

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication

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SYLLABUS

Bachelor of Journalism & Mass Communication

NEP 2020

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication

SEMESTER - I

Subject Code	Paper Name	Credit
MJ01JOU	Introduction to Journalism	4

Objective:

- To understand the various definitions of journalism.
- To know about the beginning to journalism.
- To introduce the concept of media and Mass Communication in general and journalism in particular.
- To study the various type of journalism.
- To familiarize student with the different facts of journalism.
- To facilitate in curious Steve and analytical out towards Mass Communication

Learning outcomes:

- Student will be able to understand and appreciate various dimensions concept of journalism.
- Development and understanding of the fundamental concept in journalism.
- Analyse the scope oblique various dimension in journalism.
- Analyze and review different newspaper.
- Ability to identify and apply press theories.

Unit-1 : fundamental of journalism

Definition of journalism, Nature and scope of journalism, Principle of journalism, Qualities, Duties, Responsibility and ethics of journalists, Career opportunity in journalism, Journalism as a profession.

Unit-2: Theory of the press/Media

Definition of media theory and meaning, Authoritarian media Theory, Libertarian media theory, Social responsibility media theory, Soviet communist media theories, Development media theory and Democratic participant media theory, Cultivation theory, Agenda Setting theory, Use and Gratification theory,

Unit-3 : freedom of press

Concept of press freedom, Right the media, Basic principle of freedom of press, Constraints of freedom of press, Press freedom and responsibility, Scope and limitation of freedom of press in India

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Unit-4: The role of media and democratic

Press and Society, Press and democracy, Press and government, Role of information and Broadcasting ministry, Press as a tool of social change, Understanding the reader and Public Interest.

Suggested book:

- Mehts, D.S, Hand book of public relation in India, Allied publishers Limited, New Delhi
- Kapoor,A.C, Principal of Political Science S. Chand and Company Limited, New Delhi,1992
- Alexander,Bikel, the Moralety of consenl, New Heaven yale University Press,1976
- Gupta, V.S and Agarwal,Vir Bala, Media policy and Naion Building, New Delhi,1996
- Kumar, Keval J,Mas communication in India Bombay Jaico Publishing House, 2010
- Quail's, Denis Mc, Mass Communication Theory, London/New Delhi, Sage 2007

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SEMESTER - II

Subject Code	Paper Name	Credit
MJ02JOU	Principle of Communication	4

Objectives:

- To improve the student's Written and Oral expression of thought and teach them the effective use of Body-language and Voice tones.
- To improve the listening and Reading skills of students to follow and comprehend discourse and develop their critical thinking skills.
- To develop the Presentation skills and enhance confidence to expand the potential of the students.
- To prepare students to apply for jobs and write effective resumes.
- To equip the students with knowledge and techniques to effectively tackle interviews

Learning Outcomes:

- Recognize the different aspects of communication and appreciate the role of body language and voice tone in effective communication.
- Communicate their message in an effective and engaging way for the recipients.
- Enhance the ability to accurately receive and interpret message in the communication process.
- Build Presentations that create maximum impact.
- The ability to highlight their achievements and prove their value added worth to prospective employees.

Unit-1: Concept of Communication

Fundamentals of Communication. Meaning of communication, features, importance, patterns, Techniques of communication: formal/ informal, verbal/ written, downward & upward. Barriers of communication, Essentials of communication, 7 C's of communication, Factors affecting process of communication.

Unit-II Element of Process Communication

Process of communication: Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback). Forms of Communication: Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.

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Unit-3: Planning of Oral Communication

Oral Communication: Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews, preparation with reference to welcome, introduction and thanks.

Unit-4: Listening and Reading Skill

Listening skills: Listening, types of listening, barriers to listening, effective listening skills. Reading skills: Model of reading to learning, reading tactics and strategies

Reading purposes: kind of purposes and associated apprehensions, reading for meaning, reading outcomes.

Suggest book

- Julia T.wood (2016), Communication Mosaics: Introduction to the field of Communication.
- Own harjil,(2018), The Handbook of Communication Skill, Routledge
- Stev Duck,(2017), The Basic of Communication, Sage .
- Jay Sullivan,(2016), Simple Set : Communication Better at Work and Beyond Wiley.
- K.K.Sinha, Business Communication: Galgotia Publication Publication.

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SEMESTER - II

Subject Code	Paper Name	Credit
MJ03JOU	Introduction to Print Media	4

Objectives:

- Understand the News concept.
- Fundamentals of good writing.
- Describe the news values
- To make students aware of the rich and diverse history of Indian Press, Radio and Television.
- To highlight the role of Government in the Press.
- To educate students about the role of Media in India

Learning Outcomes:

- Students will be able to understand the news values and the basics of news writing.
- Students will be able to write different types of leads and intro.
- Students will be able to understand the structure of news writing and its purpose.
- Students will be able to write clear, concise, accurate and interesting news stories.
- Students will be able to write for blogs in different issues.

Unit-I: Concept of News

What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News, Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests, Importance of News.

Unit-II: Basic News writing

Difference between News & Information –Stories of Human Interest. Celebrity Journalism. Trends in modern journalism. Influence of TV channels on serious news reporting in print media. Sensationalism & Entertainment.

Unit-III : News Media Organization

News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP, Press Council of India

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Unit-IV: Introduction of News Agency

Introduction of News Agency News Agency Journalism: History, functioning & role of PTI and UNI, International News Agencies: AP, UPI, Reuters. Syndicate.

Suggested Readings :

- Briggs A. & Burke Peter, Social History of the Media: From Gutenberg to Internet, Polity Press, 2010
- Chopra Dhananjay, Patrakarita Tab Se AbTak , Uttar Pradesh Hindi Sansthan , Lucknow, 2007
- Jeffrey Robin, India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press,2000
- Kumar Keval J., Mass Communication in India , Jaico Publishing House,1994
- Natarajan J., History of Indian Journalism, Publication division of the Ministry and Broadcasting of Government of India, 2000
- Shridhar Vijay Dutt, Bharatiya Patbrakarita Kosh, VaniPrakashan , New Delhi, 2008
- Shrivastava K..M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi, 2015
- Stovall James G., Writing for the Mass Media. Ninth Edition, Pearson, NewYork, 2015

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SEMESTER III

Subject Code	Paper Name	Credit
MJ04JOU	Mass Communication: Concept and Process	4

Objectives

- To orient students towards basic constituents of Communication practice.
- To understand the concept of various types of Communication and be acquainted with their various components.
- To impart knowledge about Indian perspective of Communication.
- To critically understand the Models and Theories of Communication.
- To explore how Communication can be effectively used for Societal Development.

