



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 1st)
Choice Based Credit System (CBCS) w.e.f July 2021

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC101	Principles of Communication	30	70	21	100	35
2	BMC102	Fundamentals of Journalism	30	70	21	100	35
3	BMC103	Introduction to Print Media	30	70	21	100	35
4	BMC104	Introduction to Video	30	70	21	100	35
5	BMC105	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 1th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC101	Principles of Communication	3	1	0	4
2	BMC102	Fundamentals of Journalism	3	1	0	4
3	BMC103	Introduction to Print Media	3	1	0	4
4	BMC104	Introduction to Video	3	1	0	4
5	BMC105	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Principles of Communication

Sub. Code: BMC101

Unit-I

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

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).

Unit-III

Forms of Communication. Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.

Unit-IV

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-V

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.

PRACTICALS:

P – 1.2

- a) Writing an application, business letter, memo and personal resume
- b) Conducting Interviews
- c) State reading purpose & comprehension
- d) Listening exercise – listening to news on Radio & TV
- e) Conversation & Public Speaking

Suggested reading

Business Communication - K.K.Sinha (Galgotia Publishing Company) Communication – Asha Kaul (Prentice Hall India)
Communication – C.S.Rayadu (Himalaya Publication)



Subject: Fundamentals of Journalism

Sub. Code: BMC102

Unit-I

Principles of Journalism. Journalism - Definition Nature Scope and Significance.

Unit-II

Major Theories of Press. Meaning of theories based on scientific study & analysis; four major theories of Press, According to Fred Siebert, Theodore Peterson & Wilbur, Schramm.

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist/Workers Theory. Other Theories: Development Media & Democratic Participant Theory

Unit-III

Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.

Unit-IV

Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press - Reader and his interests -understanding public taste -Press as a tool of social service. Newspaper Organization - The role of press as an agency of communication – Relationship between press and other mass media. Press and Democracy. Print Media in India: An overview



Subject: Introduction to Print Media

Sub. Code: BMC103

Unit-I

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

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

Unit-IV

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



Subject: Introduction to Video

Sub. Code: BMC104

The paper will introduce the students to the basics of video reporting. They will learn about the technical and aesthetic aspects of video production. It will familiarise them with basic shooting styles and the art of package making

Objectives

- To understand the working of a video camera
- To understand the art of video editing
- To understand the ethical implications of visual representation

Unit 1

- 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
- Types of Shots

Unit 2

- Basics of editing, continuity and montage
- Art and craft of editing

Unit 3

- Reporting for television.
- The television package
- Key elements of a television package
- Producing a television package

Evaluation

Total Marks- 100 (Final Exam-75, Internal 25)

Relevant readings

- Owens, J. (2017). *Video production handbook*. Routledge.
- Compesi, R. (2015). *Video field production and editing*. Routledge.
- Silcock, B. W., Heider, D., & Rogus, M. T. (2009). *Managing television news: A handbook for ethical and effective producing*. Routledge.
- Tuggle, C. A., Carr, F., Huffman, S., Stephens, M., Metzler, K., & Smith, D. (2010). *Broadcast news handbook*. McGraw-Hill Publishing.



Subject: Project Work

Sub. Code: BMC105

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 2nd)
Choice Based Credit System (CBCS) w.e.f July 2021
SEMESTER – 2nd

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC201	Mass Communication: Concepts & Processes	30	70	21	100	35
2	BMC202	Reporting Techniques & Skills	30	70	21	100	35
3	BMC203	Editing & Principles of Layout & Design	30	70	21	100	35
4	BMC204	Press Laws & Media Ethics	30	70	21	100	35
5	BMC205	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 2nd

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC201	Mass Communication: Concepts & Processes	3	1	0	4
2	BMC202	Reporting Techniques & Skills	3	1	0	4
3	BMC203	Editing & Principles of Layout & Design	3	1	0	4
4	BMC204	Press Laws & Media Ethics	3	1	0	4
5	BMC205	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Mass Communication: Concepts and Processes
Sub. Code: BMC201

Unit-I

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

Unit-II

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

Unit-III

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-IV

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

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali



Subject: Reporting Techniques & Skills

Sub. Code: BMC202

Unit – I

Gathering the News:

- Reporting & Reporters - Training & Qualifications
- Reporting for Newspapers - Reporting the expected & unexpected
- Reporting skills- Nose for News, Observation (listening & seeing)
- Taking notes, finding, checking, verifying, analysing & interpreting information
- Interviewing
- Asking questions
- Types of interviews
- Interviewing techniques. Skills for Writing News:
- The basic formula - The Inverted Pyramid
- Writing the Lead
- Kinds of Leads
- The summary Lead
- Thinking through the Lead

Finding the appropriate verb

- Organising the facts
- Time elements
- Variations on the summary Lead
- Datelines, Credit Lines, Bylines
- Checklist for the standard of the news story.

