. Online editing
8. Pulse count system
9. Rough cut
10. Dubbing
11. Creating Graphics and Titles for video
12. Editing style- Evolution of Montage, Documentary, Fiction and Commercial.

PRACTICAL

(Credit: 1.5/24 Lectures)

- Demonstration of editing equipments
- Making a sketch of VTR and showing its main parts with descriptions
- Demonstration through LCD in studio
- Practicing of editing on computer table
- Demonstration in studio
- Five shot exercise by camera and editing
- Production of a Short Story from 10 to 15 Shots- from conceptualization of idea to production and write on a CD/DVD
- Editing in FCP
- Various types of Video Formats
- Visiting Doordarshan Kendra/a TV news channel and prepare a report

BOOKS RECOMMENDED: *Principles and Techniques of Journalism-* B.N. Ahuja & S.S. Chhabra, *Handbook of Reporting and Editing-* R.K. Ravindran, *News Reporting and Editing-* Jab R. Hakemulder & P.P. Singh, *Bottom Line Writing-* Conrad C. Fink, *Writing the News-* Walter Fox, *The Reporting-*Manoj Kumar Singh, *Reoirtubg –* B.N. Ahuja & S.S. Chhabra, *Writing and Reporting News-*Carole Rich, *Reporting Methods-* S. Kundra, *Journalism News Coverage-*Shahzad Ahmad, *Newswriting and Reporting-* James M. Neal & Suzanne S. Brown, *Encyclopedia of News Coverage-*Seema Sharma, *The Reporter –* Arindam Basu & Sujoy Dhar, *Technical Report Writing Today-* Pauley Riordan, *Journalism Reporting-* Seema Sharma, *Basic Source Material for News Writing-* M.K. Joseph, *Reporting for the Media-* Fred Fedler, John R,

Bender & others, *News Reporting and Writing*- Alfred Lawrence Lorenz & John Vivian, *Making of News*-Manoj Kumar Singh, *Theory and Practice of Journalism*- B.N. Ahuja, *Fundamental of Media*- M.K. Singh, *Newspaper Layout & Design*- Daryle R. Moen, *Newspaper Vocabulary* – Umesh Arya, *Print Media and Electronic Media*- Jitendra Kumar Sharma, *Press Inside Outside* – Rama Vajpayee, *India's Newspaper Revolution*- Robin Jaffrey, *Newspaper Organization and management*-Herbert Lee Williams, *The Editor's ToolBox*-Buck Ryan & Michael O'Donnel, *Outline of Editing*-M.K. Joseph, *Editing*- B.N. Ahuja & S.S. Chhabra, *Editing for Print and Electronic Media*- Vivek Sehgal, *Handbook of Writing, Reporting, Sorting and Editing*- Dr. R.K. Tiwari, *Editing Today*-Ron F. Smith &Lorraine M. O'Connell, *Dynamics of Journalism and Art of Editing*- S.N. Chaturvedi, *The Making of An Editor*- Rahul Mudgal, *Editing Techniques*- S. Kundra, *Encyclopedia of News Editing*- Nayyar Shamsi, *Journalism Editing*- Nayyar Shamsi, *Journalism: Editing and Reporting*- Ajay Das, *Editors on Editing*- H.Y. Sharda Prasad & others, *Self-Edit*- Dianne Bates.

SEMESTER IV

CORE PAPER-VIII (a)

ADVERTISING AND PUBLIC RELATIONS

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
IV	ADVERTISING & PUBLIC RELATIONS (Theory)	50	-----	50	23	3	48
IV	ADVERTISING & PUBLIC RELATIONS (Practical)	50	-----	50	23	3	48

UNIT-I: Advertising

(Credit: 1.5/24 Lectures)

1. Nature, Role and Scope
2. Advertising: its difference with other Forms- Propaganda, Publicity, Salesmanship, Sales Promotion and Public Relation
3. Digital Advertising
4. Market Research
5. Advertorials
6. Advertising Campaign
7. Use of innovative media for advertising
8. Functioning of Ad Agencies
9. Impact of Advertising on Consumers

PRACTICAL

(Credit: 1.5/24 Lectures)

- Presentation on advertising or Presentation on Role of Advertising in Marketing management
- Quiz programme about difference between Advertising and other forms
- Current views on Digital advertising
- Conducting a market research in the market
- Advertising campaign for any particular product
- Presentation on the use of innovative Media for advertising
- Preparing a Collage of logos/ slogans of various ads related with a particular area
- Visiting an Ad Agency in the city and know about its functioning and making a project report
- Preparation of ads for newspapers/magazines/radio/TV

UNIT-II: Public Relation

(Credit: 1.5/24 Lectures)

1. Public Relation- Evolution and Definition
2. PR as a Tool of modern management
3. Tools of Public Relation- House Journal, Employee Relation, Community Relation, Share Holders Relation
4. Media Relations – Press Conference, Press Release
5. Image Building
6. Implementation of Public Relation Programme 6.Qualities of a Good PRO
7. PR in Crisis situation
8. Role of PR in Govt & Private PR sector

PRACTICAL

(Credit: 1.5/24 Lectures)