Learning Outcomes:

- Able to identify and fulfill the Ethical responsibilities of Communicators in a diverse society.
- Ability to identify and apply Communication Theories.
- Capable of Applying Analytical and Critical thinking to explore the working in Media industry.
- Able to plan and execute effective Communication Strategies .
- Students will be able to acquire and apply the knowledge about issues related to Communication in current scenario.
- Mass Communication: Concepts and Processes

Unit-I: Concept of Mass Communications

Mass Communication: Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture

Unit-2: Function of Mass Communications

Functions of Mass Communication: Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media

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Unit-3: Theory of Mass Communications

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

Unit-4: Tool of Mass Communications

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, mobiles.
Advertising, Public Relations & Public Affairs, Traditional & Folk Media, Media and modern society, Media and democracy

Suggested Readings:

- Agee, Warren K., Ault Philip H., Introduction to Mas Communication, Oxford & IBH Publishing Company, New Delhi
- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.

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Subject Code	Paper Name	Credit
MJ05JOU	Reporting Techniques and Skill	4

Objectives:

- Enumerate various types of Reporting.
- Describe the Qualities of Reporter & their reports.
- Describe the importance of Reporting in a news paper.
- Enumerate various types of Reporting.
- Describe the Qualities of Reporter & their reports.

Learning Outcomes:

- Students will be able to understand significance of Reporting.
- Students will be able to judge the news worthiness of events and ideas.
- Students will be analyzing stories for content, form and style.
- Students will be able to develop the qualities of Good and Responsible Reporter.

Unit-1: Reporting Skill

Concept of News and Reporting, Responsibilities of a Reporter: Towards the News Organization, Towards the Sources, Towards the Readers, Reporting: The Expected & Unexpected Essential Qualities of a Reporter

Unit-3: Basic Writing

Basic Formula of Writing: The Inverted Pyramid Writing the Lead, Kind of Lead, The Summary Lead Thinking Through the Lead Kinds of Leads

Unit-3: News Writing Skill

Structure of News Story, news values Nose for News Criteria for a news, Date Lines, Credit Line, Byline, Time and Timeline, Incident, Attribution

Unit-4: Type of Reporting

Local Reporting, Concept of Specialized Reporting,. Court Reporting, Legislature Reporting, Crime Reporting, Lifestyle Reporting, Science & Technology Reporting, Sports Reporting, Development Reporting,

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Suggested Books:

- Madhok M., News Agency Journalism, MCU Publications, Bhopal, 2014 Publications, New Delhi, 2019
- Researcher C.Q., Dynamics of News Reporting and Writing, Sage
- Researcher C.Q., Issues in News Reporting, Sage Publications, New Delhi, 2019
- Shrivastava K.M., News reporting And Editin, Sterling Publishers, New Delhi, 2013
- Spark D., Practical Newspaper Reporting, Sage Publications, New Delhi, 2012
- Trikha N.K., Reporting, MCU Publications, Bhopal, 2013
- Westley Bruce H., News Editing, Houghton Mifflin, Boston, 2016

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SEMESTER - IV

Subject Code	Paper Name	Credit
MJ06ENG	Introduction to New Media	4

Objectives:

- The course intends to make media students appreciate these technologies.
- How these technologies are used in present scenario.
- Impart knowledge of various aspects of Digital media.
- To provide extensive hands on training in the Digital technologies.
- To familiarize and equip them with a range of Technical skills.
- Introduce students about significance and usage of New Media.

Learning Outcomes

- Students will be able to gain basic understanding of Communication Technology.
- Students will be able to have the basic knowledge of Online Reporting and Writing.
- Students will be able to have hands on experience on Digital Editing Techniques.
- Students will be able to create content on various platforms.
- Students will be able to communicate using New Media effectively

Unit –Introduction to New Media

Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

Unit –II Concept of New media

Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

Unit III Concept Social media

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and Application, Concept of social media.

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Unit IV Internet Radio

Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption

Suggested Books:

- Adobe Creative Team, adobe premiere Pro CS6, Adobe Press; 1st edition, 2012.
- Faulkner Andrew and Chavez Conrad, Adobe Photoshop CC, Pearson, 2018.
- Jago Maxim, Adobe Premiere pro CC, Pearson Education, 2018.
- Kogent Learning Solutions Inc, Sound Forge Pro, Dreamtech Press, 2010
- Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.

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Subject Code	Paper Name	Credit
MJ07JOU	Press Law and Media Ethics	4

Objectives

- To understand the relationship between press laws, society and democracy.
- To understand the constitutional safeguards to freedom of press
- To Study the first press commission and its recommendations
- To Study the second press commission and its recommendations
- To enhance the knowledge of the student press Law vis a vis media.
- To develop knowledge and understanding of the principle and concept of media.
- To apply relevant Ethics formula of framework to case student from the media.
- Students will be able understand Media Code and conduct and self regulatory.
- Students will be able to do fair and Honest Journalism with Social responsibility.

Learning outcomes

- Student will gain knowledge to law and ethics related to media.
- Ability to solve problem the competing value both news values and social values when writing and publishing decision.
- Coverage on sensitive issues will be done in more responsible manner.

Unit-I Concept of Press Freedom

Press Laws, Society & Democracy Constitutional Safeguards to Freedom of Press Press Commissions & their recommendations

Unit-II Introduction of Press Act

Press & Registration of Books Act, 1867 Working Journalist Act Defamation, Contempt of Court Press Council Act, Official Secret Act

Unit-III Legal Right of Press

Parliamentary Privileges, Right to Information Copyright, Intellectual Property Right

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Unit-IV Responsibility of Press

Social Responsibility of Press Ethics, Self-Regulation & Freedom of Expression IT Act 2000. Cable TV Network Law-1995

Suggested book

- Bandopadhyay P.K. and Arora Kuldeep, Journalistic ethics, Media watch Group,2001
- Basu D.D, Press law, prentice hall publication, Wadhwa Publisher,2002
- Iyer Venkat, Mass media law and Regulations in India, Indian Research Press, 2000
- Matelski Marilyn J., TV news ethics, Focal press, 1991
- Singh Dr. Shrikant, Janmadhyam Kanoon evam uttardayitva, Hindi Book Center, 2016
- Trikha Dr. Nand Kishore, Press
- Vidhi, Vishwavidyalaya Prakashan,Varanasi, 2012
- Venkateswaran K.S., Mass Media law and Regulations in India, Asian Mass Communication Research and Information Centre, 1993

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Subject Code	Paper Name	Credit
MJ08JOU	Public Relation	4

Objectives

- To explain the History and Growth of PR and its emerging importance in varying areas.
- To acquaint the students with the various Types of PR and the qualities of a successful PRO.
- To acquaint the students with the various PR tools
- To explain the steps in preparing a successful PR Campaign
- To explain the importance of ethics in PR Learning Outcomes Understand the scope of Public Relations and meet the needs of diverse publics.
- Identify the primary strategic functions of Media Relations, Community Relations, Crisis Management, and Lobbying.
- Develop the ability to use the various PR tools to reach out to its Publics effectively.
- Create a Public Relations campaign.
- Develop values that every PR Professional should have to make good decisions and maintain professional behavior

Learning Outcomes:

- Understand the scope of public relations and meet the need s of diverse publics.
- Identify the primary strategic functions of media relations, Community relations, crisis management and Lobbying.
- Develop the ability to use the various peer tools to teach out to its public affectivity.
- Create a public relation campaign.
- Develop values that every peer professional should have to make good decisions and maintain professionals' behavior.