Unit-II

Types of Reporting:

- Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Economic & Commercial, Technical & Science Reporting.

Unit-III

Writing the Story:

- Single - Incident Story
- Attribution – Identification
- Time and Timeliness
- The Stylebook.

Extracting Stories from outside sources:

- Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc. Writing The Story - II:



- Coming events
- Stories with many names
- Localising
- Tying the story together in Depth reporting.
- Writing Hard News, Action & Fire Stories
- Accidents
- Obituaries
- Anecdotes & Tribute

Unit-IV

Writing For Magazines:

- News Angles
- Suspended Interest
- Stories
- Writing feature
- Keeping it simple
- Involving the reader

Articles, Editorials, Middle, Profiles Letters to The Editor, Book Reviews, Film Review, Sports Reviews.

SUGGESTED READINGS

1. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
2. The Professional Journalism - M. V. Kamath
3. The Journalist 's Handbook - M.V. Kamath



Subject: Editing & Principles of Layout and Design
Sub. Code: BMC203

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

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.

Unit-III

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

Unit-IV

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



Subject: Press Laws & Media Ethics

Sub. Code: BMC204

Unit-I

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

Unit-II

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

Unit-III

Parliamentary Privileges Right to Information
Copyright, Intellectual Property Right
Singh

Unit-IV

Social Responsibility of Press
Ethics, Self-Regulation & Freedom of Expression

SUGGESTED READINGS

1. Mass Media Laws & Regulations C S Rayudu, S B Nageshwar Rao
2. Press in the Indian Constitution R K Ravindran
3. Principles & Ethics of Journalism Dr. Jan R Hakemuldar, Dr. Fay AC de Jouge, P P Singh



Subject: Project Work

Sub. Code: BMC205

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 3rd)
Credit Based Credit System (CBCS) w.e.f July 2021

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC301	Media Management & Ethics	30	70	21	100	35
2	BMC302	Public Relations	30	70	21	100	35
3	BMC303	New Media Technologies	30	70	21	100	35
4	BMC304	Basic of Camera Light & Sound	30	70	21	100	35
5	BMC305	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 3rd

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC301	Media Management & Ethics	3	1	0	4
2	BMC302	Public Relations	3	1	0	4
3	BMC303	New Media Technologies	3	1	0	4
4	BMC304	Basic of Camera Light & Sound	3	1	0	4
5	BMC305	Project Work	3	1	0	4
Total			15	5	0	20



Media Management and Ethics

Sub. Code: BMC301

Objectives:

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

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.

Unit –II

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

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

Reference Books:

1. Newspaper organization and management-Herbert Willia
2. Print media communication and management – Aruna Zachariah
3. Media politics and ownership - Jagdish Machani Journalism ethics and codes - Nayyar Shamsi
4. Media laws and ethics – Kiran Prasad
5. Ethics & Journalism –Karen Sanders
6. Print media communication and management – Aruna Zacariah
7. Media politics and ownership – Jagdish Vachani
8. Media selling – Charles Warner and Joseph Buchman
9. Media development and management – Biswajeet Guha
10. Newspaper management by Gulab Kothari



Subject: Public Relations

Sub. Code: BMC302

Objectives:

The students will know about public relations and its function. How to apply the tools and techniques for handling public relations and maintain mutual understanding.

Unit –I

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.

Unit –II

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

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

Unit IV

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

Reference Books

1. Public Relations - Seema Sharma
2. Handbook of journalism and mass communication - Vir Bala Aggarwal & V.S. Gupta
3. Handbook of Public Relation- R. K. Ravindram
4. Public Relations by D.S. Mehta
5. Public Relations by Jaishree Jethway



Subject: New Media Technologies

Sub. Code: BMC303

Objective: The course intends to make media students appreciate these technologies. How these technologies are used in present scenario.

Unit –I

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

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

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.

Unit IV

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

Reference Books

1. Information & Communication Technology- Kiran Prasad
2. IT in India- Om Gupta & Ajay Jasra
3. Multimedia Journalism- Dr. R.C Ramanjun
4. Understanding the Web- Alan Albarran & David Goff
5. Multimedia Communication- Jerry Gibson
6. Internet Journalism in India-Om Gupta & Ajay Jasra
7. Communication Media & Electronic Revolution- Aruna Zachariah
8. Mass Communication in India - Keval J. Kumar
9. Mass Communication & its Digital Transformation- Dr. R.C Ramanjun
10. Introduction to Mass communication - Staney Baran
11. Electronic media-Eastman Ferguson



Subject: Basics of Camera Light and Sound

Sub. Code: BMC304

Objectives:

The students will identify different kinds of video camera, camera shots, movements, compositions, along with basic operations and functions of video camera. It also offers the knowledge of light and sound.