- Study any House Journal and listing its main contents
- Writing Report on any relevant topic for the House Journal
- Arranging a mock Press Conference of any CMD of a Corporate House and writing a Press Release for it
- Making a Media Plan for any Government Health/ Educational programme as DPRO
- Visiting a Corporate Communication Office or any Company and making a project report
- Making a Punch line for the Company as its PRO
- Writing a Press Release for an Organization
- Preparing a plan for PR handling for Promotion, crisis and image building

BOOKS RECOMMENDED: ADVERTISING: *Advertising Basics* – J.V. Vilanilam & A.K. Varghese, *Advertising Promotion and Mass Media* – T. Prakash, *Advertising Media Planning*– Larry D. Kelly & Donald W. Jugenheimer, *The (un)Common Sense of Advertising* – Sanjay Tiwari, *Effective Advertising* – Gerard J. Tellis, *How To Plan Advertising* –Alan Cooper, *The Advertising Handbook* – Sean Brierley, *Communication and Advertising* – Pakela Brooks, *Advertising and Media Research* – S.K. Malhotra, *Advertising and Promotion* – Subhash Malvita, *Advertisement Management* –Jagdish Chandra, S.S. Laptan, *Advertising The Social Aid Challenge* – Rajiv Ranjan Prasad, *Advertising Management Concept and Cases* – Abhishek Gupta, *Art & Science of TV Advertising* – S.C. Chunawalla.

PUBLIC RELATION- *Handbook of Public Relations & Communications* – PhilipLesly, *Effective Public Relations* – Scott M. Cutlip & others, *Public Relations* – Shrutika Kasor, *Media and Public Relations* –J.K. Singh, *Public Relations* –K. Chandrakandan & others, *Media and Public Relation* – Sumit Chawla, *Principles of Public Relations* – C.S. Rayudu & K.R. Balan, *Media and Public Relations* – Pauline Rowson, *Public Relations* – H. Frazier Moore & Frank B. Kalupa, *Journalism Media and Public Relation Strategy* – D.N. Bhargava, *New Dimensions of Public*

Relations and Press – Sanjeev Gulati, Public Relations Today – Subir Ghosh, Practical Public Relations –Sam Black, Handbook of Public Relations in India – D.S. Mehta, Advertising and Public Relations –B.N. Ahuja & S.S. Chhabra. Media and Public Relations – J.K. Singh, Handling the Media and Public Relations – Judith Ridgway, Public Relations Writing – Donald Treadwell, & Jill B. Treadwell, P.R.: The Realities of Public Relations – Newsom, Turk & Kruckeberg, Effective Media Relations –Michael Bland.

CORE PAPER-IX (a)

TV/FILM APPRECIATION

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
IV	TV/FILM APPRECIATION (Theory)	50	-----	50	23	3	48
IV	TV/FILM APPRECIATION (Practical)	50	-----	50	23	3	48

UNIT-I: Film Appreciation

1. Why appreciate?
2. Criteria of appreciation
3. Approaches to Media appreciation: Psycho analytical approach, Marxist Approach, Cultural studies approach
4. Methods of Media Appreciation: Analysis and Deconstruction
5. Film Theory: Four major theories
6. History of World Cinema
7. History of Indian Cinema
8. Fiction- Documentary relation
9. Regional Films
10. Reception Theory
11. TV Culture: Analysis of various TV Programmes and their impacts

CORE PAPER-IX (b)

PRACTICAL

- Guided TV programme viewing and analysis
- Write an appreciation of a TV programme
- Guided Film / Video viewing and analysis
- Writing a Film review
- Writing review of a recently released feature film in a wall newspaper style

BOOKS RECOMMENDED: What is Cinema? – Andre Bazin, *How Films are Made* –Khwaja Ahmed Abbas, *Dictionary of Films and Film Technology* – Gangadhar Mahambare, *The Subject of Cinema* – Gaston Roberge, *How to Read a Film* – James Monaco, *Film History* – Kristin Thompson & David Bordwell, *Cinema of Interruptions* –Lalita Gopalan, *Key Concepts in Cinema Studies* – Susan Hayward, *Another Cinema for Another Society* – Gaston Roberge, *Films, Literature & Culture* – Jasbir Jain, *Cinema Images & Issues* – Bhawana Somaaya, *Illustrated dictionary of Moving Image Technology* – Martin Uren, *Satyajit Ray* – Shyam Benegal, *Film Art* –David Bordwell & Kristin Thompson, *Encyclopedia of Indian Cinema* – SushilArora, *The World of Film and Video Production* – Ken Dancyger, *Film Analysis* –Jeffry Geiger, *Bollywood Popular Indian Cinema* – Raminder Kaur& Ajay J. Sinha, *Bollywood Sociology Goes to the Movies* – Rajinder Kumar Dudrah, *National Identity in Indian Popular Cinema* – Sumita S. Chakravarty, *Gramophone, Film, Typewriter* – Geoffrey Winthrop-Young & Michael Wutz, *The Films of Budhaddeb Dasgupta, The Art and Science of Cinema* – Anwar Huda, *Talking Films* – Nasreen Munni Kabir, *Ideology of the Hindi Film* –M. Madhava Prasad, *Academic Dictionary of Film. Television and Theatre* – Ashish Pandey, *Making Meaning in Indian Cinema* – Ravi S. Vasudevan, *The Art of Cinema* – B.D. Garga, *Film Making* – Lesley Brill, *Our Films Their Films* – Satyajit Ray, *Indian Cinema the Faces behind the masks* – Anil Saari *Hindi Cinema An Insider’s View* – Anil Saari, *Film Cultures* – Janet Harbord, *Film and Fiction Word into Image* – Somdatta Mandal, *Cinemas of South India* – Sowmya Dechamma C.C. & Elavarthi Sathya Prakash, *Deluze, Cinema -1 & 2* – Gilles Deleuze, *Seduced by the Familiar* – M.K. Raghavendra, *Concept in Film Theory* – Dudley Andrew, *How to Read a Documentary and Film Script* –Apoorva Kulshreshtha ‘Prasoon’, *Documentary Film* – Patricia Aufderheide, *ChitraBani* – Gaston Roberge, *Writing the Short Film* – Pat Cooper & Ken Dancyger, *Writing for Visual Media* – Anthony Feidmann.

