

SRIDEV SUMAN UTTARAKHAND UNIVERSITY

TEHRI GARHWAL

WEBSITE: www.sdsuv.ac.in



SYLLABUS FOR
BACHELOR OF JOURNALISM & MASS COMMUNICATION
(BJMC)

✓ (S) Semesters, Not a subject
BAMC Three years Sem. System By Institution Not uniform

Three Year Full Time B.A IN MASS COMMUNICATION. Degree Course:

There will be one full-time Bachelor's Degree Program in Journalism & Mass Communication (BJMC). The duration of the course shall be three years (i.e. three academic sessions). Each year will be divided into two semesters (July-December, Jan-June).

The Medium of Examination:

The medium of examination will be either Hindi or English

Eligibility to apply for Admission:

Any candidate who has passed intermediate or 10+2 examination at least 45% marks will be eligible to apply for admission to Bachelor in Journalism Mass communication.

Passing Marks and Division:

1. The minimum pass marks in each theory paper and internal should be 40% separately. If a student fails in theory (external) or internal examination of any paper then he/she will be treated failed in the concerning paper.
2. The minimum pass marks in practical and viva-voce should be 40%.
3. The candidate should secure 45% marks in aggregate for passing the annual examination.
4. The candidate securing 45% marks in aggregate of all the three years but below 60% shall be declared to have passed in second division while the candidate securing 60% marks or more in aggregate shall be declared to have passed in first division.
5. The student will have to pass separately in internal assessment, theory and practical.
6. The internal/external marks ratio will be generally uniform for all papers as 30/70.
7. Distinction is to be mentioned if a candidate obtains a total of 75% marks or more in aggregate in a single attempt (without the award of grace marks to pass in any paper).

Grace Marks:

A candidate may be awarded grace marks only if the candidate will secure a pass in all the Theory and Practical's course after award of the grace marks. A maximum of 8 marks in a semester, in maximum two Theories paper, but not more than 5 marks in any one theory.

Provision for Attendance:

To constitute a regular course of study a student must attend at least 75% of the lectures in each paper. If the attendance is short than 75% then he or she shall not be eligible to sit in the respective semester examination.

Ist Sem

Course Structure:

Subject of 1st semester

101 Introductions to Communication ,

102 Mass Media Writing

103 Journalism An Introduction,

104 Basics of Computers ,

Practical

101,102

103,104

Subject of 2nd semester

201History of Print & Broadcasting in India

202 Reporting and Editing for Print

203 Socio-Economic & Political Scenario

204 Basics of Design & Graphics

Practical

201,202

203,204

Subject of 3rd semester

301 Photo Journalism ✓

302 Advertising and Public Relations

303 Radio Journalism and Production

304 New Media **Practical**

301,302

303,304

Subject of 4th semester

401 Introductions to Cinema Studies

402 Development Communications

403 Media Law

404 Reporting and Editing for Broadcasting

Practical

401,402

403,404

Subject of 5th semester

501 Contemporary Issues

502 Online Journalism

503 Media Management

504 Digital Video Editing

Practical

501,502

503,504

Subject of 6th semester

601 Print Media Production

602 Radio and Television Production

603 Internship

604 Comprehensive Vive Voce

Semester:- 1st

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESC	Subject Total
		THEORY	L	P			
1.	BMC101	Introduction to Communication	4	2	30	70	100
2.	BMC102	Mass Media Writing	4	2	30	70	100
3.	BMC103	Journalism An Introduction	4	2	30	70	100
4.	BMC104	Basics of Computers	4	2	30	70	100

Semester 2nd

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESC	Subject Total
			L	P			
1.	B.MC201	History of Print & Broadcasting in India	4	2	30	70	100
2.	B.MC202	Reporting and Editing for Print	4	2	30	70	100
3.	B.MC203	Socio-Economic & Political Scenario	4	2	30	70	100
4.	B.MC204	Basics of Design & Graphics	4	2	30	70	100
5	B.MC205	Practical Examination	-	-	-	100	100

Semester 3rd

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESC	Subject Total
			L	P			
1.	BMC301	Photo Journalism	4	2	30	70	100
2.	BMC302	Advertising and Public Relations	4	2	30	70	100
3.	BMC303	Radio Journalism and Production	4	2	30	70	100
4.	BMC304	New Media	4	2	30	70	100

Semester 4th

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESC	Subject Total
			L	P			
1.	BJMC401	Introduction to Cinema Studies	4	2	30	70	100
2.	BJMC402	Development Communications	4	2	30	70	100
3.	BJMC403	Media Law	4	2	30	70	100
4.	BJMC404	Reporting and Editing for Broadcasting	4	2	30	70	100
5.	BJMC405	Practical Examination				100	100