Unit –I: Concept of Public Relation

Public Relations –definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function.

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Unit –II: Principles of PR

Principles of PR, Types of publics – internal and external, laws and ethics in PR- PRSI and IPRA codes, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.

Unit III: Public Relation Tool

PR tools- Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops.

Unit IV: PR Campaigns

PR campaigns – Planning, execution and evaluation, PR in crisis, Crisis management, PR in disaster
Emerging trends in PR, PR agencies in India.

Suggested Readings:

- Jethwaney Jaishri & Sarkar N.N., Public Relations Management: Sterling Publishers , 2015
- L'etang Jacquie, Public Relations : Concepts, Practice and Critique, Sage Publications India, 2008
- Moss Danny & Barbara Desanto, Public Relations: A Managerial Perspective, London: Sage Publications, 2011.
- Parsons Patricia J., Ethics in Public Relations: A Guide to Best Practice, London Kogan Page, 2005.
- Smith D. Ronald, Becoming a Public Relations Writer, New York:Routledge, 4 Edition, 2012
- Theaker Alison & Yaxley Heather,The Public Relations Strategic Tool Kit ,Routledge New York, 2013
- Theaker Alison ,The Public Relations Handbook,Routledge, 4 Edition, 2012

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SEMESTER – V

Subject Code	Paper Name	Credit
MJ09JOU	Event Management	4

OBJECTIVES:

Student will be able to learn and understand about:

- Meaning and definition of Event
- Kinds of events
- Scope of events
- Components of event
- Meaning and importance of event management
- Nature and characteristics of event management
- Need and objectives of event management
- Qualities of event manager
- Meaning and definition of organization
- Characteristics of organization Features and characteristics of meeting management.

Learning objectives:

- To develop the potential of good planner in the media world.
- Developing term co-ordination ability in the media world.
- To develop the ability to organize a good event in media world.
- To develop value that every event manager professional should have to make good decision and maintain professional behavior.

Unit –I Events Management

Events and management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

Unit –II Organization

Organization–setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

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Unit III Elements of event management

Elements of event management-event infrastructure, organizers, sponsors, logistics, Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan, business plan, developing strategies.

Unit IV Human Resource Management

Human Resource Management –Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance, .Market Research-consumer behavior survey, Market area survey, visitors survey etc.

Suggested Readings:

- Getz, Donald (1991)., Festivals, Special Events and Tourism, Van Nostrand Reinhold: New York, NY
- Gupta, S. (2003), 'Event marketing: Issues and challenges', IIMB Management Review, June,
- McDonnell, Ian; Allen Johnny; O'Toole, William (1999).Festival and Special Event Management,
- Sanjaya singh gaur, Sanjaya V Saggere,Vikas, Event Marketing Management ., Publications New Delhi New Delhi
- Tallon,A,F, Fashion marketing and merchandising, 3rd ed., sequoia Books,1986

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Subject Code	Paper Name	Credit
MJ10JOU	Editing & Principles of Layout and Design	4

Objectives:

- Describe the importance of Reporting in a newspaper.
- Enumerate various types of Reporting.
- Describe the Qualities of Reporter & their reports.
- Define the the News Editing, Principiles of editing, etc.
- Enlist the contribution of the Electronic revolution to the Media Industry
- Develop an understanding of the use of new technology in developing Layout.
- Understand the purpose of a Newspaper Design..
- The paper will enable students to develop their skills in print media.

Learning Outcomes

Students will be able to understand significance of Reporting.

- Students will be able to judge the news worthiness of events and ideas.
- Students will be analyse stories for content, form and style.
- Students will be able to develop the qualities of Good and Responsible Reporter.
- Students will be able to do editing by following rules and techniques.
- Students would acquire practical experience on designing of Page Layout.
- Students would be able to understand the techniques of Print Production.

Unit-I Editing:

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press – style sheet - editing symbols, proof reading symbols and their significance.

Unit-II: Function of Editor

Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

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Unit-III: Layout and Design

Headlining - principles, types and techniques. Principles of Layout and Design. DTP, Page Making, Typography

Unit-IV: Printing Technology

Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press

Suggested Readings:

- Eisenstein Elizabeth L., The Printing Revolution in Early Modern Europe, Cambridge University Press,1983
- Jain Satish & Geetha M., CorelDraw Training Guide, BPB Publications, New Delhi, 2018
- Johansson Kaj, Lundberg Peter and Ryberg Robert, A Guide to Graphic Print Production, Elanders Falth & Hassler, Hungary, 2011
- Marina Joyce , Designing for Print: The Art and Science, Inez D. Incorporated,2018
- Sarkar N.N., Art and Print Production, Oxford University press. New Delhi, 2013
- Madhok M.,News Agency Journalism, MCU Publications, Bhopal, 2014 Publications, New Delhi, 2019
- Researcher C.Q., Issues in News Reporting, Sage Publications, New Delhi, 2019
- Shrivastava K.M., News reporting And Editin, Sterling Publishers, New Delhi, 2013
- Spark D., Practical Newspaper Reporting, Sage Publications, New Delhi, 2012
- Trikha N.K., Reporting, MCU Publications, Bhopal, 2013
- Westley Bruce H., News Editing, Houghton Mifflin, Boston, 2016

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Subject Code	Paper Name	Credit
MJ11JOU	Photo-Journalism	4

Objectives

- To acquire a basic working understanding of photo camera and its parts.
- To learn about various types of lighting and use of filters.
- To know basic terminology and concepts of composition.
- To know different types of lenses and their use.
- Understand the techniques of aesthetics for good photo.

Learning Outcomes

- Analyze the aesthetic and technical photographic contributions to a News.
- Demonstrate the use of lighting and photo accessories in a professional and safe manner.
- Use the Language of a photographer to communicate with their News team.
- Student will have sound understanding of digital photo techniques and editing.
- Proficiency in the use of digital camera and new trends.

Unit –I Brief History of Photography

Photography- brief history of photography, early photography techniques, photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist .Professional organizations, legal and ethical aspects of photo journalism.

Unit-2: Basic Concepts:

Basic concepts meaning and definition of photography. Development of photography, Different type of camera, Principle of image formulation, Pinhole camera concept, Camera Obscura, Components of SLR, DSLR Camera etc. Memory Card, Shutter Speed, Aperture, ISO, white balance, Focusing, Exposure, Sensor, Depth of field,

Unit-3 Lighting Arrangement:

Lighting- Hard Light, Soft light Warm light and Cool light, Color temperature, Studio lighting, Outdoor lighting, Front light, Back light, Side light, Properties of light- Reflection, Directed Diffuse,

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natural and artificial light, importance of lighting, lighting equipment, advanced lighting techniques.

Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc.