CORE PAPER-X (a)

BROADCAST JOURNALISM

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
IV	BROADCAST JOURNALISM (Theory)	50	-----	50	23	3	48
IV	BROADCAST JOURNALISM (Practical)	50	-----	50	23	3	48

UNIT-I: News Reporting For Radio

(Credit: 1.5/24 Lectures)

1. News gathering and writing for radio, News reading, News anchoring and Interviewing

2. Feature writing for Radio
3. Advance Editing and Broadcast, -Presentation of programme on Radio
4. The Structure of News Services Division- Functioning of Radio News Room, Types of News Bulletins, Compilation of News Bulletin, Selection of Headlines, Use of Spoken language, Role of gatekeepers, Credibility and Role of News Editor
5. Role of News Reporters in news, interviews, commentaries, voice dispatch
6. Radio Current Affairs Programme
7. Software for recording, editing, Preparation
8. Off sound bytes for news and news based programmers
9. Media Ethics and regulations, AIR Code
10. Comparison between All India Radio and other public broadcasters
11. Issues and challenges, Market, Revenue, Sustainability and Control

PRACTICAL

(Credit: 1.5/24 Lectures)

- Noting downs the length of radio story, strength and weakness of each story suggesting improvement and why?
- Preparation of a model news bulletin, Listening a news bulletin and identifying whether stories are kept keeping in view the objectives of public broadcaster -Practicing for News Reading for Radio
- Practical for News Anchoring and Interviewing
- Practical for Presentation of a Radio programme
- Practical for interviews and voice dispatch
- Practicing of recording, editing and preparation of news capsules
- Writing and production of commercial for Radio
- Production of Radio News Bulletin
- Preparing a Audio Documentary/Feature
- Outdoor Recording

UNIT-II: News Reporting for Television

(Credit: 1.5/24 Lectures)

1. Routine News Coverage: Functions, Press Conference, Rallies, Dharna
2. Political News Coverage
3. Develoment News Coverage: Health, Agriculture, Education, Social, Cultural
4. News on Women and Children, Women empowerment, education, crime, Health, child labour
5. Special/Beat Reporting
6. Soft Story/Off Beat Story
7. Legal Reporting
8. Current Affairs Programme

PRACTICAL

(Credit: 1.5/24 Lectures)

- Writing a TV news script for a political programme
- Writing a TV news script for crime against women
- Visiting a place of tourist interest in your City and making TV news story
- Conducting a market survey of any popular Brand product and preparing a TV programme
- Production of TV News Bulletins
- Planning for story coverage, news gathering, event on a social issue/crime

PART- III

SEMESTER-V

CORE PAPER-XI (a)

VIDEO STUDIO PRODUCTION

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
V	STUDIO PRODUCTION (Theory)	50	-----	50	23	3	48
V	STUDIO PRODUCTION (Practical)	50	-----	50	23	3	48

UNIT-I: Video Studio Production

1. Studio set up and equipment for television
2. Stages and procedure of studio recording
3. Production personnel and staff responsibilities
4. Sound for the video production- choice and selection of microphones, design and pick-up pattern, impedance, power supply, magnetic recording, video sound recording, monophonic sound, reverberation and echo, amplifier drive mechanism, equalizer limiters, noise gates, artificial reverberation, instrumental
5. Production Control Unit (PCU) - Process of online Editing & Mixing
6. Multi-Camera set up
7. Floor Management and Stage Design
8. Lighting arrangement for Studio Production

CORE PAPER-XI (b)

PRACTICAL

- Arranging Studio for shooting of an Interview of a personality using a Single camera unit/ multi camera
- Making a chart of Production Personnel
- Making diagrams of different microphones
- Practicing of Video Sound Recording in studio
- Preparing five minutes audio video Programme
- Making a chart of Production Personnel
- Positioning and fixing mike- Moving microphones and placement of Microphones in studio for programme

- Recording a game show/ chat show/Music show in the studio
- Make Chart- Fixing light and their suitable placement in the studio for a programme
- Preparing a Cue sheet for a Live Studio Programme
- Preparing a Cue Sheet related to shot or Camera Movement for a live Studio

BOOKS RECOMMENDED: *Fundamentals of Television Production* – Ralph Donald & Thomas Spann, *TV Production Handbook* – Zettle, *Video Production* – Basuki Velavadi.