Semester 5th

S.No.	Course Code	Subject Name	Period (Hours)		Sessional Exam	ESC	Subject Total
			L	P			
1.	BMC501	Contemporary Issues	4	2	30	70	100
2.	BMC502	Online Journalism	4	2	30	70	100
3.	BMC503	Media Management	4	2	30	70	100
4.	BMC504	Digital Video Editing	4	2	30	70	100

SEMESTER-VI

S.No	Course Code	Subject Name	Subject Total
			ESC
1.	BMC 601	Print Media Production	100
2.	BMC 602	Radio and Television Production	100
3.	BMC 603	Internship	100 P
4.	BMC 604	Comprehensive Vive Voce	100 P

B.A in Mass Communication

BAMJ

✓
Ist Sem

Three –year, Full Time Program PROGRAM SYLLABUS

Introduction to Communication

Unit-I

Understanding human communication, Brief history, evolution and the development of communication in the world with special reference to India. Need of Communication, Definitions of communication, Five senses of communication Type of communication, Development of Speech- From Nonverbal to verbal, Oral communication

Unit-II

Facets of self: thoughts-feelings-attitude-needs-physical self, Communicating with self-introspection, Voice and speech, Speech personality, Pitch, volume, timbre, tempo, vitality, tone and enthusiasm, Using your voice-conversation to present-actions, Communication with others...inter personal communication skills

Unit-III

Mass Communication and Origin of Media -Functions, role & impact of media, Meaning of Mass Communication, Functions of Mass Communication, Elements of Mass Communication, Brief introduction to Mass Media, Newspapers and Journalism, Visual Communication, Television & New Media

Unit-IV

Theory of communication, Model of communication, introduction to Communication theories, A brief introduction to Communication Models

Mass Media Writing - Ist Sem

✓ I Sem

Unit - I

Is writing an art or a craft, Kinds of Media Writing, Writing to Inform, Describe and Persuade, The ABCD of Media Writing, Writing Simply, Vocabulary, Overcoming Grammar Problems, Punctuation

Unit - II

The Sentence:- Concision/Clarity, Emphasis:- Total Emphasis (That applies to the Whole Sentence) Partial Emphasis (That Applies to a word or Group of Words) Rhythm - Words and How they Sound, Variety:- Variety & Recurrence, Changing Sentence Length & Pattern, Breaking Monotony, Varied Openings.

Unit - III

1. The Paragraph
2. Concise Ideas
 - i. Ideas Dissected into Elements
3. Elements as Paragraphs & Sub Paragraphs
 - i. Putting Paragraphs Together - Logical Sequencing
4. The Complete Picture - The First Draft
5. Reading Aloud For Further Changes
6. Revise - Re-revise-Edit
7. Writing Formats: Journals, Letters, Essays & Reports

Unit-IV

Concept & Definition of Translation, Nature & Norms of Translation, Types of Translation, The need and importance of Translation in Journalism, The process of Translation and How to maintain its originality

I Sem

Journalism An Introduction

I⁸-SEM

Unit I -

Ingredients of news, News: meaning, definition, nature, The news process: from the event to the reader, Hard news vs. Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by-line.

Unit II - Yellow journalism, Penny press, tabloid press, Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula- skills to write news.

Unit III -

Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet, Language and principles of writing: Basic differences between the print, electronic and online Journalism, Changing practices- speed, circulation and viral networking

Unit IV -

Responsibility to Society, Press and Democracy, Relationship between the reader/viewer and media in today's context, Contemporary debates and issues relating to media

I⁸-SEM

Basics of Computers

Unit I

✓ Ist Sem

Introduction to computers – beginning and evolution of computers; types of computer:-
computer hardware and software; analog and digital technologies.

Unit II

Input devices, output devices – meaning and purposes.

Input devices: mouse, keyboard, scanner, floppy, CD, telephone

Output devices – monitor, speakers, printer, floppy, CD, telephone

Unit III

Operating systems-DOS, Windows, Windows NT,

MS word with features, Excel, Access, Power Point (Presentation manager)

Unit IV

Corel Draw environment, bitmaps, cartoons, Introduction to multimedia – definitions, CD ROM
and multimedia.

IInd Sem

History of Print & Broadcasting in India

Unit-I

James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangle, Marathi, Hindi and Urdu –prominent newspapers and their editors. Role of newspapers in India's freedom struggle, British curbs on Indian Press. Dawn of freedom-changing role of the Indian Press. Print media scenario during initial years of freedom- From 1947 onwards. Growth of National Press (English & Hindi) & the emergence of regional language press. Popular News magazines and periodicals.

