

SYLLABUS

Bachelor of Vocation (B.Voc.) in Mass Communication & Journalism



ACADEMIC SESSION 2026-2027

Duration : Three Years (Six Semester)

**Department of Mass Communication & Journalism
Dr. Rammanohar Lohia Avadh University,
Ayodhya**



DR. RAM MANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

Structure of Syllabus for

Bachelor of Vocation (B.Voc.) in MASS COMMUNICATION & JOURNALISM

Duration: Three Years (Six Semester)

Academic Session 2026-27

Structure of Syllabus Developed by

Name of BoS Convener/BoS Member	Designation	Department	College/ University
Prof. Mridula Mishra	Dean	Arts and Humanities	Dr. Rammanohar Lohia Avadh University, Ayodhya.
Prof. Anup Kumar	Convener	Dept. of Mass Communication & Journalism	Dr. Rammanohar Lohia Avadh University, Ayodhya.
Prof. Gyan Prakash Mishra	Member	Dept. of Journalism & Mass Communication	Banaras Hindu University, Varanasi.
Prof. Mukul Srivastava	Member	Dept. of Journalism & Mass Communication	Lucknow University, Lucknow
Dr. Saurabh Malviya	Member	Dept. of Journalism & Mass Communication	Lucknow University, Lucknow
Prof. Vinod Kumar Pandey	Member	Dept. of Journalism & Mass Communication	Gujrat Vidyapith, Ahmedabad
Dr. Mahendra Pady	Member	Dept. of Journalism & Mass Communication	BBA Central University, Lucknow

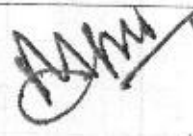
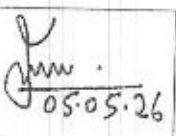
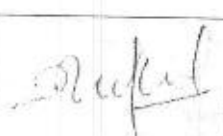
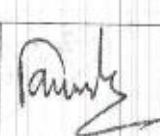
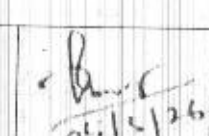
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
SEMESTER I (YEAR I)						
BVCJ101T	CORE	ORIGIN AND GROWTH OF PRINT MEDIA(GE)	4	T	25	75
BVCJ102T	CORE	INDIAN SOCIETY(GE)	4	T	25	75
BVCJ103T	CORE	COMMUNICATIVE HINDI(GE)	4	T	25	75
BVCJ104T	CORE	SCIENCE OF COMMUNICATION(SC)	6	T	25	75
BVCJ105T	CORE	NEWS WRITING(SC)	6	T	25	75
BVCJ106P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE(SC)	6	P	50	50

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SEMESTER II (YEAR I)						
BVCJ201T	CORE	ORIGIN AND GROWTH OF ELECTRONIC MEDIA(GE)	4	T	25	75
BVCJ202T	CORE	INDIAN POLITY(GE)	4	T	25	75
BVCJ203T	CORE	COMMUNICATIVE ENGLISH(GE)	4	T	25	75
BVCJ204T	CORE	PRINT MEDIA(SC)	6	T	25	75
BVCJ205T	CORE	ADVERTISING (SC)	6	T	25	75
BVCJ206P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE(SC)	6	P	50	50

SEMESTER III (YEAR II)						
BVCJ301T	CORE	PRINCIPLES OF COMMUNICATION(GE)	4	T	25	75
BVCJ302T	CORE	INDIAN ECONOMY(GE)	4	T	25	75
BVCJ303T	CORE	PUBLIC RELATIONS(GE)	4	T	25	75
BVCJ304T	CORE	BASIC COMPUTER APPLICATIONS(SC)	6	T	25	75
BVCJ305T	CORE	RADIO JOURNALISM (SC)	6	T	25	75
BVCJ306P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE(SC)	6	P	50	50

SEMESTER IV (YEAR II)						
BVCJ401T	CORE	MEDIA LAWS & ETHICS(GE)	4	T	25	75
BVCJ402T	CORE	CONTEMPORARY ISSUES IN INDIA (GE)	4	T	25	75
BVCJ403T	CORE	ENVIRONMENTAL STUDIES(GE)	4	T	25	75
BVCJ404T	CORE	T.V. JOURNALISM(SC)	6	T	25	75
BVCJ405T	CORE	RURAL JOURNALISM(SC)	6	T	25	75
BVCJ406P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE(SC)	6	P	50	50

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SEMESTER V (YEAR III)

BVCJ501T	CORE	DEVELOPMENT COMMUNICATION(GE)	4	T	25	75
BVCJ502T	CORE	COMMUNICATION RESEARCH(GE)	4	T	25	75
BVCJ503T	CORE	MEDIA MANAGEMENT(GE)	4	T	25	75
BVCJ504T	CORE	BASICS OF PHOTOGRAPHY(SC)	6	T	25	75
BVCJ505T	CORE	NEW MEDIA(SC)	6	T	25	75
BVCJ506P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE(SC)	6	P	50	50

SEMESTER VI (YEAR III)

BVCJ601P	CORE	DOCUMENTORY FILM	10	P	100	100
BVCJ602P	CORE	DISSERTATION	10	P	100	100
BVCJ603P	CORE	SEMINAR & EXPERIMENTAL NEWS PAPER (TABLOID)	4	P	100	-
BVCJ604P	CORE	EDUCATIONAL TOUR	4	P	100	-

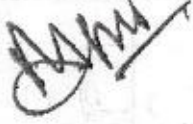
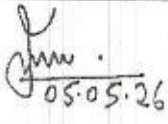
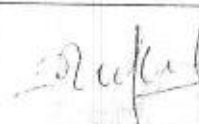
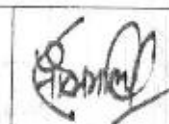
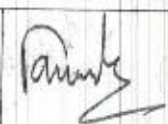
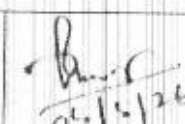
Grand total(Ist+IInd+IIIrd+IVth + Vth +VIth semester)

3600

Proposed Structure of Bachelor of Vocational Program in Mass Communication & Journalism.

Program Outcomes (POs)

1. The program has been framed in such a manner that students receive real feel of quality education by touching all aspects of Mass Communication & Journalism.
2. Designed to enhance the capacity of students to understand universal and domain-specific values of Mass Communication & Journalism.
3. Develop the ability to address the complexities and interface among of self, societal and national priorities
4. Inculcate both generic and subject-specific skills to succeed in the employment market and standards of life.
5. Promote research, innovation and design all the disciplines of Mass Communication & Journalism.
6. This programme develops scientific and practical approaches among the students which helps in their day to day life and understand media culture.