CORE PAPER-XII (a)

DOCUMENTARY AND FICTION PRODUCTION

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
V	DOCUMENTARY & FICTION PRODUCTION (Theory)	50	----- --	50	23	3	48
V	DOCUMENTARY & FICTION PRODUCTION (Practical)	50	----- --	50	23	3	48

UNIT-I:

1. Types of Documentary
2. History of Documentary
3. Making a Proposal for a Documentary
4. Concept and Research
5. Budgeting
6. Location Survey
7. Shooting Script
8. Production Meeting
9. Location Shooting
10. Editing Off-line
11. Special Effects and Basic Concept of Animation and Graphic
12. Collection /Recording of Sound Effects and Music or Graphics
13. Recording Narration
14. Laying Commentary Track
15. Laying Music and Effect Track
16. Mixing
17. Marketing

CORE PAPER-XII (b)

PRACTICAL

- Discussing the Topic /Subject for Documentary film
- Preparing Budget for 10 minutes Documentary film
- Conducting location survey on the Given topic
- Preparing shooting script on given topic
- Forming a Production Team in Groups
- Making proper requisition for Location Shooting
- Preparing dope sheet of the shots and Editing the programme
- Preparing some effects and graphics as per requirements of the documentary
- Writing Commentary for your Documentary
- Producing a 20 min Video Film on a given subject [this includes writing the proposal, preparing the budget. Doing Research and Location Survey, Writing Shooting Script to Production]

BOOKS RECOMMENDED: *Documentary Film* – Patricia Aufderheid, *ChitraBani* – Gaston Roberge, *Writing the Short Film* – Pat Cooper & Ken Dancyger, *Writing for Visual Media* – Anthony Feidmann, *What is Cinema?* – Andre Bazin, *How Films are Made* –Khwaja Ahmed Abbas, *Dictionary of Films and Film Technology*– Gangadhar Mahambare, *The Subject of Cinema* – Gaston Roberge, *How to Read a Film* – James Monaco, *Film History* – Kristin Thompson & David Bordwell, *Cinema of Interruptions* –Lalita Gopalan, *Key Concepts in Cinema Studies* – Susan Hayward, *Another Cinema for Another Society* – Gaston Roberge, *Films, Literature & Culture* – Jasbir Jain, *Cinema Images & Issues* – Bhawana Somaaya, *Illustrated dictionary of Moving Image Technology* – Martin Uren, *Satyajit Ray* – Shyam Benegal, *Film Art* –David Bordwell & Kristin Thompson, *Encyclopaedia of Indian Cinema* – Sushil Arora, *Gramophone, Film, Typewriter* – Geoffrey Winthrop-Young& Michael Wutz, *The Films of Budhadeb Dasgupta, The Art and Science of Cinema* – Anwar Huda, *Talking Films* – Nasreen Munni Kabir, *Ideology of the Hindi Film* –M. Madhava Prasad, *Academic Dictionary of Film. Television and Theatre* – Ashish Pandey, *Making Meaning in Indian Cinema* – Ravi S. Vasudevan, *The Art of Cinema* – B.D. Garga, *Film Making* – Lesley Brill, *Our Films Their Films* – Satyajit Ray, *Indian Cinema the Faces behind the masks* – Anil Saari *Hindi Cinema An Insider's View* – Anil Saari, *Film Cultures* – Janet Harbord, *Film and Fiction Word into Image* – Somdatta Mandal, *Cinemas of South India* – Sowmya Dechamma C.C. & Elavarthi Sathya Prakash, *Deluze Cinema -1 & 2* – Gilles Deleuze, *Seduced by the Familiar* – M.K. Raghavendra, *Concept in Film Theory* – Dudley Andrew, *How to Read a Documentary and Film Script* – Apoorva Kulshreshtha ‘Prasoon’.

SEMESTER-VI

CORE PAPER-XIII

ON-JOB TRAINING

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits
VI	On-Job-Training	100	-----	100	45	6

Students go for Internship on job training for 45 days as per their subject of specialization. After they come back, they would have to prepare a Project and submit to the department for evaluation.

A. Specialisation in -

- (i) Public Relation
- (ii) Advertisement and Event Management
- (iii) Print Media: Reporting, Feature Writing and Newspaper Production
- (iv) Electronic Media (a) Radio/FM programmes, News (b) TV Programmes/News

B. INTERNSHIP ON-JOB TRAINING PROGRAMME

* Students have to go for on-job training programme in their fields of specialization for 30 days.* Students have to give the names of the Company/Organization where they intend to do their on-job training.* After getting acceptance letters from the Company/Organization they will be issued recommendation letter by the Dept. to join the concerned Organization.* Students have to report to the concerned Company/Organization in Time and work according to the given assignments.* After completing on-job training for 30 days, each student shall prepare a **Project Report** based on the on-job training programme using photographs, useful charts and other materials.* Each student shall prepare a **Power Point Presentation** on a CD not more than 15 to 20 slides.