Unit-II

News Agencies in India—English & Hindi –their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar. Feature services & syndicates—INFA, Publication Syndicate, PTI Features. Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and TASS. Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments. Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).

Unit-III

Origin and development of radio in India—from Indian Broadcasting Company to All India Radio -Growth of AIR from 1936 to 1950, Development of AIR since 1950. All India Radio- Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR. Objectives of broadcast—Information, Education & Entertainment . Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh, Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast. Autonomy of All India Radio---Chanda Committee to Verghese Group--- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati. Privatisation-leasing out time slots (1993)—Privatization policy (2000)—Expansion of FM Radio channels - Development of Educational & Community Radio.

Unit-IV

Origin and development of television in India—from B/W—to colour—from 1959 -1982. Formation of Doordarshan (DD) as separate entity, SITE. Doordarshan : The slow Beginings, Doordarshan as an information, education and entertainment media. DOORDARSHAN— Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast—Breaking of monopoly of DD---- Television channels for niche audiences —entertainment, news, sports, science, health & life style. Proliferation of DTH services. Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

Reporting and Editing for Print

IInd sem

Unit-I

News- Definition, Values, Sources of News, The Structure and the methods of writing a news story, Leads and its types Headlines: How to write headlines, types of headlines Features, human interest stories

Unit-II

The Newsroom- Organizational set-up of a newspaper organization and the functions of Different departments. Structure and functions of Bureau, editorial desk. Functions and qualities- Reporter/Correspondents and stringers, Sub-editor, News editor, editor/ Managing editor, Chief of Bureau.

Unit-III

Reporting: Various types of reporting (Objective, Interpretative, Investigative,)

General assignment reporting/working on a beat: Political: (special problems related to political beats), Crime, Health, Sports, Education, Science, Courts etc.

Reporting for news agency, periodicals and magazines. Interviewing: doing the research, setting up the interview, conducting the interview, types

and formats of interviews, writing interviews Editing: Definition of editing, Principles of editing, style sheet.

Unit-IV

Supplement Journalism- Week-end pullouts, pluses, target audience supplements. Editorial page: Structure, purpose. Op. Ed page, middles, letters to the editor, Articles/special articles, columns and light leader.

Socio-Economic & Political Scenario

Unit-I

India that is Bharat. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals), Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)

Unit-II

Nature of Indian Economy (reasons for underdevelopment)

India's planning for development (5-year plans)

Figures Speak: Ground realities of Indian Economy based on HDI. Explanation of economic concepts and terminologies Mixed Economy: Public Sector Undertakings and Private Enterprises Globalization and opening up of Indian Economy. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)

Foreign trade and balance of payment. Indian industry: an overview. Disinvestment and FDI, Bops: An era of outsourcing

Unit-III

Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive, Principles, Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system, Centre-State Relations : Issues of Regionalism, Decentralization of Power, Legislative Procedures-From Bill to Act, Indian Judicial System : Judicial Activism, General Elections : Electoral Reforms, Politics of Vote Bank, Major National and Regional political parties in India and their changing trends

Unit-IV

Population, Explosion, Corruption, Illiteracy, Public Health and hygiene, Poverty, Caste Conflicts, Communal tensions, Gender Inequality, Reservation Issues

IInd Sem

Basics of Design Graphics

Unit-I

Basics of Design and Graphics, Elements and principles of design, Typography : Physical form, aesthetics and classifications, Colour : Physical forms, psychology, colour scheme and production

Unit-II

Components of layout and layout planning, Advertisement layout, Broadsheet and Tabloid layout, Magazine & Book Layout

Unit-III

Visuals: Physical forms, functions & editing, Poster Design, Logo Design, Brochure Design

Unit-IV

Basics of Desktop Publishing, Printing Process, Printing Methods - Letter Press, Screen, Offset, Paper and finishing

III f d sem

Photo Journalism

Unit-I

What is photography? Brief History of photography. How Camera works? The role & importance of photography. Principles of Camera Obscure

Unit-II

What is Camera? Basic Parts of single lens reflex (SLR) [film & digital] : Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, View finder, Pentaprism, Memory (Internal & External) Camera formats – 35mm, medium format, large format. Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA

Unit III

Lenses – controlling the image

Lens perspective, film speed, flash gun, light meter

Exposure:-Measurement of light – exposure metering system

Exposure control – relationship between shutter speed and aperture

Camera accessories: Tripod, monopod, filters, Lens hood

Advertising and Public Relations

- III of 20M

Unit-I

Meaning, genesis, development of Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends Economic, cultural, Psychological and Social aspects of advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit II

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Organisation: Advertising department vs. Agency-Structure, and Functions.