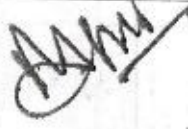
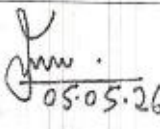
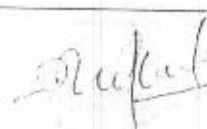
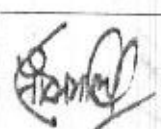
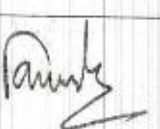
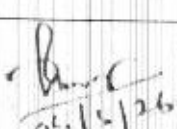
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SEMESTER-I

Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ101T	CORE	ORIGIN AND GROWTH OF PRINT MEDIA(GE)	4	T	25	75
COURSE OUTCOMES: 1. To make students aware of growth and development of printing and world media in general and Indian journalism in particular. 2. To makes students about growth of journalism in different languages. 3. To teach students about the contribution of pioneers of Indian journalism, including the role of journalism in Indian freedom struggles . 4. To make students aware of growth and emergence of electronic media and cinema. 5. To acquaint student out convergence and development of print media.						
Unit-1	Introduction to the origin of Indian press, Role of press in freedom movement, Freedom fighters as journalists.					
Unit-2	Major trends in growth of press, Role of press in Indian democracy, Newspapers revolution during nineties.					
Unit-3	Major news agencies: Reuters, AP, AFP, Taas, UNI, PTI, ANI, Role and importance of news agencies, Functioning of news agencies					
Unit-4	Introduction to printing industry in India, Introduction to major specialized magazines, News magazines, Women's magazines, Sports magazines, Business magazines, Health magazines, IT magazines					

Reading List:

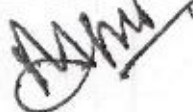
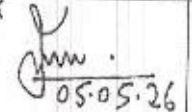
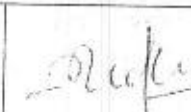
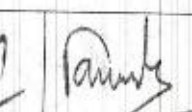
- Kumar J Kevel: Mass-Communication In India :Jaico Publication :Mumbai
- Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ102T	CORE	INDIAN SOCIETY	4	T	25	75
COURSE OUTCOMES: The student will develop an understanding of what the media's role is and what it can lead to in society, as well as the social responsibility of the media.						
Unit-1	Concept, definitions and importance of sociology, Relation of sociology with other social sciences, Importance of studying sociology for media students.					
Unit-2	Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence, Meaning of family, kinship, class, caste, clan, tribe, marriage					
Unit-3	Concept of socialization, social stratification, Concept, definitions and process of social change Agents of social change, Understanding of contemporary changes in India					
Unit-4	Characteristics of Indian culture, India's main social institutions, Cultural imperialism, consumerism, Understanding current socio-cultural issues.					

Reading list:

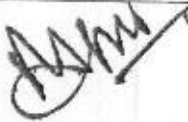
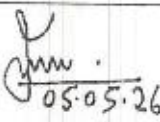
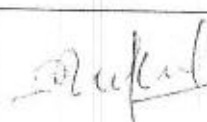
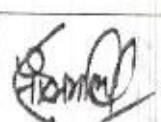
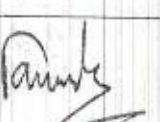
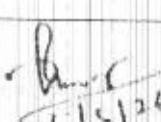
- Mukherji, R. N., Samajshastra evam Saankhyiki, Delhi, Vivek Prakashan .
- Kaviraj, S., 2010, The Imaginary Institution of India, Ranikhet: Permanent Black Guha, R., 1982, Subaltern Studies, Volume-I Delhi: Oxford University Press.
- Srinivas, M.N., 1969, Social Inequality: Selected Readings, Harmondsworth: Penguin Books.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ103T	CORE	COMMUNICATIVE HINDI	4	T	25	75
COURSE OUTCOMES: 1. General Hindi/ Hindi Literature. 2. Basic knowledge of Hindi Grammar & Literature. 3. Development of effective communication skills in Hindi. 4. Enhanced employability of students by developing their linguistic competence.						
यूनिट-1	भाषा की प्रकृति एवं स्वरूप, हिन्दी भाषा की उत्पत्ति एवं विकासक्रम, मानक हिन्दी, हिन्दी हेतु संवैधानिक उपबन्ध एवं राजभाषा अधिनियम, हिन्दी की लिपि, एवं बोलियों का संक्षिप्त परिचय, शब्दकोष : उपयोग एवं महत्त्व।					
यूनिट-2	शब्द, एवं वाक्य संरचना, हिन्दी में शब्द संरचना, एवं प्रयोग : संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (केवल व्यावहारिक, व्याकरण केवल परिचयात्मक)।					
यूनिट-3	प्रमुख मुहावरों, एवं लोकोक्तियों का प्रयोग, छंद, एवं अलंकारों का उपयोग, उच्चारण एवं वर्तनी, उच्चारण एवं वर्तनी दोष, गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम, शुद्ध उच्चारण एवं वर्तनी का अभ्यास, निबन्ध एवं लेख।					
यूनिट-4	मीडिया में भाषा का उपयोग एवं महत्त्व, मीडिया की भाषा की प्रकृति एवं विशेषताएं समाचारों व विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द, मीडिया की भाषा में नये प्रचलन मीडिया की भाषा के विकार एवं समस्याएं। प्रार्थना-पत्र, कार्यालय आदेश एवं कार्यालय ज्ञाप।					

सन्दर्भ सूची:

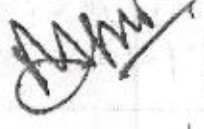
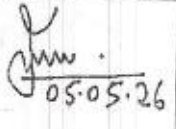
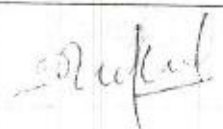
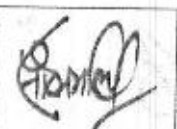
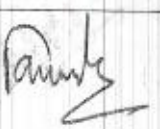
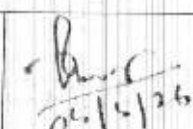
- राजेन्द्र: संवाद और संवाददाता, हरियाणा साहित्य अकादमी, चंडीगढ़, 1975
- त्रिखा नन्दकिशोर: समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ, 1974
- भानावत डा० संजीव : सम्पादन कला, यूनिवर्सिटी पब्लिकेशन्स, जयपुर, 1997
- जोशी, रामशरण: पत्रकारिता में अनुवाद, राधाकृष्ण प्रकाशन, प्राइवेट लि०, नई दिल्ली, 2003

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ104T	CORE	Science of Communication	6	T	25	75
COURSE OUTCOMES: After completion of this course students shall be able to: 1. Decode scientific inventions and discovers and present them to audiences in news form. 2. Able to write science news stories. 3. Differentiate between authentic and fake research publications.						
Unit-1	Concepts and Definitions of Communication, Elements & Process of Communication Relation between Mass Communication & Journalism.					
Unit-2	Types of Communication: Intrapersonal communication, Interpersonal communication, Group communication, Public communication, Mass communication.					
Unit-3	Verbal communication, Non-verbal communication, Oral communication, Written communication.					
Unit-4	Visual communication, Signs, symbols and code systems, Communication skills Dress codes, mannerism, accent and etiquettes, Listening- importance and art of developing listening habits.					