Unit –I

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

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

Unit III

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 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.

Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson



Subject: Project Work

Sub. Code: BMC305

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 4th)
Credit Based Credit System (CBCS) w.e.f July 2021

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC401	Radio Production	30	70	21	100	35
2	BMC402	Television Production	30	70	21	100	35
3	BMC403	Photo Journalism	30	70	21	100	35
4	BMC404	Photography & Web Content Development Practical Lab	30	70	21	100	35
5	BMC405	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 4th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC401	Radio Production	3	1	0	4
2	BMC402	Television Production	3	1	0	4
3	BMC403	Photo Journalism	3	1	0	4
4	BMC404	Photography & Web Content Development Practical Lab	3	1	0	4
5	BMC405	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Radio Productions

Sub. Code: BMC401

Objective:

The students will know about the characteristics of radio as a mass communication medium, radio formats and its production, radio equipments, radio editing, sound effects etc.

Unit –I

Characteristics of radio as a mass communication medium Radio studio set –up, audio equipment –Microphones, Console, Recording equipment, nature and scope of radio production, nature of sound, Sound effects, Sound recording techniques.

Unit II

Writing and production of different radio programmes-Talk, Interview, Discussion, Play, feature, Documentary, Phone –in, Radio bridges etc, Radio broadcast facilities and nature of transmission.

Unit III

Characteristics of radio news-how its different from print and TV news, News gathering, News editing, Newsroom and its functioning, News pool, actualities, raw sound, voice over, sound byte

Unit IV

Introduction to AIR and private radio stations. Special audience programmes on AIR. Audio editing techniques for different programmes. Codes related to Broadcasting.

Reference Books

1. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge
2. Audio in media- Stanley R. Alten
3. Radio production – Robert McLeish
4. Handbook of Journalism and Mass Communications-Vir Bala Aggarwal & V.S. Gupta
5. Radio and TV Journalism – K.M. Srivastava



Subject: Television Productions

Sub. Code: BMC402

Objective:

The students will know about the characteristics of TV as a mass communication medium, TV formats and its production, TV equipments, TV editing etc.

Unit –I

Characteristics of TV as a mass communication medium TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes.

Unit II

Fundamentals of TV reporting-Reporting skills, Ethics for TV reporting, writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews.

Unit III

Different TV formats and their production, stages of production-pre production, production phase, post production, live/studio production

Unit IV

Types of editing- linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.

Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly



Subject: Photo Journalism

Sub. Code: BMC403

Objectives:

This course will help to improve the knowledge of photograph, still cameras, lighting, photo editing techniques etc.

Unit –I

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 –II

Principles of camera oB.Sc.ura, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc

Unit-III

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc.

Unit- IV

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.

Reference Books:

1. Basic photography –Michael Langford
2. Inside photo journalism –Chap nick Howard
3. All about photography –Archna Nair



Subject: Photography and Web content Development Practical Lab

Sub. Code: BMC404

Photography

Objectives:

This will provide students hands-on experience on handling the camera and its usage indifferent scenarios. Students will be required to make a photo feature on a relevant topic. The feature should be able to express the theme with the use of pictures alone or with minimal words. They will also be required to take up timely assignments on photography and take part in college functions and events as photojournalists.

Web Content Development Practical

Objective/s: Students will be acquainted with the significance and need of writing for the web, deeming its demand in the current scenario. This will give them a clear picture of various forms of online writing. Students will be required to take timely practical tests for writing content for the web on the following topics:

1. Writing reviews for product launches
2. Writing review: books, movies, plays
3. Writing questionnaire for an interview to be published on the web
4. Writing features and understanding the mechanisms of feature writing for the web
5. Writing subject-based articles and features: science, sports, food, health etc.