Unit- 4: Aesthetics and Techniques:

Aesthetics and techniques of photography Rule of frame, Composition, Different camera Shot and camera angle, rule 3rd, Balance, Use of line, Shape, Pattern, Texture and color, Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

Suggested Readings:

- Belt Angela Faris, The Elements of Photography understanding and creating Sophisticated Images, focal press, 2012.
- Fincher Terry, Creative Techniques in Photo Journalism, BT Batsford Ltd. London, 1980.
- Kobre Kenneth, Photo Journalism the Professionals Approach, Focal Press Oxford, 2004.
- Sharma O.P., Hind Pocket Books (P) Ltd., New Delhi, 2001.

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SEMESTER VI

Subject Code	Paper Name	Credit
MJ12JOU	Media Management	4

Course Objectives:

Objectives

The students will easily understand the main roles of code and ethics in media.

- To inculcate the knowledge of Management in Media Organisation.
- To impart knowledge of theoretical and practical aspects of Media Management.
- To acquaint students with understanding of the various types of organisations.
- To make students understand the various Ownership patterns.
- To make students aware of trends in commencing new ventures in Media Industry.

Learning Outcomes

- Students will be able to know the current trends in Media Management.
- Students will gain understanding of various patterns of Ownership.
- Understanding of professional and ethical responsibilities and commitment to them.
- Acquire skills to commence new ventures in Media Industry and be able to work independently.
- The students will easily understand the main roles of code and ethics in media. What is constitution, right to information, press council, different types of press acts? It also explains the principles and functions of management, different ownership pattern, newspaper organization, magazine organization, registration policy and all.

Unit –I Basic Concept of Ethics:

The basic concept and objectives of press codes and ethics of journalism. Freedom of speech and expression with special reference to freedom of press in India, Constitutional provisions to freedom of press. Pressures on media-internal and external pressures. Press Commissions and Press Council's guidelines. Sensational and Yellow Journalism. Issues of privacy. Public's right to know; right to reply; Code of ethics for journalists in India.

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Unit –II Press Commissions and Press Council of India

Press Commissions and Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of Audio visual Publicity (DAVP)

Unit III Concept of Management

Meaning and definition of management, principles and functions of media management, Ownership patterns of media organization –merits and demerits, organizational structure of a newspaper.

Unit IV Organization Structure

Organization structure of a magazine, radio station and television station. New media management and technical challenges.

Suggested Readings:

- Albarran Alan B., Handbook of Media Management and Economics, 2006.
- Chaturvedi P.D., Business Communication: Skills, Concepts, and Applications, Pearson Education,
- United States, (2013). Kothari Gulab, Newspaper Management in India, Bhartiya Book Corporation.
- Singh, D.K. (1968) The Press and The Law, New Delhi, 1968.
- Hallin, D.C and Mancini, P. (2004) Comparing Media Systems: Three models of media and politics. Cambridge University Press.
- Natrajan, S., The History of Indian Journalism, The Publication Division, Government of India
- Parikh, R.D., The press and Society, Popular Prakashan, Bombay, 1965.
- Kumar, Keval J. (1995) Mass Communication in India Bombay : Jaico Publication

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Subject Code	Paper Name	Credit
MJ13JOU	Advance Broadcasting Media	4

Objectives

- To guide the students learn nuances of television and radio.
- To help them learn the fundamentals of storytelling through Television and Radio.
- To develop employable skills on a par with industry standard.

Learning Outcomes:

After completion of this paper, learners will be able to understand;

- Structure Private Radio Station,
- Structure of Television Channel..
- Private broadcasting model in India ,
- Cable Television services and regulation in India.

Unit-1: Public Service Broadcasting in India

Public Service Broadcasting in India All India Radio (AIR), Organizational structure of AIR, Activities of Subordinate Offices of Air in Brief, Doordarshan News, Organization Structure of Doordarshan Objectives of DD News Public Policy for broadcast media (Television and Radio) Prasar Bharti Act, 1990

Unit-2: Community Radio and Campus Radio

Community Radio and Campus Radio: Concept of Community Radio, Origin of Community Radio NGO-based Community Radio and Community Campus Radio, Origin of Campus Radio Role of the directorate of audiovisual publicity (DAVP)

Unit-3: Radio Private Broadcasting

Radio Private Broadcasting: FM Radio, Private TV Channels, Cable Television Network (Regulation) Act 1995, Restrictions on Advertisements, Use of Conditional Access Systems in Cable Networks, Broadcast Regulatory Authority of India (BRAI) 1 Copyright Act, 1957 Radio Production: Pre-Production Production, Post- Production Transmission Feedback: Different formats for radio programmes, Writing Radio Scripts Importance of Radio in society Role of Radio in Rural development

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Unit-4 : Television

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Satellite TV and Cable networks; Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people,

Suggested Readings:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- PatiM.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- ShrivastavaH.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organization of Journalists.
- Lewis, Bruce. Technique of Television Announcing. Focal Press.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust

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Subject Code	Paper Name	Credit
MJ14JOU	Cyber Journalism	4

Objectives:

- The Course aims to offer an in depth understanding of Cyber Journalism through social media and other streaming platforms.
- To introduce the concept of development
- To give an introduction about the cyber space.
- To understand the perspective on the virtual world.

Outcomes:

- To Recognizing cybercrime in society.
- To develop the capacity to identify and deal with cybercrime in the society
- To know about the cyber space environment.
- To understand the concept of information super highway.
- To know about the information revolution after the Internet.
- To know about the cyber space innovations.

Unit-I: Concept of Cyber Space

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,

Unit-II: Cyber Journalism

Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites,

Unit-III: Trends in Cyber Reporting & Editing

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance

Unit-IV: Writing for Web Media

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends

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Suggested Readings:

- ARMSTRONG, D. E. (2016). CYBER LAW. S.l.: JORDAN PUBLISHING LTD.
- Bailey, D. (2008). Cyber ethics. New York: Rosen Central.
- Czosseck, C., & Geers, K. (2009). The virtual battlefield: Perspectives on cyber warfare. Amsterdam: Ios Press.
- Gerdes, L. I. (2009). Cyber crime. Detroit: Greenhaven Press.

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Subject Code	Paper Name	Credit
MJ15JOU	Advertisement	4

Course Objectives

- Develop an understanding of the concept of Advertising and its importance as a tool of Communication.
- Explain the working of an Ad Agency and the functions and responsibilities of those employed in Advertising Agencies.
- Explain the importance of Media in Advertising and the process of Media Planning.
- Acquaint the students with role of Creativity in Advertising and the creative elements of Ad making.
- Explain the process of developing an Ad campaign.

Learning Outcomes

- Understand the history and importance of Advertising as a Communication tool.
- Identify the functions of various departments in an Advertising agency and develop the skills required to pursue a successful career in the Advertising Industry.
- Develop an understanding of various Advertising media and Media Planning strategies.
- Participate in the development of creative solutions to address Advertising Communication challenges.
- Develop effective Advertising Strategies and Ad Campaigns.