CORE PAPER-XIV (a)

MEDIA LAW AND RESEARCH

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits	Total Lectures
VI	MEDIA LAW AND RESEARCH (Theory)	50	-----	50	23	3	48

VI	MEDIA LAW AND RESEARCH (Practical)	50	-----	50	23	3	48
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UNIT-I: Media Law

(Credit: 1.5/24 Lectures)

1. History of Press Law in India
2. Freedom of Press-Article 19(1) (a) of Indian Constitution
3. Libel
4. Parliamentary Privilege
5. Contempt of Court
6. RTI Act
7. Functioning of Press in India

PRACTICAL

(Credit: 1.5/24 Lectures)

- Conducting a Survey among Journalists on Freedom of Speech
- Case Studies: Study an RTI case against Govt. Dept and make a report on it
- Case studies: Study a popular case, search through Internet and interview expert

UNIT-II: Media Research

(Credit: 1.5/24 Lectures)

1. Definition, elements of research, scientific approach, research and communication
2. Role, function, scope and importance of communication research
3. Research design components- experimental, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies, correlation designs
4. Methods of Communication Research- census method, survey method, observation method, clinical studies, case studies, content analysis
5. Media research as a tool of reporting- Readership and Audience survey, research report

PRACTICAL

(Credit: 1.5/24 Lectures)

- Visiting any village/suburban area and conducting a survey based on the socio-economical and political development and prepare a project report with graphs and charts.
- Preparing a questionnaire for Audience Research

BOOKS RECOMMENDED: *Freedom of the Press-* M.K. Joseph, *Media & Telecommunication Laws*-Universal, *History of Press, Press Laws & Communication-* B.N. Ahuja, *Press Laws and Ethics of Journalism* – P.K. Ravindranath, *Media Laws and Indian*

Constitution- S. Kundra, Media Ethics and Laws- Jan R. Hakemuler & P.P. Singh, Journalism Ethics and Code- Nayyar Shamshi, National Media Policy-V.S. Gupta & Rajeshwar Dyal, Audio-Visual Media & Freedom of Speech- Dr. R.K. Tiwari, Right to Information – Rarbjit Sharma & Krishan Gopal, Research in Mass Media-M.H. Syed, Media Research- Uma Joshi, Media Research Methodology-S.K. Sikka, Research Methodology- R.P. Mishra, Mass Media Research- Wimmer Dominick.

SKILL ENHANCEMENT COURSE

SEMESTER-III

PAPER-I: LIGHTING for TELEVISION

(Credit: 2/32 Lectures)

1. Types of Lights: Directional Light, Hard light/Diffused Light/ Soft light/
2. Light Intensity: Contrast, Lighting style –cam u lighting, limbo lighting
3. Measuring Illumination, Incident Light, Reflected Light/ shadows
4. Colours: additive and subtractive colour mixing, colour television receiver & generated colours , colour temperature and White Balancing
5. Lighting Instruments: Spot Lights, Fresnel Spot light, Fluorescent, Spot light, Portable Spot light, Lowel Omnilight, Lowel Pro light, Clip light with Barn doors, Flood Lights- Scoop with scrim- soft light, Fluorescent bank, Diffusion Tent, Portable flood light, Special Purpose Spot lights & Floodlights, Ellipsoidal spot light, Floodlight bank- Strip, or cyc light, Small EFP Floodlight
6. Lighting Safety: Electricity/Heat/Placing & Securing Instruments/Eyes
7. Studio Lighting: Functions of Key Light/ Back Light/Fill Light, Function of High Key and Low Key Lighting, Background Light added
8. Field Lighting: Outdoor – overcast/ Bright sunlight/ Use of reflector/Indoors without windows/Windows acting as a Back light.

PRACTICAL

- Shooting for sequence on one given topic and editing of the same
- Making diagrams of Directional Light and Diffused Light
- Selecting photographs showing different types of shadows generated by three point lighting
- Making a profile of different types of Spot lights, Making a profile of flood lights
- Demonstration of Studio Lighting- Use of Key Light, Back Light added, Fill light added
- Making diagram of Key/Back/Fill light
- Exercising of outdoor lighting, exercising of using reflectors, exercising inside ordinary room in different conditions

BOOKS RECOMMENDED: *Video Production-* Vasuki Velavadi, *First Step to TV-Video Production-* Sr. Mary Peter Claver & Sr. Mary Jyotsna, *Fundamentals of Television Production* – Ralph Donald & Thomas Spann, *The Electronic Media-* Peter B.Orlik.

SEMESTER-IV

PAPER-II: GRAPHIC DESIGN AND PRODUCTION (Credit: 2/32 Lectures)

1. Graphic Design- concept and need for graphic design; Design Elements: Text (display text, body text, punctuation marks, etc.), Images (photographs, illustrations, logos, trademarks, icons, symbols), white/blank space, colour, rules; Design process: Research, thumbnails, roughs, comprehensives, presentation, ready for press.
2. Design in Practice- Concept and purpose of Layout; Layout Principles: Unity-visual and intellectual unity, Balance- symmetry, asymmetry, balance through contrast; Movement: top to bottom, left to right, vertical and horizontal; Other Elements: Proportion, visual weight, focal point, rhythm and theme.
3. Type Faces- Classification, Font size and usage; Text Aesthetics- alignment, word and letter spacing, hyphenation and justification, kerning, leading and baseline, runaround, special characters;
4. Basics of Colour- Colour wheel, properties of colour, psychology of colour; Electronic colour models and usage; Colour in printing: Spot colour, process colour, Colour separation;

PRACTICAL

- Page designing and layout training
- Design a promotional brochure for the college

BOOKS RECOMMENDED: *Graphic Design Basic-* Amy E. Arntson, *The Production Manual: A Graphic Design Book-* Gavin Ambrose, *Art and Print Production-* Narendra Nath Sarkar, *The Complete Guide to Digital Graphic Design-* Bob Gordon and Maggie Gordon.