Reading List:

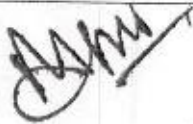
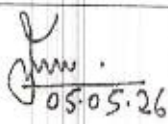
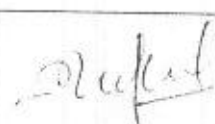
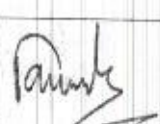
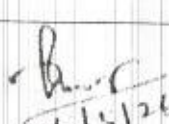
- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London, 2000.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)
- Bhanavat sanjeev, 'Sanchar ke Siddhant', University publication, Jaipur.
- केवल जे कुमार, भारत में जनसंचार, जैकब पब्लिसिंग हाउस, नई दिल्ली।
- प्रो. श्रीकांत शाह, जनसंचार प्रारूप विश्वविद्यालय प्रकाशन वाराणसी.
- जे नटराजन, भारतीय पत्रकारिता का इतिहास, प्रकाशन विभाग, भारत सरकार
- प्रो. देवव्रत शाह, इलेक्ट्रॉनिक मीडिया, विश्वविद्यालय प्रकाशन वाराणसी.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ105T	CORE	NEWS WRITING	6	T	25	75
COURSE OUTCOMES: 1. Recognize and articulate good new story. 2. Understand and analyze the sources and types of information that provide the basis for news stories. 3. Understand the importance of diversity in reporting stories and selecting sources. 4. Research and write publishable work for news organizations with multiple distribution platforms. 5. Critically analyse and respect the value of multiculturalism and diversity in media writing, and research and write for increasingly multi-cultural audiences. 6. Understand the ethical and legal constraints affecting newsgathering and publication						
Unit-1	Concept, definitions and elements of news, News values and dynamics of news values Truth, objectivity, diversity, plurality, social welfare and relevance of facts.					
Unit-2	News: structure and content, differences from other forms of media writing, Style: inverted pyramid, chronological, Headlines , types, function and importance Intro, types, Sources of news, cultivation and protection of news, verification and validation of facts.					
Unit-3	Types of news stories, Introduction to writing news features, news analysis and backgrounders.					
Unit-4	Writing news based on interviews, Writing news for: newspapers, radio, television, web.					

Reading List:

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ106P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE	6	P	50	50

Units	Topic
I	Software related to Print Media : Adobe Page Maker, Coral Draw, InDesign,
II	InDesign, Quark Xpress, Photoshop
III	Audio-Visual Software: Sound Forge, Adobe Pro, and other video editing software
IV	VFX software (visual effect software) / motion graphic software

Suggested Readings:

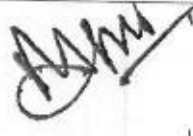
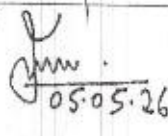
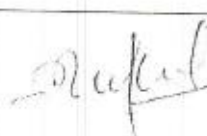
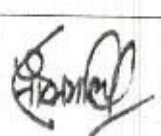
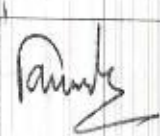
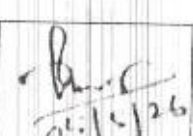
- User Guide of Various software

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Preparation of samples of Layout Design.
- Evaluation Sound quality edited by students.

Course prerequisites: To study this course, a student must have had the subject ALL in class 12th.

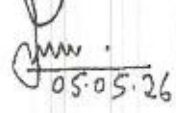
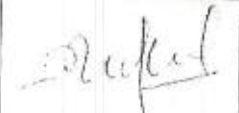
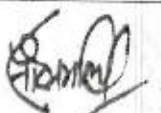
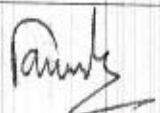
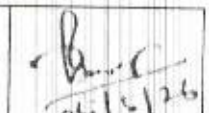
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SEMESTER-II

Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
					F	G
BVCJ201T	CORE	ORIGIN AND GROWTH OF ELECTRONIC MEDIA	4	T	25	75
COURSE OUTCOMES: After completion of the course the learners will be able to:1. To acquaint the students with in chronological growth and development of mass media.2. To let the students know the development of electronic media i.e. cinema, radio, TV.3. To enhance the basic knowledge about cinema, TV, Radio and their functional role.4. To surge the knowledge and history of Internet.						
Unit-1	Development of Radio as a medium of mass communication in India. Growth of FM & Satellite Radio, Community Radio in India.					
Unit-2	Development of TV as a medium of mass media in India. Growth of DTH, IPTV & SATELITE Channels in India.					
Unit-3	A brief early history of silent Indian Cinema, Early talkie era in India, Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.					
Unit-4	Development of Internet in India, History of Web Journalism, Social Networking, Blog					

Reading List:

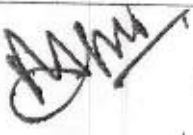
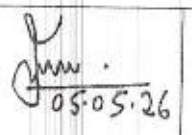
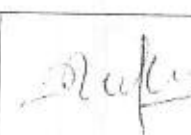
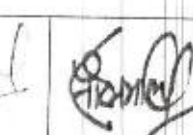
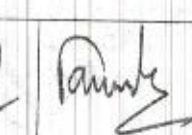
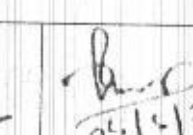
- Dasgupta, Chidana: Talking about Films: Orient Longman Mumbai
- Rai Satyajit: Our Films, Their Films: Orient Longman Mumbai
- Kumar J Keval: Mass-Communication In India :Jaico Publication :Mumbai

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ202T	CORE	INDIAN POLITY	4	T	25	75
COURSE OUTCOMES: 1. Demonstrate a broad and coherent body of knowledge with depth in the underlying principles and concepts. 2. Integrate knowledge of the diversity of cultures and peoples. 3. Apply critical thinking, independent judgment, intercultural sensitivity and regional, national and global perspectives to identify and solve problems in the discipline of the Political Science. 4. Demonstrate capacity for reflection, planning, ethical decisionmaking and inter-disciplinary team work in diverse contexts of community engagement.						
Unit-1	Concept, definitions and importance of Political Science, Relations of Political Science with other social sciences, Importance of studying Political Science for media students.					
Unit-2	Concepts of Basic elements of Indian constitution, Preamble, fundamental rights, duties, directive principles, center-state relationship, parliament, judiciary, emergency powers, amendment,					
Unit-3	Concepts of: Rights, liberty, equality, justice, duties and obligations Nation, state, government, power and authority.					
Unit-4	State and its institutions: legislature, executive and judiciary, How Indian democracy functions: parliament to <i>panchayats</i> ?, Structure of bureaucracy, Indian police, military and other forces.					

Reading list:

- M.Laxmikanth. Public Administration (9th ed.). Tata Mcgraw Hill. pp. 389-390. ISBN 0071074821.
- "General Election 2014". Election Commission of India, New Delhi.
- Guha, Ramachandra (2008). *India after Gandhi : the history of the world's largest democracy* (Indian ed.). India: Picador.
- Basu, Amrita; Chandra (Editor), Kanchan (2016). Democratic Dynasties: State, Party and Family in Contemporary Indian Politics (1 ed.). Cambridge, UK: Cambridge University Press.