Advertising Budget

Campaign Planning, Creation and Production

Unit III

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit-IV

Publics of PR

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - professionalism, PRSI, PSPF and their Codes.

IIIrd SEM

Radio Journalism and Production

Unit-I

Radio as a medium of mass communication in today's context, Characteristics of radio
Limitations of radio, Three Modes of transmission: AM, SW and FM, Different types of radio
stations

Unit-II

Why formats? Simple announcements, Radio talks/commentaries/comments, Radio interviews,
Radio discussions, Radio features and documentaries, Radio play, Radio running commentaries,
Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News
defined, Main characteristics of Radio News as against news in other media

Unit-III

Introduction, Characteristics of spoken word, Knowing your audience, Developing your style,
Writing for different formats and messages, Dramatising messages

Unit-IV

Introduction, Elements of radio productions, Acoustics, Perspective, Sound effects, Music
Distort/Filter, Different types of microphones, Recording, Editing

New Media

Unit 1

New media- Mapping, Meaning and Characteristics, Principles of New Media, The New Media Interface- Cultural interfaces, printed word, Cinema The User & The Screen- issues of representation & reproduction New Media Economy

Unit II

Introduction to New Media Technologies, Differentiating between Analogue and digital technology, Digitization of media- media convergence, Encoding and compression standards
Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media
Constituents- Facebook, Twitter, Word press, Blogger & What to use when YouTube, Docs, Drive, Hangouts, social bookmarking, slide share, Skype, Building communities-pages & channels ICT-scope and role Introduction to Gaming and counter narratives.\

Unit III

Characteristics & New roles of Journalists in the Internet age & the Digital Era
Creating & Managing a Blog, Trends in web/online Journalism & Communication
Writing for the screen vs. writing for print, Audience analysis, Content planning
Structure Visual Design, Web page elements, Storytelling structures that work on the Web
Basic Programming for Web Design-HTML

Unit IV

Journalism ethics and restraint in new media. Copyright & Legal issues in cyber space. Using social media to engage public. Community Informatics. Activism in Cyber space ICT's and Gender; ICT and Social Inclusion. Globalization & Emerging Cyber cultures

4th sem

Introduction to Cinema Studies

Unit I

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Early Cinema

Genre and the development of Classical Hollywood Cinema

Screenings

Unit II

German Expressionism and Film Noir

Italian Neorealism and French new wave

Third Cinema and Non Fiction Cinema

Screenings

Unit III

Melodrama

Stardom

Film Authorship with a special focus on Ray

Introduction to Feminist Film Theory

Screening 5 hours

Unit IV

Early Cinema and the Studio Era

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

1970s - The Rise of the Angry Man

The Indian new wave

Globalization and Indian Cinema

4th Sem

Development Communication

Unit-I

Concept of development Meaning of Development in context of developing countries (Emphasis upon India) Dominant Paradigm, Dependency Paradigm and Alternative Paradigm Models of development **Presentations:** Presentations on UN Millennium Development Goals and their fulfilment with examples from India; Presentations on various developmental issues of neighbouring rural areas.

Unit II -

Definition and Concept Approaches- Diffusion of Innovation; Magic Multiplier; Empathy Alternative Approaches Development Support Communication-Definition, genesis, areas, Wood's Triangle;

Unit III -

Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues. Cyber media & development Role of development agencies, NGOs and RTI in Development Communication, Social Audit and Social interventions in Development Programmes

Unit IV

Strategies for designing the message for print Community radio and development Television programmes for Rural India (Krishi Darshan)
Using new media technologies for development

4th sem

Media Law

Unit I

Nature and scope of Media Law; an overview of various laws having bearing on the media –print, electronic and on-line. Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures

Unit II

Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures on media – internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc.

Unit III

Press and Registration of Books Act, 1867, laws on defamation, contempt of courts and official secrecy, censorship; privileges of legislature. Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, copyright Act.

Unit IV

Prasar Bharti Act, Cable Television Act, Broadcasting Bill, law regarding information technology.

Unit V

Media ethics – concept of ethics, ethics and law, rules of media ethics, broadcasting code, Press codes, advertising code of print and broadcast media.