DISCIPLINE SPECIFIC PAPERS

SEMESTER-V

PAPER I: SCRIPT WRITING

Unit-I: Writing for Video

(Credit: 3/48 Lectures)

1. Structure of Story Writing - Incident/ Plot/ Characterization/Anticipation/ Suspense/ Climax
2. Visual Script / Literary Script and Difference between these two
3. Different Stages of Scripting- Idea, Synopsis, Treatment, Script, Story Board
4. Formatting the Script

Unit-II: Writing for TV News

(Credit: 3/48 Lectures)

1. Discussing and Evaluating the Idea
2. Scripting the Story
3. Writing TV News Story
4. Scripting Formats

PRACTICAL

- Processing of a story from Incident to Climax
- Reading of Visual Script, Reading of Literary Script, Finding the Difference between these two
- Synopsis writing
- Treatment & Variation in Script Writing
- Preparation of Story Board

BOOKS RECOMMENDED: *Script to Screen:* Sharda Kaushik, *Writing and Producing Radio Dramas:* Esta De Fossard, *Storycrafting* - Kenneth L. Rosenauer.

PAPER II: ADVANCED SOUND

Unit-I: Elements of Sound

(Credit: 3/48 Lectures)

1. Acoustics– Room/Studio acoustic
2. Audio measurement- (i) audio noise (ii) audio quality (iii) audio system
3. Frequency response- alignment level, harmony,

4. Loudness- equal-loudness contour,
5. Microphone practice- (i) microphone array (ii) microphone gaffe
6. Sampling (signal processing)- audio sampling, Sampling rate, speech sampling
7. Sound effect in- (i) film (ii) video games (iii) Recording (iv) Processing effects (v) Aesthetics (vi) Techniques-echo, Flanger, phaser, chorus, equalization, Filtering

Unit-II: Sound Production

(Credit: 3/48 Lectures)

1. Sound recording and reproduction: Audio editing, Public Address, Broadcasting, Television Post-production.
2. Recording studio: Sound proofing- (i) Distance (ii) Damping (iii) Room within a Room (iv) Noise Cancellation (v) Noise barriers as Exterior sound proofing
3. Digital audio workstation: Computer-based DAWs, Integrated DAWs
4. Script for Radio Production

PRACTICAL

- Digital Audio-Sound quality, Conversion Process, Digital audio technology, Digital audio interfaces
- Sound reinforcement system-system components, Input transducers, Signal processors, Output transducers
- Preparing – (a) an audio Advt. of 30 sec. (b) an audio Documentary of 10 min (c) an audio Feature of 10 min.
- Making a diagram of a recording studio and illustrating its main components

BOOKS RECOMMENDED: *Audio and Video System-* R.G. Gupta, *Fundamental of Audio and Video System-* M.L. Anand, *Sound for Digital Video-* Tomlinson Holman, *Multimedia: Sound & Video-* Jose Lozano, *Broadcast Technology-* Dr. H.O. Srivastava, *Sound Studio –* Alec.

SEMESTER-VI

PAPER III: MEDIA MANAGEMENT

Unit-I: Media Operations

(Credit: 3/48 Lectures)

1. Media Management: Concept and Perspectives
2. Types of newspaper ownership in India
3. Principles of television and radio management
4. Recent trends in Indian broadcasting management
5. Organization behavior
6. Media Planning, buying and selling

7. Managing production and consumption in Media
8. Innovation in media strategies

Unit-II: Media Industry

(Credit: 3/48 Lectures)

1. Media Industry overview
2. Problems and prospects of news industry in India
3. Marketing perspectives in media and communication business
4. Audience Measurement
5. Indian and International Media Giants

PRACTICAL

- Study the management operation of any local newspaper/TV channel and make a project report on it.
- Present a case study on a Indian Media Giant
- Prepare a report on issues and challenges faced by local newspapers in their management

BOOKS RECOMMENDED: *Newspaper Organization and management*-Herbert Lee Williams, *Media Selling*- Charles Warner & Joseph Buchman, *The Indian Media Business*- Vanita Kohli, *Managing Media Convergence*- Kenneth C. Killebrew, *Media Management in the Age of Giants*- Dennis F. Herrick, *Newspaper Management in India*- Gulab Kothari.

PAPER IV: CREATIVE WRITING

(Credit: 6/96 Lectures)

1. Necessity and Importance of Beyond News Writing.
2. How to Write: Think Creatively, Get Interesting Ideas, Develop imagination
3. Developing an idea and expanding it into a story- Construct plots, Build interesting characters
4. Different forms of Creative Writing- playwriting, screenwriting, feature, column, Editorial, Reviews, Letters to the Editor
5. Freelance writing, technical writing, content writing
6. Persuasive writing- Brochures, pamphlets, handouts
7. Pitching to Publications
8. Writing for target groups and special interest audiences: Political Reporting, Sports Reporting, Criminal Reporting, Environment Reporting, Science and Technology Reporting, Travel Journalism, Business Reporting, Educational/Career Journalism
9. Trends and Challenges in Creative Writing

Practical

- Write a human interest story which you have witnessed
- Write an off beat story while covering a political rally of a big politician, say the Prime Minister
- Write a feature in memory of a great man who has just passed away, with an off beat introduction.
- Prepare a travel feature, supposing that you just took a trip to a tourist destination

BOOKS RECOMMENDED: *Bottom Line Writing*- Conrad C. Fink, *Writing for Visual Medium*- Anthony Friedmann, *The Craft of Clarity*- Robert M. Knight, *Media Lekhan*- Dr. Ramesh Chandra Tripathy.