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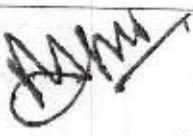
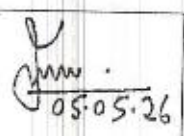
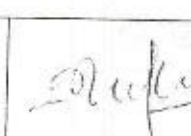
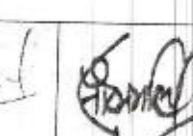
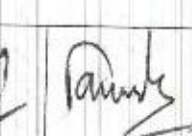
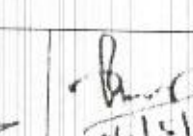
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ203T	CORE	COMMUNICATIVE ENGLISH	4	T	25	75

COURSE OUTCOMES: 1. To enhance the learner's communication skills by giving adequate exposure in reading, writing, speaking and listening skills. 2. To help the learner get rid of his present flaws and mistakes in pronunciation and grammar. 3. To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels

Unit-1	Growth and development of English language, Introduction to written and spoken English, Different types of spoken English - British, American and Indian, Essay, Letter to the editor
Unit-2	Usage of dictionary and thesaurus, Diction - words meaning and usage, Spelling rules, verb patterns, Idioms and phrases, Curriculum Vitae, Various Types of Application
Unit-3	Common errors in spellings and sentences, Human organs of articulation, Main problems in pronunciation,
Unit-4	Voice analysis, Pitch and tempo for effective presentation, Exercising right pronunciation of difficult words.

Reading list:

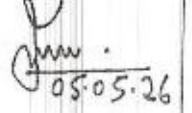
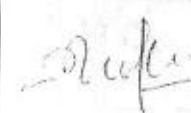
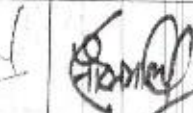
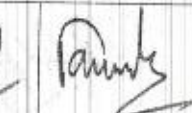
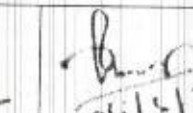
- Wren & Martin, High School English Grammar & Composition, S.Chand, New Delhi.
- Thomas S. Kane, Oxford Essentials Guide To Writing Collins , Collins Grammar Punctuation.
- George.A.Hough, News Writing , KanishkaPubilshers, New Delhi.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ204T	CORE	PRINT MEDIA	6	T	25	75
COURSE OUTCOMES: 1. One of the important aims of this course is to train the students for media industry friendly work environment. 2. To sharpen their reporting and editing skills. 3. To provide students with a toolkit for gathering news and prepare copy for print. 4. To provide students to learn news gathering, tutorials in news writing and feature writing including profiles, comment, articles, reviews and other specialist reporting.						
Unit-1	Concept of News, Element & Sources. News: Facts Collection and Presentation.					
Unit-2	Editing, Writing of headlines, Lay- Out, Graphics, Writing Style & Translation.					
Unit-3	Designation & Responsibilities of Editorial Wing.					
Unit-4	Introduction of different Writing Styles: Feature, Interview, Review, Article, Analysis, Satire, Cartoon, Editorial and letters to editor.					

Reading List:

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, News Writing Kanishka Publishers, New Delhi, 1998.

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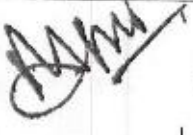
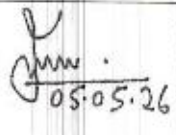
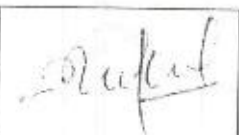
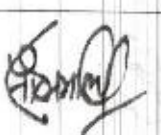
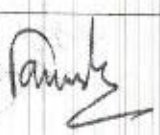
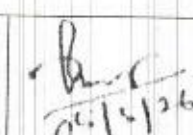
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ205T	CORE	ADVERTISING	6	T	25	75

COURSE OUTCOMES: One of the important outcome of this course is to describe the strategies, tactics, and techniques of Advertising Theories and Practice programs. The students learn different aspects of Advertising and become familiar with various research activities in Advertising. They also identified various areas in Advertising for research work. Students will get job in different area of Advertising Theories and Practice.

Unit-1	Concept, definitions and process of advertising, Need and scope of advertising, Growth and development of advertising in India, Careers in advertising
Unit-2	Classification of advertisement, Ad appeals, types of ad appeals, Concept and process of media planning.
Unit-3	Structure and functioning of ad agency, Process of preparing print advertisements, Process of preparing radio and television advertisements, Introduction to outdoor advertising.
Unit-4	Media marketing, space and time selling, Market survey – audience, product and media Profile Television Ratings Points (TRP) Methodology and process of ratings.

Reading list

- Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
- Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
- Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
- Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai
- White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- मधु अग्रवाल, भारतीय विज्ञापन में नैतिकता प्रकाशन विभाग, नई दिल्ली।
- राधेश्याम शर्मा, विकास पत्रकारिता, हरियाणा साहित्य अकादमी, चण्डीगढ़।
- अशोक महाजन, विज्ञापन, हरियाणा साहित्य अकादमी, चण्डीगढ़।
- डा. विजयकुलश्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशील प्रकाशन, जयपुर।

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ206P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE	6	P	50	50

COURSE OUTCOMES: 1. Able to design Print & advertising and Make Plan for that. 2. Understand Public Relation and able to make a good Public Relation. 2. Know press briefing, Press Conference and Others

I	Design Print & Advertising for his/her Institute
II	Design Visual Advertising for his/her Institute and also for any historical or religious place
III	Prepare Print & Radio Advertisement for his/her Institute
IV	Case Study of Any one the advertising National Campaign

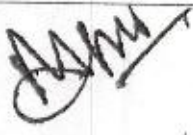
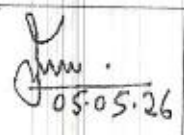
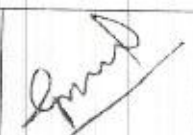
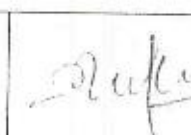
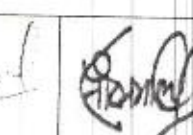
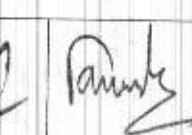
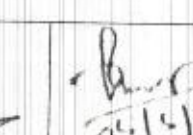
Suggested Readings:

- Advertising Management: David A. Parker, RajivBatra, Practice Hall, New Delhi.
- BN Ahuja and SS Chhabra, Advertising, surjeet Publications, New Delhi.
- William F, Contemporary Advertising, Arens & Bovee.
- अशोक महाजन, विज्ञापन, हरियाणा साहित्य अकादमी, चण्डीगढ़।
- डा. विजयकुल श्रेष्ठ, विज्ञापन माध्यम एवं प्रचार, पंचशील प्रकाशन, जयपुर।
- यादव, नरेन्द्र, वर्ष (2009). विज्ञापन प्रबंध जयपुर राजस्थान हिन्दी ग्रंथ अकादमी।

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods:

- Assessment of observation report.
- Preparation of advertising.
- Evolution of Case Study.