Unit-1: Basic Concepts Advertising

Advertising Basic Concepts Advertising: Concept& Definition, Need, Role and Importance of Advertising, The Role of Advertising in Marketing & Business History of Advertising in India Careers in Advertising

Unit-2: Advertising as a Communication Tool

Advertising as a Communication Tool Importance of Advertising as a Communication tool advertising and its difference from Propaganda, Publicity & PR Role of Advertising in Marketing Mix, Advertising vs. Sales Promotion Advertising vs Public Relations

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Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising, Action vs Awareness Advertising

Unit-3: Ad Agency

Ad Agency-Definition, Role, Importance and various Departments Functions of Ad Agency, Client-Agency Relationship Structure of an Ad Agency, Revenue sources Advertising Ethics & Social Responsibility, Govt. & Non Govt. Regulations of Advertising Role of ASCI, AAAI, INS, DAVP

Unit-4: Advertising Creativity

Creativity: Concept & Importance in Advertising Copywriting: Role & Importance of a Copywriter Copy Elements: Headline, Subhead, Body Copy, Logo & Slogans Layout: Definition, Importance and Steps Visuals & Graphics

Suggested Readings:

- Altstiel, Tom & Grow, Jean. Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin
- Chunawala & Sethia. Foundations of Advertising, 8th edition. India: Himalaya Publishing
- Jones, P.J. How Advertising Works. India: Sage
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty . Advertising Principles & Practices -5th edition. India: Prentice Ha

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SEMESTER VII

Subject Code	Paper Name	Credit
MJ16JOU	Development Communication	4

Objectives

- Define development communication;
- Role of development communication.
- Explain how different forms of media are used for development Communication
- State the role of Radio, Print and TV in development
- Enlist the features of DAVP
- Define Eastern model of development communication
- Define western model of development communication.
- Explain of Gandhian model

Learning Outcomes:

- To introduce the concept of development.
- To introduce and explain the concept and philosophy of development communication.
- Explain the Indian perspective on development and development communication
- Acquaint the learners with content and message design in development communication.

Unit-I Process of Development Communication

Definition, meaning, scope and concept of development communication, Development communication and society, measures of development communication Characteristics of developed and developing societies

Unit -2 Theories of development:

Social, Political and Economic theory Models of development: Western, Eastern, Gandhian, Schumacher's Development communication, process - special reference to India.

Unit -III Role of Mass Media

Role of mass media organizations in development communication, Newspaper, Radio, TV, Traditional media, PIB, DAVP, Song and Drama Division etc. Strategies of development communication, Role of NGO's in development.

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Unit -IV Role of Legislature & Judiciary

Role of legislature, the executive and the judiciary in development. Cyber media and development: E – governance, digital democracy & E–chaupal. Communication for rural development, communication for urban development. Panchayati raj, urban sanitation, consumer awareness, modernization, industrialization

Suggested Books

- Keval J. Kumar; 2001; Mass Communication in India; Mumbai; Jaico Publishing House.
 - K.R. Balan; 2003; Applied Public Relations and Communication; New Delhi; Sultan Chand & Sons
 - V.B. Aggarwal and V.S. Gupta; 2001; Handbook of Journalism and Mass Communication; New Delhi; Concept Publishing Company.

 - Melkote, S. R. & Steeves, L. H (2001). Communication for Development in the Third World. Sage Publications
 - McPhail, L. T (2009) Development Communication. Wiley Blackwell
 - Narula, U. & Pearce, W.B. (1986) Development as Communication: A Perspective on India. Southern Illinois Press Suggested Digital
 - **Platforms:**
1. http://niilmuniversity.in/coursepack/media/Development_Communication.pdf

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Subject Code	Paper Name	Credit
MJ17JOU	Basics of Camera Light and Sound	4

Objectives

Photographs will have a great impact on a particular audience.

- To explain the parts and body of video camera.
- To explain that, —aperture affects the image’s exposure by changing the diameter of the lens opening
- To use this third rule to evaluate the aesthetics of the composition of images with different purposes.
- After that, photo composition rules to make it more attractive and effective images.
- To understand diffused lighting
- To understand the various properties of light
- To understand artificial light Learning

Learning Outcomes:

Student will be able

- To describe the fundamental concept's principle of video
- Demonstrate the knowledge of edge of video
- Connection and contribution with their media world
- A strong sense develop and identify to good music

Unit –I: Fundamental of Camera

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.

Unit –II: Composition of Shot

Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

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Unit III: Type of light

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

Unit IV : Audio Fundamental

Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

Suggest Readings:

- DK, 1 May 2013: The Beginner's Photography Guide, Penguin UK
- Fier Blue, 01 Jul 2007: Composition Photo Workshop, Wiley India Pvt Ltd, New Delhi
- Freeman Michael, May 23, 2007: The Photographer's Eye: Composition and Design for Better Digital Photos, Focal Press; 1st edition, New Delhi
- Hock man Stephen, 10 Jan, 2013: Mastering the Art of Photography Composition
- Jones Edwin, April 17, 2013, Compose Better Pictures, Web cycle Partnership, New Delhi

Digital Platform

1. www.cambridgeincolour.com/tutorials/depth-of-field.htm
2. digital-photography-school.com/aperture/
3. <http://electronics.howstuffworks.com/camera7.htm>
4. <http://www.mediacollege.com/video/camera/tutorial/01-functions.html>

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Subject Code	Paper Name	Credit
MJ18JOU	Mass Media Writing (Theory)	4

Objectives:

- To explain print media journalism and various format.
- To explain different type media.
- To explain the students about the basic principles and techniques of T.V writing.
- To describe of new media writing.

Learning Outcomes:

- Develop proper understanding about the news and news media.
- Understand the formats and style of news writing.
- Develop better understanding about articles, features and editorials that are published in media.
- Understand the art of writing for broadcast media and Web platforms.

Unit 1: Print Media

Print Media: Introduction to Writing for Print Media, Principles & Techniques of Writing for Print Media. – Clarity, Brevity, Simplicity, Readability and Accuracy. Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.

Unit 2: Electronic Media

Electronic Media: Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills.

Unit 3: Television Media

Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts.

Unit 4: New Media

New Media: Writing Techniques for New Media, Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism

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Suggested Readings:

- History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
- Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
- Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
- Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
- Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press
- Suggested Digital Platforms: <https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf>.

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Subject Code	Paper Name	Credit
MJL19JOU	Mass Media Writing (Practical)	4

Objectives:

- prepare To involve the student with hand on experience in writing, reporting and news item.
- To compare in practice the difference between broadcasting and newspaper
- To the student with hand on experience in preparing content for a tabloid

Learning Outcomes:

- Develop proper understanding about the news and news media;
- Understand the formats and style of news writing;
- Develop better understanding about articles, features, and editorials that are published in the media; understand the art of writing for broadcast media and Web platforms.

Unit 1

- Two Letters to the Editor of news paper.
- Present a two-minute-long radio segment on a topic of your choice.
- Prepare a news script of three-minute duration.