GENERIC ELECT PAPERS

PAPER-I Styles of News Writing and Reporting

(Credit: 6/96 Lectures)

Unit-I: News Writing and Reporting

1. Structure of News Writing: Five W's (Who what, when, why, where) and one H (How)
2. Inverted Pyramid style- Headline Writing, Intro/Lead, Body
3. News Gathering Process, Types of Reporting, Role and importance of Source
4. Role of a Sub/Copy Editor, Principles of Editing
5. Copy Editing: Ensuring News value and other criteria, Editing symbols, Style Sheet, Newsroom terminology
6. Feature Writing: What is feature writing, its importance and how to write a feature
7. Writing for the web, writing for broadcast, writing for film
8. Writing for target groups and special interest audiences: Political Journalism, Sports Journalism, Criminal Journalism, Environment Journalism, Technical Journalism, Travel Journalism, Business Journalism, Educational/Career Journalism

Unit-II: Understanding Media and News

1. Organizational set-up of a Newspaper
2. Trends in Sectional News- weekend pullouts, Supplements, Backgrounders
3. Sociology of News- factors affecting news treatment, paid news, agenda setting, trial by media, gatekeepers
4. Objectivity and politics of news
5. Neutrality and bias in news

PRACTICAL

- Write a feature on a topic of your choice
- Write a Letter to the Editor on current issue
- Study a local newspaper and analyze how pullouts increase readership base
- Discuss objectivity of a particular news of your choice

BOOKS RECOMMENDED: *Basic Source Material for News Writing*- M.K. Joseph, *Reporting for the Media*- Fred fedler, John R, Bender & others, *News Reporting and Writing*- Alfred Lawrence Lorenz & John Vivian, *Making of News*- Manoj Kumar Singh, *Theory and Practice of Journalism*- B.N. Ahuja, *Fundamental of Media*- M.K. Singh, *Newspaper Layout & Design*- Daryle R. Moen, *Newspaper Vocabulary* – Umesh Arrya.

PAPER-II Principles of Photography

(Credit: 6/96 Lectures)

Unit-I: Elements of Photography

1. Photography - elements and principles– visual language -composition of photography – subject and light
2. Lighting- different types of lighting- natural light and artificial light, the reflection of light
3. Indoor lighting and equipments for outdoor lighting
4. Shots – focus – shutter – speed – selection of subject – different types of photographs
5. Photo editing, cropping, composition, colours, caption writing, placement of photographs

Unit-II: Photo Editing and News

1. Photo editing software- Microsoft Picture Manager, Corel Draw, Adobe Photoshop
2. Correcting imperfect image-picture orientation, cropping, levels, red eye
3. News values for pictures – photo-essays – photo features; qualities essential for photo journalism; picture magazines
4. Avenues and Opportunities for Photo Journalists

PRACTICAL

- Take 5 photos and prepare a photo story
- Click 4 different types of photographs and write captions
- Click a photograph against the sunlight

BOOKS RECOMMENDED: *All About Photography-* Ashok Dilwali, *Digital Photojournalism-* Balakrishna Aiyar, *Photo Patrakarita- Ek Visheshlanatmak Adhayan –* Abhishek Saxena, *Photo Patrakarita –* Gulab Koithari.

PAPER-III Principles of Videography

(Credit: 6/96 Lectures)

Unit-I: Elements of Videography

1. How Television Cameras work: Parts of the camera –From light to video signal – Analogue Vs. Digital Cameras –ENG/EFP Cameras and Camcorder
2. Aspect Ratio –White Balance –Colour Temperature –Resolution–Operating Light level
3. Working of the Camera: Camera movements (Tilt, pan, track, dolly)-Types of shots: Dealing with Height and Width –Framing close-ups –Headroom –Noseroom and Leadroom
4. Camera (Parts of the camera, CCD) –Lighting (Basic lighting) –Audio –Switching – Videotape recording –Tapeless systems –Post-production editing –Special Effects – Handling

Unit-II: Camera Production

1. Pre-Production-The Planning Stage- storyboard, audition, budgeting, shooting schedule, crew, production template
2. Production- Managing video equipment, blocking, rehearsing, and shooting, planning and executing shoot, handling the Master Shot
3. Post-Production-logging, editing and closing the file

PRACTICAL

- Planning and executing a short film of 5 minutes

BOOKS RECOMMENDED: *Video Production-* Vasuki Velavadi, *Fundamentals of Television Production* – Ralph Donald & Thomas Spann, *Visual Journalism*-Rajesh Pandey.