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SEMESTER-III

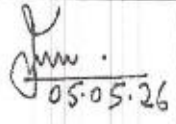
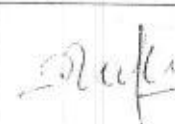
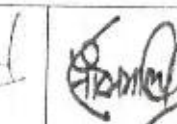
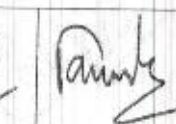
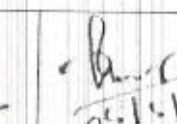
Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ301T	CORE	PRINCIPLES OF COMMUNICATION	4	T	25	75

COURSE OUTCOMES: After completion of the course the learners will be able: 1. To enhance the knowledge of students with regard to the fundamentals of communication and its different forms. 2. To know the elements of effective communication and barriers of communication. 3. To illustrate the fundamentals of Mass Communication and its various forms. 4. To describe the theories of communication that make the students understand about the role of communication in society and media. 5. To understand various Communication Models and significance of Models in understanding communication process. 6. To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Unit-1	Communication Models: Aristotle, SMCR, Lasswel, Shannon Weaver, Osgood, Schramm, Gerbner, Newcomb, Westley & Maclean.
Unit-2	Theories of mass communication- Bullet, Individual difference, selective exposure, selection perception, Personal influences theories, Two step flow, multi step flow.
Unit-3	Sociological theories- Cultivation, Agenda setting, Uses & Gratification.
Unit-4	Normative media theories: Authoritarian, Libertarian (free press), Communist media, Social responsibility, Development communication, Democratic participant media theories.

Reading List:

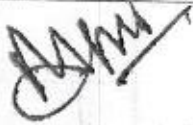
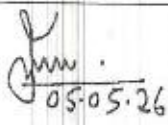
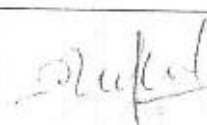
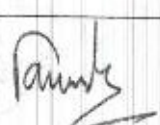
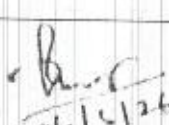
- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London, 2000.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- Bhanavat sanjeev, 'Sanchar ke Siddhant', University publication, Jaipur.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ302T	CORE	INDIAN ECONOMY(GE)	4	T	25	75
COURSE OUTCOMES: An economic relationship in which payment is attached to a value achieved, rather than a service or product. Digital devices on edge are powering an Outcome Economy and enabling a new business model that shifts the focus from selling things to selling results.						
Unit-1	Concept, definitions and importance of Economics, Relation of Economics with other social sciences, Importance of studying Economics for media students. fundamental concepts. Unique characteristics of Media Product, Monopolistic competition in News papers, television, Film and digital platforms, Revenue Streams (advertising vs Subscription) monetization Strategies and cost Structure. Digital Content & Production, distribution Strategies. Economics of Internet.					
Unit-2	Principles of demand and supply, Meaning of monopoly, inflation, Understanding union Budget How share market functions?					
Unit-3	Introduction to Indian Economy, Infrastructure, production, service, agriculture sector, Present state of Indian trade and commerce.					
Unit-4	Consumer behaviour, Globalization, Liberalization, consumerism, Understanding contemporary economic issues.					

Reading List:

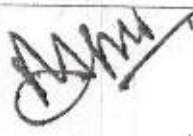
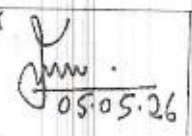
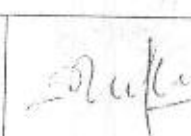
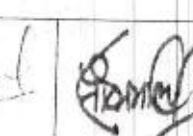
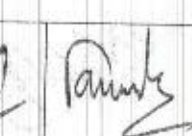
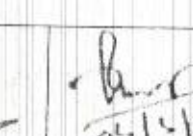
- Debraj Ray, Development Economics, Oxford University Press, 2009.
- Partha Dasgupta, Economics, A Very Short Introduction, Oxford University Press, 2007.
- Abhijit Banerjee, Roland Benabou and Dilip Mookerjee, Understanding Poverty, Oxford University Press, 2006.
- Kaushik Basu, The Oxford Companion to Economics in India, OUP, 2007.
- Amartya Sen, Development as Freedom, OUP, 2000.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ303T	CORE	PUBLIC RELATIONS	4	T	25	75
COURSE OUTCOMES: One of the important outcome of this course is to describe the strategies, tactics, and techniques of Public Relations. Students should have an understanding of key issues in corporate communication as a basis for engaging in effective Public Relations. Students will get job in different area of Public Relations.						
Unit-1	Concept and definitions of public relations, Process of public relations, Need and scope of public relations, Growth and development of PR with special reference to India.					
Unit-2	Public relations- advertising-propaganda-publicity-corporate communication: similarities and differences, PR set-up in private and public sectors					
Unit-3	PR agency- structure and functions, Tools of public relations, House journal					
Unit-4	Internal and external publics, Public relations campaigns, Careers in PR.					

Reading List :

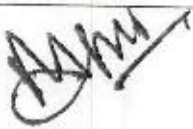
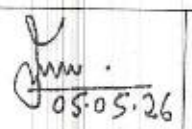
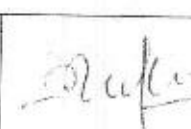
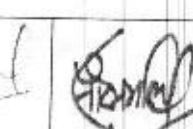
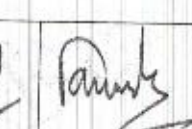
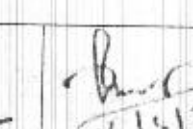
- Prof. K.R. Balan. Corporate Public Relations, Sterling Publishers Pvt. Ltd. New Delhi , 1992
- Sam Black. Practical Public Relation, Universal Book stall, Ansari Road, New Delhi , 1976
- Dr. C.V. Narasimha Reddi – Public Relations and Communication Handbook, Public Relation Foundation, Hyderabad , 2002
- Srinivas R. Melkote, Communication for Development in the Third world – Theory Practice 1991.
- D. S. Mehta – Handbook of Public Relations in India; Allied Publishers Ltd, 1980.
- मदन गोपाल, जनसम्पर्क, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, दिल्ली।
- कालीदत्त झा, जनसम्पर्क, माखनलाल घतुर्वेदी पत्रकारिता विश्वविद्यालय, भोपाल।
- चन्द्रकांत सरदाना, एवं सुषमा कसबेकर, जनसम्पर्क, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
- डा. सुशील त्रिवेदी, जनसम्पर्क, और व्यवहार, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, प्रभावी जनसम्पर्क, युनिवर्सिटी बुक हाउस प्रा.लि., जयपुर।
- डा. मनोहर प्रभाकर, एवं डा संजीव भानावत, जनसम्पर्क, दिग्दर्शन पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया।

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ304T	CORE	BASIC COMPUTER APPLICATIONS	6	T	25	75
COURSE OUTCOMES: 1. Students will get familiar with computer. 2. Acquaint students with practical knowledge of basics of computer						
Unit-1	Definition, Generations and basic components of Computer. classification and type of computers, Computer hardware and software.					
Unit-2	Input/output devices, Memories, types of memories, storage devices, Operating system.					
Unit-3	Use of DTP in Media applications, OFFICE AUTOMATION Software: MS Word, MS Excel and MS PowerPoint, Introduction to designing and photo editing software: Coral draw & Photoshop, Page maker, MS word and Quark Xpress.					
Unit-4	Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet). Websites, Search Engines; e-Paper, Social Networking.					