Unit 2

- Prepare list of question for interview
- Interview Personalities and prepare report
- Provide center for preparing news report on various topic viz...Sport, Accient, Event and Politics

Unit 3

- Cover an event news story with mandatory 5W sand 1H in inverted pyramid.
- Headline Writing
- Caption Writing.

Unit 4

- Prepare Content for Four Page Tabloid News Paper.

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Suggested Readings:

- History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
- Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
- Kobre, Kenneth. (2000). Photojournalism. The professional approach (4th Ed). London: Focal Press
- Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
- Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York: University of Missouri Press

Suggested Digital Platforms:

- <https://egyankosh.ac.in/bitstream/123456789/75385/1/Unit-4.pdf>

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SEMESTER VIII

Subject Code	Paper Name	Credit
MJ20JOU	Introduction to Video	4

Objectives

- To understand the working of a video camera
- To understand the art of video editing
- To understand the ethical implications of visual representation
- To describe the fundamental concept's principle of video

Learning outcomes

Student will be able

- Demonstrate the knowledge of edge of video
- Understand different format of video
- Connection and contribution with their media world
- strong sense develop and identify to good video

Unit 1: Visual Communication

Visual Communication: Communication with Still and Moving Images, Basics of a video camera, different video formats and workflows. From camera to television set-key technical Processes and transmission, camera movement.

Unit 2: Editing

Basics of editing, continuity and montage, Art and craft of editing, Types of Shots, Lighting- Indoor and Outdoor

Unit-3: Video Recording

Basics theory of video recording, Definition and Video Characteristics of Video- PAL, NTSC and SECAM. Concept of camera- Rows of Dot and Scanning

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Unit -4: Package and Peace to Camera

Reporting for television. The television package, Key elements of a television package, Producing a Television Package, Concept of Peace to Camera, type of P.T.C, opening PTC, Bridge PTC, Closing PTC.

Suggested books

- Reena Dhillon,(2016) Patrkarita Media and Jansanchar, Unistar book Private Limited, Chandigarh.
- Subrata Ghosh,(2008) Growth of Electronic Media, Adhyayan Publishers and Distributors.
- R.R Gulati,(2006), Colour Television,Newage International Limited Publisher New Delhi.
- Herber Zettle,(2016), Television roduction Hndbook, San Francisco State University.
- Herrod David,(2003), Photo journalism and Essential Guide, Guild of Masters Craftmen New Delhi.

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Subject Code	Paper Name	Credit
AMJ01JOU	Introduction to Digital Media	4

Objectives:

- To familiarize the student with the characteristics of digital media and its quality
- To explain social media platforms.
- To discuss the tool of social media and internet reporting.
- To describe Video and Audio Social Sharing and Component of Multimedia

Learning Outcomes:

- The course intends to acquaint the learners with the concepts of Digital Media as a new generation of media that emerged through progressive convergence of Computer and telecommunication;
- It will familiarise the learners with the evolution of Information & communication technologies, and the technology milestones behind the advent of Digital Media;
- To develop the ability and understanding of data journalism among students.
- To make students skilful for data collection.
- To inculcate skills for app different techniques of data collection

Unit 1: Introduction to Digital Journalism

Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components

Unit 2: Role of Browsers

Role of Browsers and Plug-Ins, Searching: Tips & Tools for Better Search in Digital Era for Journalists. Using Online Reporting Sources, The Internet as a Reporting Source, E-Mail Related Sources - Using E-Mail, Newsgroups, Web Page Based Sources - General Reference Sources, Wikis, Specialized Sources for Journalists. Search Engines - Basic Search Engines, Searching The Deep Web, Directories, Online Journalism Sites, Databases

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Unit 3: Social Media Platforms

Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism. Social Networking & Collaboration Through WhatsApp, Snap Chat, Skype etc. Profiling and Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flickr etc.

Unit 4 Video and Audio Social Sharing

Video and Audio Social Sharing: YouTube, Sound Cloud. Online Advertisement & Revenue Generation Basics from Online Journalism. Approach to Digital Journalism. Approach to Digital Journalism, Using Multimedia Components-Text, Graphics, Audio, Video & Animation Together into News.

Suggested Readings:

1. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
2. Saxena Sunil (2006), Headline Writing, Sage
3. Kim Jihoon: Between film, video and the digital, Bloomsbury
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury
5. Rey G Rosales (2006), The Elements of Online Journalism, I Universe, U.S
6. Data Journalism: Mapping the Future, Editor: John Mair and Richard Lance Keeble.

Suggested Digital Platforms:

1. http://www.tezu.ernet.in/tu_codl/Uploads/NEW%20MEDIA%20MODULE%20II%20SLM.pdf
2. <https://institute.aljazeera.net/sites/default/files/2019/Data%20Journalism%20En%20-%20Web.pdf>

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Subject Code	Paper Name	Credit
AMJ02JOU	Introduction to Convergent Journalism	4

Objectives:

- To develop student's ability to understand Convergent Media.
- To develop student's ability to use Convergent Media.
- To develop the thinking to understand the changes in media.

Learning Outcomes:

- The course aims to develop in the learners advanced skills for the converged multimedia news platforms.
- It will familiarise the learners with the unique nature of the Web Platforms, specialized skills needed for their content development.
- The students will also learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics.
- The course will acquaint the learners with the authoring tools used in multimedia content development.

Unit 1: Concept of Convergent Media

Introduction to Journalism, Types of Journalism: Immersive, Investigative, Embedded, Advocacy, Gonzo etc. Concept and significance of Convergence, Process and effects of Convergence.

Unit 2: Models of Convergence Media

Models of media convergence—Convergence Continuum, Lawson Borders model, Flynn & Gordon model Case studies of convergence—Tampa news centre, Vinnova model, Global and Indian scenario

Unit 3: Network Society

Network Society, Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism. Need for multi-media/multi-skilled journalists, Blogging & journalism, Role and effects of Social Media as alternative media.

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Unit 4: Age of Information Journalism

Age of Information Journalism- Existential journalism, Regulatory challenges to media convergence
Convergence in Cinema and Broadcasting, and Artificial Intelligence, Media industry: ownership & control,

Suggested Readings:

- Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak
- Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy
- Understanding Media Convergence by August E Grant
- Journalism and New Media by John V Pavlik
- Convergence Culture: Where old and new media collide by Henry Jenkins
- Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity;Cambridge Sep 2013

Suggested Digital Platforms:

1. <https://old.amu.ac.in/emp/studym/99995026.pdf>

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Subject Code	Paper Name	Credit
AMJ03JOU	International Communication	4

Objectives:

- To explain International Communication and theory New World Information and Communication Order.
- To define the concept of Global homogenization and their impact.
- To describe International News Agencies

Learning Outcomes:

- Gain knowledge about various aspects of International Communication.
- At the end of the course, students will be able to work as a reporter on international desk.
- Gain knowledge about various aspects of International News Agencies

Unit 1: International Communication

Understanding International Communication What is international Communication? International communication in the Internet age (Imbalance in) International Information flow The New World Information and Communication Order (NWICO) Towards an integrative view of balanced information flow

Unit 2: International Communication Theory

Approaches To Theorizing International Communication Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Propaganda, Global Village, Globalization, Cultural Imperialism.