Subject: Project Work

Sub. Code: BMC405

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 5th)
Credit Based Credit System (CBCS) w.e.f July 2021

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC501	Introduction to computer	30	70	21	100	35
2	BMC502	Event Management	30	70	21	100	35
3	BMC503	World Media Scenario	30	70	21	100	35
4	BMC504	Cyber Journalism	30	70	21	100	35
5	BMC505	Project Work	0	0	0	100	50
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 5th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC501	Introduction to computer	3	1	0	4
2	BMC502	Event Management	3	1	0	4
3	BMC503	World Media Scenario	3	1	0	4
4	BMC504	Cyber Journalism	3	1	0	4
5	BMC505	Project Work	3	1	0	4
Total			15	5	0	20



Subject: Introduction to Computers

Sub. Code: BMC501

Unit - I

Introductory concepts and applications of computers

- Introduction to computers
- Importance of computers
- Computer application in various areas of business
- Computers in Personnel department
- Computers in Finance department
- Computers in Marketing department
- Computers in Production department
- Office Automation
- General Application of computers in various fields

Unit - II

Fundamentals of computers

- Classification of computers
- Basic principles of operation of digital computer
- Input unit
- Central processing unit
- Output unit
- Computer system
- Computer virus
- Development of computers and computer generations
- History of computer
- Generation of computers
- Computer number system

Unit - III

Windows

- Basic Commands
- Components of MS- Office
- MS- Word
- MS- Excel
- MS- PowerPoint
- Basic application of MS- Office



Unit - IV

Page Maker, Interfacing, Working with text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions - Graphs - COREL SHOW - Cartoons - Use of colors in publishing concepts.

Page Layout: Adobe Page Maker, MS Publisher, Quark press. Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for presentations, Macro Media free hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media fireworks

Suggested Readings

1. Introduction to Information Technology – R. Sarvana Kumar, R.Parameswaran, T.Jayalakshmi (S.Chand)
2. 'O' Level –V.K. Jain
3. Computer Fundamental – P.K. Sinha
4. Computer Today.



Subject: Event Management

Sub. Code: BMC502

Objectives: These students will know about the growing field of event management. What is event management all about? How event planner works.

Unit –I

Events and events 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—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.

Unit III

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 –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 behaviour survey, Market area survey, visitors survey etc.

Reference Book

1. Advertising and Sales Promotion- C.N. Sontaki



Subject: World Media Scenario
Sub. Code: BMC503

Objectives: This will provide in-depth knowledge to the student about the media scenario world over, which will be immensely useful in the field.

Unit-I

New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order

Unit-II

NAM Media; Regional Agencies; and Direct Broadcasting Systems, World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance

Unit-III

Colonization of Communication, News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military

Unit-IV

Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues.

SUGGESTED READINGS:

1. Many Voices One World, UNESCO
2. Facts of Life, A Communication Challenge UNICEF, India-1993
3. The Media & Modernity, John B Thompson, Polity Press, 1995
4. Globalisation, Albrowm & King E
3. Technology & Communication Behaviour, Belmont C A Wadsworth



Subject: Cyber Journalism
Sub. Code: BMC504

Unit-I

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

Unit-II

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, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Unit-IV

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

SUGGESTED READINGS:

1. The Information, James Gleick
2. Cyberspace Aur Media, Sudhir Pachauri
3. Fundamentals of Information Technology, Deepak Bharihoke
4. Multimedia Systems, Ramesh Agarwal & Bharat Bhushan Tiwari
5. IT in the new millennium, V D Dudeja
6. Electronic Media & the Internet, Y K D'souza
7. The Spy in the Coffee Machine, O'Hara and Shadbolt



Subject: Project Work

Sub. Code: BMC505

Project Report: 75 Marks+25 Marks Viva Voce

During this semester students will have to complete a Project on any subject related to the syllabus under the supervision of an internal supervisor. Both the title of the project and name of the internal supervisor will be duly approved by the college/department. The project report must be submitted to the university and be evaluated by internal examiner and viva voce will be conducted.



RKDF UNIVERSITY, RANCHI

Scheme of Examination (Semester 6th)
Credit Based Credit System (CBCS) w.e.f July 2021

BA Mass Communication & Video Production

Subject wise distribution of marks and corresponding credits

S.No.	Subject Code	Subject Name	Marks Distribution				
			Internal Marks	External Marks		Total Marks	
			Max	Max	Min	Max	Min
1	BMC601	Documentary Production	30	70	21	100	35
2	BMC602	Academic Seminar and Thesis	30	70	21	100	35
3	BMC603	Beat Reporting	30	70	21	100	35
4	BMC604	Industrial Training & Project filling	0	200	0	200	100
Total						500	



RKDF UNIVERSITY, RANCHI

BA Mass Communication & Video Production

SEMESTER – 6th

Choice Based Credit System

S.No.	Subject Code	Subject Name	L	T	P	Credit
1	BMC601	Documentary Production	3	1	0	4
2	BMC602	Academic Seminar and Thesis	3	1	0	4
3	BMC603	Beat Reporting	3	1	0	4
4	BMC604	Industrial Training & Project filling	3	1	4	8
Total			12	4	4	20



Subject: Documentary Production

Sub. Code: BMC601

The paper aims to equip the students to gain hands on experience in television journalism and documentary production. The students will be expected to work as field reporters and will be trained in covering a range of situations and scenarios.