Reporting and Editing for Broadcasting

Unit I

The Sound Medium Concepts of sound-scope, sound culture, Types of sound-Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium, The Visual Medium, What is an image, electronic image, television image, Digital image, Edited Image (politics of an image), What is a visual? (still to moving), Visual Culture Changing ecology of images today Characteristics of Television as a medium

Unit II

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

Unit III

Basics of a Camera- (Lens & accessories)

Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)

Visual Grammar – Camera Movement, Types of Shots, Focusing,

Visual Perspective.

* Elements of a Television News Story: Gathering, Writing/Reporting.

Elements of a Television News Bulletins

Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit IV

Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News' Lingo', News 'Formulae'? News as Event, Performance and Construction.

Contemporary Issue



5th Sem

Unit-1

India's Foreign Policy, India's relations with its neighbours especially Pakistan, Srilanka, Bangladesh and Nepal, India and NAM, India and SAARC, India and UN, India and ICTs

Unit II

Rapid Urbanization, Major poverty alleviation programs, Food Self-Sufficiency, Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario

Unit III

India as a Nuclear Power, India's Defense, Criminalization of Politics

Unit IV

Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism

Contemporary Issue



5/11/2011

Unit-1

India's Foreign Policy, India's relations with its neighbours especially Pakistan, Srilanka, Bangladesh and Nepal, India and NAM, India and SAARC, India and UN, India and ICTs

Unit II

Rapid Urbanization, Major poverty alleviation programs, Food Self-Sufficiency, Indian Industry: An Overview, Disinvestment and BPOs, Indian Sports Scenario

Unit III

India as a Nuclear Power, India's Defense, Criminalization of Politics

Unit IV

Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism

5-4-2011

Online Journalism



Unit-1

Terminology: Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Web Browsers, Search engine, Internet Hardware Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution ICT- Role and Scope Internet and the changing landscape of Media Online Journalism: Definition and Concept Online Media: Social and Cultural Implications in Global Scenario

Unit II

Distinctive Features of Online Media. Online Journalism V/s Other News Mediums. New roles of Journalists in the Internet age Trends in online Journalism Online Journalism: Issues and Challenges Web Blogs, Citizen Journalism and Social Media E- Governance

Unit III

Overview of Web writing Digital Divide- Writing for the screen vs. writing for print Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts Web page development, inserting, linking; editing and publishing On-line editions of newspapers- Content management and economics Conducting online searches and research. Online searching techniques, Citing Internet sources, Archiving, Photo Essays- How to start an online magazine (basics).

Unit IV

Cyber Crime in India
Cyber laws in India
IT Act of 2000 and Amendments (2008 & 2010) (66A) Media,
Convergence Bill (to be enacted), Regulatory commissions of New Media Copyright & issue of plagiarism Public Sphere and Independent Journalism: Ethical Issues
Accuracy
Privacy
Fairness
Linking
Journalistic integrity
Journalism ethics and restraint in new media

5th sem

Media Organization and Management

Unit-I

1. Management – Definition, Nature, Principles and Need for Management
2. Management Functions
3. Responsibility, Authority and Accountability of Management
4. Planning – Definition, process and importance, organizing, directing and controlling
5. Human Resource Planning

Unit II

1. Foundations of behaviour – Attitudes, Personality and Learning
2. Leadership – Importance and major types
3. Motivation and Conflict management

Unit III

1. Media Organisations : Meaning, Nature, process and importance
2. Ownership patterns of media organizations
3. Organisational structure of media organizations : Print/Electronic and their functions
4. Cross media ownership, conglomerates

Unit IV

1. Economics of newspapers
2. Electronic and Print media organization – cost and revenue relationship
3. FDI in media
4. Establishing a media organization – steps involved
5. Importance of entrepreneurship and fund-raising

5th 20m

Digital Video Editing



Unit-I

Concept & Objectives of Editing, Software & tools, Continuity & Jerk Enter & Exit in Frame, Title, Credits & Sounds. Sound editing, mixing sound, laying sound tracks, syncing sound and picture. Capturing video. Editing techniques for News, Documentary and Fiction & Ad Film.

Unit II -

Picture transitions and their use, Elements of the edit: motivation, information, shot composition sound, camera angle, continuity. Types of the edit: action edit, screen position edit, form edit, dynamic edit.

Unit III

Voice over and sound bytes, dubbing and mixing of sound . Computer hardware for editing Editing software's: Final Cut Pro, Avid Express, and Adobe Premiere Pro.

Unit IV

On line editing in a multi-camera TV programme production. TV Graphics and Animation: Theory and Practice .Elements of 2D Graphic Elements of 3D Graphics. 3D Modeling. 3D Animation .Special effects creation .Environmental special effects