Unit 3: International Media Organizations

International/Transnational Media Organizations News Agencies, Evolution, Functions, Typology, Broadcast networks Cable News Networks (CNN), British Broadcasting Service (BBC), Al Jazeera Networks.

Unit 4: Disappearing Borders Of Empowerment

Disappearing Borders Of Empowerment Global homogenization, Cultural hybridity, Revised cultural imperialism, Spaces of empowerment.

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Suggested Readings:

- Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited
- Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3)
- Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
- Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.
- Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press
- Morley, M (2002) How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press.

Suggested Digital Platforms:

1. <https://vulms.vu.edu.pk/Courses/MCM604/Downloads/Course%20Pack%20%20International%20Communication.pdf>
2. %20International%20Communication.pdf

OR

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication

Subject Code	Paper Name	Credit
RC-01	Communication Research	4

Objectives:

- To explain various aspects of science and research with focus on mass media, Element of Research, its related parameters and discuss Qualitative Research methods including analysis of Qualitative and Quantitative data.
- To enable the student to interpret gathering Survey data , overcome problem and APA Style in Research report writing

Learning Outcomes:

After completion of the course, the student will be able to:

- Explain the meaning and type of research
- Identify the element of research and other related concept.
- Discuss Qualitative research method and explain analysis of data.
- Name the essentials of report writing, its structure and style.

Unit-1 : Introduction to Research

Introduction to Research: Meaning and Definition of Research, Types of Research, Difference between Qualitative and Quantitative Research Approaches, Characteristic of Good Research

Steps of Research Research: Research Methods, Research Methodology, Research Processes

Types of Communication Research Problem Formulation: Research Problem,

Hypothesis: Meaning of Hypothesis, Types of Hypothesis Characteristics of Hypothesis, Procedure for Hypothesis Testing, Mass Media Research : Print Media Research Electronic Media Research, Advertising Research, Public Relations Research.

Unit-2: Methods of Media Research

Elements of Communication Research-quantity research Survey Research -Types of Surveys : Questionnaire survey, Interview, Telephonic survey, Mail survey, Internet survey, Public Opinion Survey, Pre-Election and Exit Poll Content Analysis : Meaning and Definition of Content Analysis, Purpose of Content Analysis, Methods of Content Analysis, advantages of content analysis, limitations of content analysis Research Design .

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Unit-3: Research Tools

Research Tools, Sampling and Data Analysis Data and its Types : Collection of Primary Data Observation method, Interview method Questionnaire method, Schedules, Secondary data Census and Sampling : Census, Purpose of census, Sampling, Different types of sampling Data Evaluation Techniques : Classification and Tabulation of data,

Unit-4 : Ethics and Report Writing

Research Report: Shape of a Research Report, Writing a Research Report, Referencing, Writing a bibliography, Ethics : Definition of Ethics, Reasons to be Ethical, Ethical Responsibilities of a Researcher

Suggested Readings:

- John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- David Croteau and William Hoynes. Media/ Society: Industries, Images and Audiences, Forge

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Subject Code	Paper Name	Credit
RC-02	Research Proposal	4

Process of writing a research proposal

That includes the following points:

1. TITLE.
2. INTRODUCTION
3. REVIEW OF LITERATURE (BACKGROUND AND RATIONALE)
4. RESEARCH QUESTION(S) ..
5. AIMS & OBJECTIVES
6. RESEARCH METHODOLOGY.
7. PLAN OF WORK
8. REFERENCE/BIBLIOGRAPHY.

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Subject Code	Paper Name	Credit
RC-03	Research Report	4

A research report is a reliable source to recount details about conducted research. It is most often considered to be a true testimony of all the work done to garner specificities of research.

Research reports present the results of formal investigations into the properties, behavior, structures, and principles of material and conceptual entities. Almost any physical phenomenon or concept may be investigated in a research framework. The following are some key differences between formal research, and other less structured kinds of inquiry.

1. *Problem definition*: the rigorous reduction of the inquiry to a narrow question with a quantifiable answer. The most significant preliminary phase of research writing is that of effective problem definition. This process is one of identifying an interesting question and narrowing the research inquiry to a manageable size.
2. *Research approach*: the structuring of the research according to a methodology associated with a specialized field of inquiry. Specialized fields have research methodologies that are followed in investigating problems. These range from general methods of interviewing and literature researching to highly specialized procedures for using materials and mechanical devices to establish appropriate conditions for generating data. Adapting a sound research methodology to the investigation of your problem is a major milestone in the conduct of your inquiry.
3. *Research report*: the presentation of the research and its results in a rigorously formatted document that follows a conventional structure. In presenting your research, you pull all its elements together into a focused, coherent document. Research reports contain a standard set of elements that include.

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Bachelor of Journalism & Mass Communication
MINOR
SEMESTER – I / III / V / VII

SEMESTER – I

Subject Code	Paper Name	Credit
MN01JOU	Mobile Journalism	4

Objectives:

- To familiarise student with the basic of mobile journalism.
- To explain equipment of mobile journalism, scope and reach of smartphone.
- To describe the impact of traditional and social media.
- To explain social media branding and marketing,

Learning Outcomes:

- The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms.
- Some new developments in are fascinating enough to attract anyone interested in journalism.
- The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobile journalism.

Unit-1 Concept Mobile journalism

Mobile Journalism Overview, Purpose of Mobile Journalism, Understanding Mobile Journalism, MOJO in India

Unit-2 Development of Mobile journalism

Global adaptation and influence of the mobile, History of MOJO, Case Studies: Arab evolution

Unit-3 Equipment of Mobile Journalism

MOJO's Basic equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the limitations of Smartphone,

Unit-4 Mobile And Social Media

Traditional Media and MOJO, Social Media & MOJO, Audience research and engagement, Social Media branding and marketing,

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Suggested Readings:

- Singh, RavindraPratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication
(1st edt.)
- Gupta, Om,Jasra,Ajay S.2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
- Harimohan 2002: SuchnaProdhyogikiAur Jan Madhyam, New Delhi, TaxsilaPrakashan (1st edt.)
- Gupta, Om,Jasra,Ajay S.2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt)
- Sharma, GK, Sharma, Hemant 2002, SuchnaProdhyogiki New Delhi, Atlantic Pub.(1st 1. ed.)

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication
SEMESTER – III

Subject Code	Paper Name	Credit
MN03JOU	History Of Print And Electronic Media	4

Objectives

- To make students aware of the rich and diverse history of Indian Press, Radio and Television.
- To highlight the role of Government in the Press.
- To educate students about the role of Print Media in Indian Freedom Struggle.
- To make students aware about the growth of Hindi and English newspapers.
- To give an introduction of different forms of Traditional Media.