PAPER-IV WEBJOURNALISM

(Credit: 6/96 Lectures)

Unit-I: Web Journalism

1. Introduction to Web Journalism- Writing for the web-multimedia writing-world wide web writing- applied interactive newspapers-web casting-information design Multimedia convergence and journalism
2. Changing format of News Presentation- Web Magazine and Web Newspaper
3. Blogging - Blogging software and Technique -The Public Sphere in the Internet Era- Emergence of Collaborative Citizen Journalism
4. Cyber Laws of various countries including India
5. Future of Cyber Journalism in India

Unit-II: Understanding Virtual Cultures

1. User Generated Content and Web
2. Alternative Journalism
3. Activism and New Media
4. Authorship, Piracy and Copyright
5. Digital Archives

PRACTICAL

- Visiting webpage of a newspaper and note down its 10 features
- Visit at least 5 online news website and compare their contents

BOOKS RECOMMENDED: *Encyclopedia Of Multimedia-* Kamal Sharma, *Media Coding and Content Processing-* Ralf Steinmetz & Klara Nahrstedt, *Principle of Multimedia Database Systems-* V.S. Subrahmaniyam, *Understanding the Web-* Alan B. Albarran & David H. Goff, *Indian Technology for Common Man-* Dr. Utpal K. Banerjee, *Assessing the State of Web Journalism-* Shyam Nath, *Weblogs and Journalism in 21st Century-* B.K.Dass.

COMPULSORY PAPER (SEM-V) ENVIRONMENTAL STUDIES AND ETHICS

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits
V	GS/ES(Theory)	100	-----	100	33	2

Unit-1: Definition, Scope and Importance. Need for public awareness of Environmental Study - 2 lectures

Unit-2: Man, Environment and Society Throw-away society ethics, sustainable Earth society ethics, ethical guidelines, Growth of civilization & social structures: Human settlement pattern and impact on The environment, Hunting and gathering Society, Agricultural society, Industrial Society, Knowledge society.-Environmental movement and peoples Participation: can study of Chipko, TehriDam, Narmada Dam, Silent Valley, Role of Tribal people, women and NGOs in Environmental protection.-8 lectures

Unit-3: Social Issues and Environment from Unsustainable to Sustainable Development, Concept of Conservation:-Climate change, Global warming, Acid Rain, Ozone layer depletion, Environment(protection)Act, Air(Prevention & Control Of Pollution)Act, Water(Prevention and Control of Pollution)Act, Wild Life Protection Act, Forest Conservation Act. -8 lectures

Unit-4: Ecosystem-Concept of Ecosystems, Structure and Function of different Ecosystems (Producers, Consumers and decomposers) Energy Flow the Ecosystem, Food Chain, Food Web. - 4 lectures

PAPER- XI ENTREPRENEURSHIP DEVELOPMENT PROGRAMME [EDP]

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits
VI	EDP (Theory)	100	-----	100	45	3

1. Need, scope and characteristics of entrepreneurship.
2. Identification of opportunities
3. Special schemes for technical entrepreneurship. Exposure to demand based. Resources based, service based, import and promotion industries
4. Market survey techniques
5. Need, scope and approaches to project formulation

6. Criteria for product selection and development
7. Structure of project report
8. Choice of technology, plant and equipment/
9. Financing institutions, producers and incentives/
10. Financial accounts and their significance
11. Books of accounts, financial statements and fund flow analysis
12. Energy requirements and utilisation/
13. Resource management: man, machine and materials
14. Critical method: project evaluation review techniques as planning for establishment ssi /
15. Creativity and innovation/
16. Problem solving approach
17. SWOT analysis / 18. Techno-economic feasibility of the project
19. Plant lay-out, process planning for the project/
20. Quality control/ assurance and testing of product
21. Element of marketing and sales management / 22. Nature of product and sales
23. Costing and pricing / 24. Management of self and understanding human behaviour
25. Sickness in smallscale industries and their remedial measures
26. Coping with uncertainties, stress management and positive enforcement
27. Licencing and registration, municipal by-laws and insurance coverage
28. Important provision of factory act, sales of goods act, partnership act
29. Pollution control, social responsibility and business ethics
30. Income tax, sales and excise rules.

COMPULSORY SUBJECT: ENVIRONMENTAL STUDIES AND ETHICS [EVS]

Semester	Course	Full Marks	Mid-Sem.	End-Sem.	Pass Marks	Credits
VI	GS/ES (Theory)	100	-----	100	33	2

Unit-5: Environmental Pollution -10 lectures

Definition, causes and effects of-[a]Air Pollution,[b]Water Pollution,[c]Soil Pollution,
[d]Noise Pollution,[f]Nuclear Hazards

Solid Wastes Management and Vermicomposting. Disaster Management: Food,
Earthquakes, Cyclones and Landslides

Unit-6: Natural Resources: Renewable and Nonrenewable resources. Natural Resources
and Associated problems -10 lectures

[a] Forest Resources: Use and over-exploitation. Deforestation, mining, Dams and their effects
on forest and tribal people.

[b]Water Resources: Use and over-exploitation of water, Floods, draught, conflicts over water,
water harvesting.

[c]Mineral Resources: Mineral resources of India with special reference to Jharkhand.

[d]Food Resources: Changes caused by agriculture and over-grazing. Effect of modern
agriculture, Fertilizer-Pesticide problems.

[e]Energy Resources: Growing energy needs renewable and le non renewable resources. Use of
alternative energy sources.

[f]Land Resources: Land as a resource, land degradation, Soil erosion.

Unit-7: Biodiversity and its Conservation -6 lectures

Concept of biodiversity, Values of diversity, Mega biodiversity zones. India as a mega diversity
nation. Hot spots. Conservation of biodiversity.