Reading List :

- Introduction to Information Technology: Chetna Srivastava.
- Adobe Photoshop: Prentice hall India.
- Quark Express for Beginners: BPB Publication.
- Sinha P. K., Computer fundamentals, BPB Publication.)
- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication

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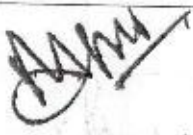
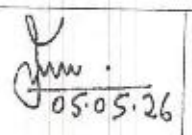
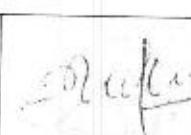
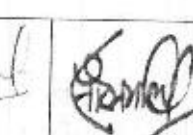
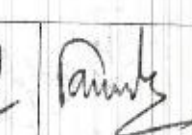
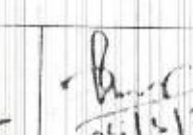
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ305T	CORE	RADIO JOURNALISM	6	T	25	75

COURSE OUTCOMES: The students will become familiar with radio media, its characteristics, merits, demerits. They also became familiar with sound and voice and its effective use. They learnt the proper use and presentation of voice. They learnt the technique of radio programme production and make use of it.

Unit-1	Development of Radio as mass medium in India, Growth of FM, Web & Satellite Radio, Community Radio in India..
Unit-2	Radio News, Radio Talk, Feature, Radio Drama, Interview & Running Commentary.
Unit-3	Microphones: importance, types; sound recording machines; sound mixers; radio news gathering vehicles.
Unit-4	Programme planning and production process, audience research and feedback in programme planning, Equipment for radio production: studio set-up, transmission and related technical persons.

Reading List:

- Bhatt SC, "Broadcast Journalism-Basic Principles", Har-Anad Publication, New Delhi 1991
- Chakarvarthy Jagdish, "Changing Trends in Public Broadcasting Journalism".
- Chatterjee P.C. "Broadcasting in India", Sage Publication New Delhi 1991
- H R Luthra, "Indian Broadcasting".
- P.C Baruah, "All India Radio", Publication Division Govt. of India New Delhi 1983.

						
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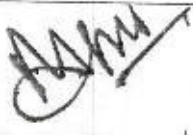
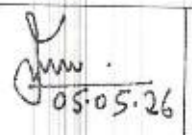
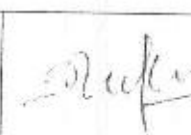
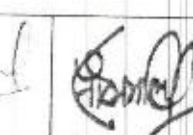
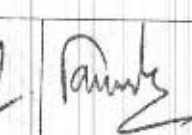
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ306P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE	6	P	50	50

COURSE OUTCOMES: 1. Gain knowledge of Radio Production. 2. Develop and understand Script and able to prepare script on various issues. 3. Practical knowledge of Production.

I	Radio Program Production: All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview.(One each)
II	Prepare a Short Drama on any current issue or documentary on his/her Institute
III	News Bulletin of 15 Minutes

Suggested Readings:

- Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II ,

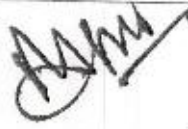
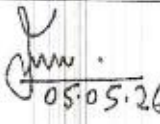
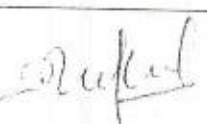
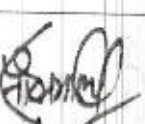
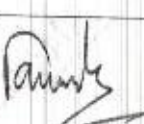
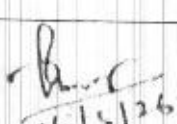
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SEMESTER-IV

Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ401T	CORE	MEDIA LAWS & ETHICS	4	T	25	75
COURSE OUTCOMES: 1. Understand how Indian media laws and regulations compare with those of other nations. 2. Understand how media policies and regulations enable or constrain effective media environments. 3. Understand the obligations and rights of media practitioners in the execution of their duties. 4. Understand some of the problems and limitations of applying old media laws in new media environments. 5. Be able to appreciate the complex issues associated with media regulation. 6. Understand changing media landscapes and their possible legal implications.						
Unit-1	Constitution and freedom of speech and expression, Fundamental Rights, Meaning of defamation, Contempt of court, Right to information					
Unit-2	Press and Registration of Books Act 1867, Working Journalists Act 1955, Copyright act 1957, Press Council Act 1978					
Unit-3	Cinematography Act 1952, Prasar Bharti Act 1990, Cable Television Networks (Regulations) Act 1995, Information Technology Act 2000					
Unit-4	Invasion of privacy and vulgarity, Advertising and ethics, Issues of ethics in media.					

Reading List:

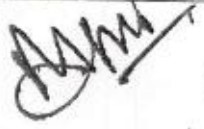
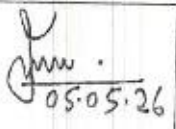
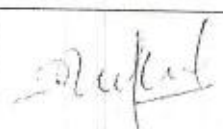
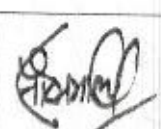
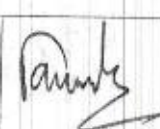
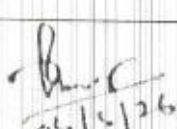
- Press law in India: D.D. Basu.
- Press Vidhi: Nand Kishore Trikha.
- Press Law: A.N. Grover.
- Chatterjee, P.C., Broadcasting in India, Sage, New Delhi, 1990.
- डॉ. उमेश कुमार— मीडिया मुद्दे।
- डा. संजीव मानावत, प्रेस कानून और पत्रकारिताए सिद्धी प्रकाशन, जयपुर।
- डा. नन्दकिशोर त्रिखा, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
- शेखर सुचि पाण्डेय, सूचना का अधिकार कानून 2005: एक प्रवेशिका, नेशनल बुक ट्रस्ट, नई दिल्ली।

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ402T	CORE	CONTEMPORARY ISSUES IN INDIA (GE)	4	T	25	75
COURSE OUTCOMES: 1. Be familiar with the conceptual aspects of socio-economic problems that leads to social issues in Indian society 2. Clarify how over population perpetuates different social problems in India. 3. Able to analyse the stratifications of Indian society in terms of communalism and its problems 4. Explore the prevalence of human trafficking in Indian society 5. Understand gender dynamics in the context of India with respect to inequality, child abuse, child labour and violence against women						
Unit-1	Indian Foreign Relations: India's Foreign Policy, India's relations with its neighbours especially Pakistan, Srilanka, Bangladesh and Nepal, India and NAM, India and SAARC, India and UN, India and ICTs					
Unit-2	India and Major Concerns: Rapid Urbanization, Major poverty alleviation programs, Agri-issues, Food Self-Sufficiency, Indian Industry: An Overview, Disinvestment, Demonetization, GST, Indian Sports Scenario					
Unit-3	Security Concerns: India as a Nuclear Power, India's Defence, Removal of Article 370, Criminalization of Politics, Naxalism					
Unit-4	Global Issues: Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism					