Learning Outcomes

- Students will able to understand origin and growth of Indian Press.
- Students will able to understand the contribution of Indian Press in the Freedom Struggle.
- Students will have knowledge about growth of National and Vernacular Press.
- Students will have knowledge about growth of Radio and Television.

Unit-1 History of Media

Introduction to the origin of Press History of „Bengal Gazette“ and „Udant Marthand“

Newspapers Introduction to major Indian News Agencies Brief introduction : Reuters, AP, AFP, TAAS, ANI

Unit-2 Development Radio

Development of All India Radio Role of AIR in National Development FM radio Community radio

Unit-3 Development Television

Doordarshan in India Growth of Private television channels in India, Impact of TV

Unit-4 Traditional Media and Cinema

Traditional Media and its relevance, Brief history of Indian Cinema

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Suggested Readings:

- Briggs A. & Burke Peter, Social History of the Media: From Gutenberg to Internet, Polity Press, 2010
- Chopra Dhananjay, Patrakarita Tab Se AbTak , Uttar Pradesh Hindi Sansthan , Lucknow, 2007
- Jeffrey Robbin, India ' s newspaper Revolution, Oxford India PaperBacks, 2009
- Jeffrey Robin, India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press,2000
- Kumar Keval J., Mass Communication in India, Jaico Publishing House,1994
- Natarajan J., History of Indian Journalism, Publication division of theMinistry and Broadcasting of Government of India, 2000
- Shridhar Vijay Dutt, Bharatiya Patrakarita Kosh, VaniPrakashan , New Delhi, 2008

E- resources :

<https://doordarshan.gov.in/>

www.univarta.com

www.eathshala.nic.in

<file:///C:/Users/WINDOW%20%207/Downloads>

/Understanding-Media-and-Culture1614013250.

_print.pdf

<https://us.sagepub.com/en-us/nam/mass>

-communication-interactive-ebook/book266215

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication
SEMESTER – V

Subject Code	Paper Name	Credit
MN05JOU	Reporting and Editing for Print Media	4

Objectives

- Describe the importance of Reporting in a news paper.
- Enumerate various types of Reporting.
- Describe the Qualities of Reporter & their reports.
- Define the the News Editing, Principiles of editing etc.
- Enlist the contribution of the Electronic revolution to the Media Industry.

Learning Outcomes

- Students will be able to understand significance of Reporting.
- Students will be able to judge the news worthiness of events and ideas.
- Students will be analyse stories for content, form and style.
- Students will be able to develop the qualities of Good and Responsible Reporter.

Unit-1 Reporting

Principles of Journalism Concept, Definition & Elements of Reporting, Responsibilities of a Reporter, Essential Qualities of a Reporter, Types of Reporting

Unit-2 Art of Editing

Introduction, Definition & Principles of Editing Newsroom, Desk Management
Concept of Copy Editing, Duties of a Copy Editor, Qualities of copy Editor,

Unit-3 Specialized Reporting

Concept of Specialized Reporting, Local Reporting, Court Reporting, Legislature Reporting, Crime Reporting

Unit-4 Photo Editing& Design

Concept, definition & principles of Photo Editing, Creative Cropping of pictures, Choosing of pictures, Captions

Suggested Readings:

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Bachelor of Journalism & Mass Communication

- Madhok M., News Agency Journalism, MCU Publications, Bhopal, 2014 Publications, New Delhi, 2019
- Researcher C.Q., Dynamics of News Reporting and Writing, Sage
- Researcher C.Q., Issues in News Reporting, Sage Publications, New Delhi, 2019
- Shrivastava K.M., News reporting And Editin, Sterling Publishers, New Delhi, 2013
- Spark D., Practical Newspaper Reporting, Sage Publications, New Delhi, 2012
- Trikha N.K., Reporting, MCU Publications, Bhopal, 2013
- Westley Bruce H., News Editing, Houghton Mifflin, Boston, 201

E- resources:

<https://www.scribd.com/doc/23738974/7>

-Reporting-Editing-Techniques

<http://download.nos.org/srsec335new/ch7.pdf>

<http://www.universityofcalicut.info/SDE/sde>

%20NEWS%20%20REPORTING%202014%281% 29.pdf

RKDF UNIVERSITY RANCHI
Bachelor of Journalism & Mass Communication
SEMESTER – VII

Subject Code	Paper Name	Credit
MN07JOU	Reporting and Editing for Electronic Media	4

Objectives:

- To focus on Electronic Media
- To understand the world of Electronic Media.
- Understand process, techniques, technical requirements, and follow up of Television Production.
- To make students familiarize with the characteristics of Reporting, Electronic media and its production.

Learning Outcomes:

- Learner will be able to prepare news report for Radio.
- Learner will be able to write script for TV news.
- Learner will be able to apply tools and techniques of editing for Radio.
- Learner will be able to apply tools and techniques of editing for TV.
- Learner will be able to identify and fulfill ethical responsibility of reporters in a society.

Unit-1 News and Reporting

News: Concept, Definition , Principles , Elements , Values ,Types of News and News follow-up
Source of News: Types of Source, News Gathering, Verification and Validation , Types of News
Reporting Reporter's Duties and Responsibilities

Unit-2 Reporting for Radio

Programmes of Radio features/documentaries Radio commentaries Spotlight/Talks, etc
Types of Radio News Bulletin, Structure of News, Characteristics of Radio as a Mass Medium in India.

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Unit-3 Reporting for Television

Organizational Structure of TV News Channel, TV news team- Role and Responsibility

TV stories, Field work, TV news Interviews, Shooting, Phono, Voice Over, Byte, Counter Byte
Concept & Technique of Live reporting , OB van, FTP D-Live, Vox-Pop,

Unit-4 Editing for Radio and T.V

Editing for Radio : Concept, Definitions and Elements of Editing Studio recording : Off air / On air studios and their working Stages of Radio Production; Pre-Production Sound Recording / Perspective of sound , OB recording equipment Sound transfer, Editing and Post-Production

Editing for Television : Camera Movement, Types of shot, Camera Angles Editing Linear and Nonlinear, Continuity editing and cutaways Transition tech niques cut, fade, dissolve, wipe and split screen

Suggested Books:

- Aspinall Richard, Radio Programme Production: A Manual for Training, ,
- UNESCO, Paris, 1971 Bhanavat Dr. Sanjeev, Electronic Media (Radio, T.V evam Film Madhymo Ka Digidarshan), Rajasthan Hindi Granth Accademy, Jaipur, 2009
- Luthra H.K, Indian Broadcasting, Publications Division, New Delhi, 1987
- Mcleish Robert, Radio Production, Focal Press, Oxford, 2005
- Sengupta Aditya, Electronic Journalism: Principles and Practices, Authors Press, New Delhi, 2006

e_resources:

www.uk.sagepub.com

www.ddnews.com

<https://www.oreilly.com/library/view/basic-tv>

-reporting/9781136026010/