Objectives

- To develop necessary skill sets for television news reporting
- To produce television news packages
- To produce documentaries on relevant issues

Unit - I

- Various steps in the production of television news packages
- Skill sets for television news reporting, difference between reporting for television and other mediums

Unit - II

- Visual storytelling, using graphics, sound design, color grading, optimum outputs for different kinds of screening platforms.
- The art and craft of editing, DSLR and camcorder work flows, video crews, role of a producer

Unit - III

- Different stages in the production of a documentary, working with social actors, ethical concerns, distribution networks, skill sets for producing long form video stories.
- Building a documentary narrative, experimental approaches, directing a documentary, cinematography for documentary, editing a documentary

Relevant Readings: (These are the types of readings that could help students in this course. Individual instructors will provide more detailed readings as part of the teaching plan.)

Keller, T., & Hawkins, S. A. (2009). *Television News: A Handbook for Reporting, Writing, Shooting, Editing & Producing*. Holcomb Hathaway.

Rabiger, M. (2014). *Directing the documentary*. Routledge.

Frierson, M. (2018). *Film and Video Editing Theory: How Editing Creates Meaning*. Taylor & Francis.

Thompson, R. (2010). *Writing for broadcast journalists*. Routledge.

Thompson, R., & Malone, C. (2003). *The broadcast journalism handbook: a television news survival guide*. Rowman & Littlefield Publishers.

Evaluation

Total Marks: 100 (50 marks internal assessment, 50 Marks Viva Voce)



Subject: Academic Seminar and Thesis

Sub. Code: BMC602

This course provides multimedia journalism students with an opportunity to participate in a master's level academic seminar in which students conduct extensive research in media topics of their choice. Drawing upon insights introduced in prior research and theory courses, students will use the seminar to share ideas and develop a theoretical framework and research paper that complements their semester-long convergent media projects. This work will be performed with guidance from a faculty tutor. Besides introducing a scholarly seminar approach to media study, the course gives students an opportunity to think abstractly about their convergent media projects, and write a research paper.

Objectives

- To research and share theories and concepts related to media production.
- To introduce the seminar process as a research activity
- To develop help students develop scholarly techniques for analyzing and understanding media texts, and production and reception processes
- To prepare students for further scholarly study of media

Unit 1

- Developing a Research Topic, Literature Review, and Research Questions.

Unit 2

- Conducting the Research or Analysis, Re-consulting literature

Unit 3

- Writing and revising the thesis, Presenting the thesis



Subject: Beat Reporting

Sub. Code: BMC603

This course enables students to develop one, or possibly two, areas of interest, so the aspiring journalist understands the demands of beat reporting. With the aid of an industry mentor students learn to survey a beat, develop sources and efficiently produce the types of reports that demonstrate competence in the beat topic. Students will refine their backpack journalism and team reporting skills to produce multimedia reports that complement their major convergent journalism project.

Objectives

- Develop one, or possibly two, areas of interest as a beat
- Understand the unique reporting demands of beats reporting, including the jargon and technical terms used
- Develop a journalistic portfolio that demonstrates entry-level expertise in a beat

Unit 1

- Generic survey of journalistic styles in a beat,
- Beat surveillance and source mapping, developing and managing primary non-elite and elite sources
- Developing expert sources: human and institutional

Unit 2

- Pitching stories, routine beat sites, events and “ride alongs”
- Repurposing information for various media
- Getting editorial help, promotional strategies for beat journalists

Halpern Wenger, Debora & Potter, Deborah (2013).

Online files for Advancing the story:

Journalism in a multimedia world. Washington, D.C.: CQ Press.



Subject: Industrial Training & Project filling:
Sub. Code: BMC604

100 Marks+ 100 Viva-voce

Students will gain practical experience in six-weeks industrial training in any reputed media related organization/ Centers such as Radio and TV Channels, Production Houses, Advertising Agencies, Multimedia Houses. The students will have to submit a report of the training to the College/Department. The institute where the candidate undergoes training will submit a performance report/certificate by evaluating them in term of marks (200). These documents must be confidential and sent direct to the university. The viva examination of the candidates who have undergone industrial training will be conducted by an internal examiner appointed by the University.