Readings List:

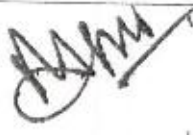
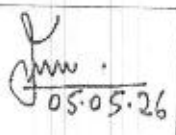
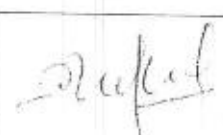
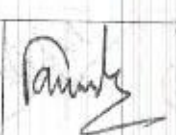
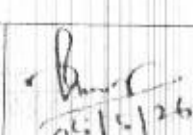
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on
- India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
		C	D	E	F	G
BVCJ403T	CORE	ENVIRONMETAL STUDIES(GE)	4	T	25	75
COURSE OUTCOMES: The course is designed in such a way to give students in-depth information about the environment related issues. The students will be trained to produce audio visual content for communicating different environmental issues.						
Unit-1	Media and the Environment: Definition, scope and importance, Need for public awareness via media, Natural resources and associated problems: i) Forest resources ii). Water resources iii) Mineral resources iv) Food resources v) Energy resources vi) Land resources. Role of an individual and media in conservation of natural resources.					
Unit-2	Media & Ecology: Concept of an ecosystem: structure and function of an ecosystem, Producers, consumers and decomposers, Ecological succession, Introduction, definition: genetic, species and ecosystem diversity, . Biodiversity at Global, National and Local levels: i) India as a mega-diversity nation. ii) Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. iii) Endangered and endemic species of India, Media's role in disseminating of information in ecology.					
Unit-3	Media & Environmental Disaster: Definition of environmental pollution: Causes, effects and control measures of:(a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards Role of an individual and media in prevention of pollution, Role of Media in Disaster management: Foods, earthquakes, cyclones and landslides, Environmental ethics: Issues and possible solutions, Laws for environment protection: i) Environment Protection Act. ii) Air (Prevention and Control of Pollution) Act, iii) Water (Prevention and Control of Pollution) Act, iv) Wildlife Protection Act, v) Forest Conservation Act.					
Unit-4	Communicating Human Welfare: Population growth, variation among nations, Population explosion—Family Welfare Programme and media awareness, Environment and human health, Smoking and Cancer, HIV/AIDS, Women and Child Welfare, Role of Media awareness in environment and Human Health issues					

Readings List:

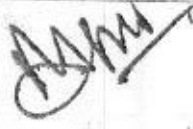
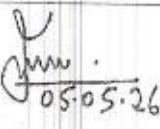
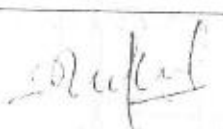
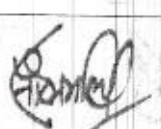
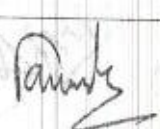
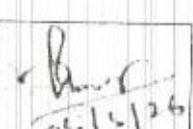
- P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub., New Delhi , ISBN 81-313-0456-3
- Anubha Kaushik & C. P. Kaushik, Environmental Studies, New Age International

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ404T	CORE	T.V. JOURNALISM	6	T	25	75
COURSE OUTCOMES: 1. Will be able to understand basic concept of TV & Video Production. 2. Students will be able to execute Camera, Lighting with in scene. 3. Will be able to use Digital Camera operation skills and work collaboratively with others. 4. Will be able to plan, produce and direct T.V. programmes. 5. Will be able to critique Television Production values with a newly acquired depth of understanding.						
Unit-1	Development of TV as a medium of mass media in India. Growth of DTH, IPTV & SATELITE Channels in India.					
Unit-2	TV News, Documentary, Tele-Film, T V Magazine, Serial/Soap-Opera, Reality Show, Interview& Talk show, Commentary.					
Unit-3	Stages of TV production; pre production, post production process, Components of video camera; working principles of a video camera, Basic shots and their composition; camera movements, and camera angles.					
Unit-4	Video editing: meaning & significance. Process and principles of editing. Techniques of News-telecast; techniques of outside broadcast (special reference to event coverage); ENG, SNG, EFP & Multi Camera Studio Production.					

Reading List:

- Gerald Millerson. The Technique of Television Production, 12th ed., Focal Press, London, 1990.
- Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media: A Guide to Production Techniques, Holder & Stoughton, London, 1994.
- Boyed Andrew, Broadcast Journalism, oxford publication
- Alan Wurtzel, "T.V. Production".
- Brown E Steven, "Video Editing – a post production primer", Focal press oxford 1997.
- Englis, "Introduction to T.V. Technology".
- Mollerson Genald, "Video Production", Oxford Focal Press 2003.

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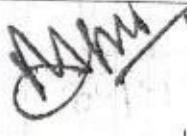
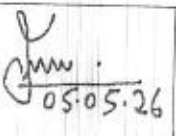
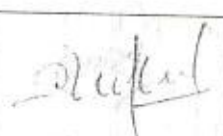
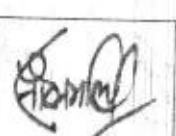
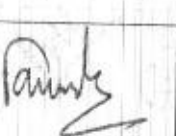
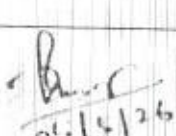
Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ405T	CORE	RURAL JOURNALISM	6	T	25	75

COURSE OUTCOMES: 1. To help to students to introduce various skills in rural areas in newspapers and media. 2. To help to students to Develop skills of writing, report and editing. 3. To help to students to increase the newspaper knowledge of the newspaper correspondents and newspaper professionals in the rural areas and thereby help in raising the standard of journalism. 4. To help to students to provide training manpower in journalism to local small and medium newspapers in rural areas. 5. To help to students to Teaching the skills required to perform various tasks at the village level of editorial office editing in 5 district or state level newspapers. 6. To help to students to make the administration system in rural areas aware. 7. To help to students to inform various rural development schemes and extend their benefits to the needy.

Unit-1	Concept of Rural Journalism, Nature Scope and Significance. The human interest angle, Finding a strong story angle, Different ways to cover stories. Core issues of Rural reporting.
Unit-2	Folk media: Meaning & definition, Nature and Scope of Folk media, Traditional and Folk media's role in the present times and there relation with modern ones.
Unit-3	The use of application of new Technology in agriculture diffusing innovates acceptance and adoption, Different communication media for agriculture and rural development need of co-ordination. The Role of T.V. & Radio channel & Community Radio. Changing crop problems and use of new media.
Unit-4	Govt. efforts to promote agriculture development and NGO's role in Rural development, The role of co-operative movement in rural development and credit support for agro development.

Reading list:

- Ostman Ranals ,E (edc), Communication and Indian Agriculture , Sage Publications, New Delhi 1989.
- Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002.
- Wilbur Schramm, Mass Media and National Development, Stanford, Calif, orthia 1964.
- Rogers, Everette. Diffusion of Innovations, The Free Press, New York, 1983.

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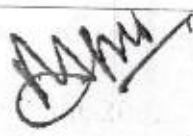
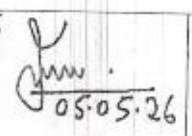
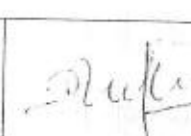
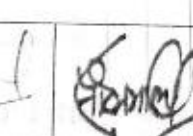
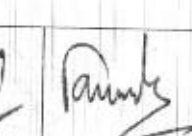
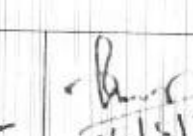
Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ406P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE	6	P	50	50

COURSE OUTCOMES: 1. Gain knowledge of T.V. Production. 2. Develop and understand Script and able to prepare script on various issues. 3. Practical knowledge of Production.

I	Television Program Production: All the students have to Prepare- News, Talk, Script for Documentary, TV Interview. (One each)
II	Prepare a Short Movie on any current issue or documentary on his/her Institute
III	News Bulletin of 15 Minutes

Suggested Readings:

- Awasthy G.C. : Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C. : Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra : Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- AkashBharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II ,
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980.

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SEMESTER-V

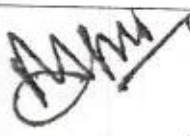
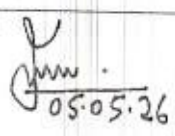
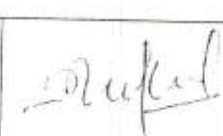
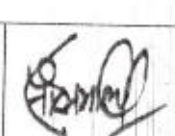
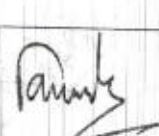
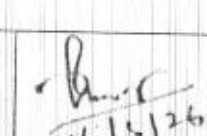
Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ501T	CORE	DEVELOPMENT COMMUNICATION	4	T	25	75

COURSE OUTCOMES: After completion of the course the learners will be able to: 1. Learn the importance of communication in the field of development. 2. Have field exposure to learn practical aspects of development communication. 3. Design messages for development communication

Unit-1	Concept of Development, Uni-Linear & Non Linear Theories , Role of Media in Comprehensive Development.
Unit-2	Development Communication and its role :Panchayati Raj, Community Development, Agriculture, Education.
Unit-3	Media Writing & Presentation for Rural needs , Writing for Neo-Literate person , Folk media , Role of mass media in social change.
Unit-4	Issues of mass Media related with Development: Child , Women & Youth Welfare, Right of Suppressed class , Environment & Health.

Reading List :

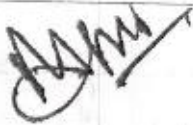
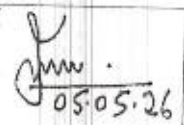
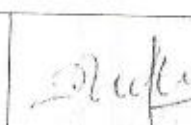
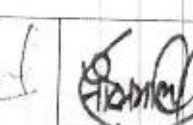
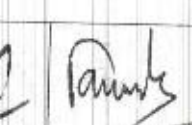
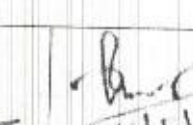
- Agrawal, Binod C and Rai Kumkum, Women Television and Rural Development, New Delhi, National Publishing House, 1988
- Ostman Ranals ,E (edc), Communication and Indian Agriculture , Sage Publications, New Delhi 1989.
- Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002.
- Wilbur Schramm, Mass Media and National Development, Stanford, Calif, orthia 1964.
- Rogers, Everette. Diffusion of Innovations, The Free Press, New York, 1983.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ502T	CORE	COMMUNICATION RESEARCH	4	T	25	75
COURSE OUTCOMES: After completion of the course the learners will be able to: 1. Know the basics of research.2. Understand the various tools of data collection.3. Know the how to process, arrange data, and code them and its interpretation.4. Enhanced knowledge in various areas of media research.						
Unit-1 Communication Research: Meaning, Scope & Significance. Basic Steps of Communication Research & Formulation of Hypothesis. Scientific Study of Communication Phenomenon.						
Unit-2	Approaches to Communication Research: Content Analysis, Survey, Historical, Experimental & Case Studies.					
Unit-3	Techniques of Data Collection: Sampling Methods, Questionnaire, Schedule, Interview, Primary & Secondary Data.					
Unit-4	Data Handling. Analysis& Presentation. Use of Statistics in Research.					

Reading List:

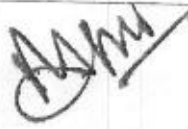
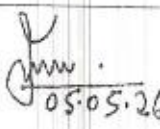
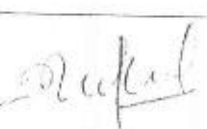
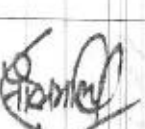
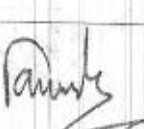
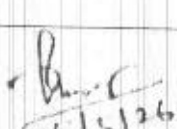
- Khotari, R.C. Research Methodology: Methods and Technique, Delhi: Wiley Eastern Ltd. 1985.
- Gupta S.C. and Kapoor K.V. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, Delhi, 1994.
- Arthur, A. Berger. "Media Research :Techniques". Sage, New Delhi, 1996.
- Rebecca B. Rubin et.al. "Communication Research Measures", The Guilfor Press, New York, Dayal Manoj : Media shodh.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ503T	CORE	MEDIA MANAGEMENT	4	T	25	75
COURSE OUTCOMES: 1. Define and analyze basic media industry regulations, human resources principles, and content development incorporating digital media. 2. Apply and discuss relevant digital and media management issues. 3. Generate solutions to daily media issues and interpret the solutions for the proper level (micro and macro level). 4. Examine media management principles and define relevant media and human relations aspects. 5. Discuss relevant industry regulations affecting media management.						
Unit-1	Media Management: Definition & Concept Basic Principle of Management, Need and Importance of Management.					
Unit-2	Organizational Set up of a newspaper/magazine and Electronic channel Ownership patterns, and role of proprietorship, Private Limited Companies, Public Limited Companies, Trust, Co-operatives.					
Unit-3	Editorial Management: Organizational set-up of Editorial department, Functions of Editor: Managing Editor, News editor, Sub editor and other senior members.					
Unit-4	Advertising management, organizational set-up of advertising department, function of advertising management, Circulation management organizational set-up of circulation department, Importance of circulation, promotional schemes					

Reading List:

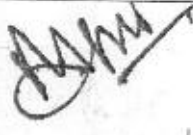
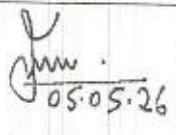
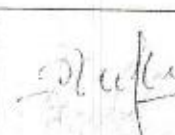
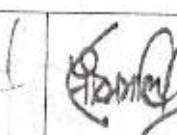
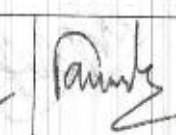
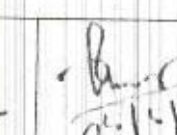
- Balan, R.K., "Corporate Public Relations, Sterling Punisher" Pvt. Ltd. New Delh, 1992.
- Jones, Philip John, "What's in a Brand ? Building Brand Equity Through Advertising", Tata Mc Graw-Hill, New Delhi, 1998.
- K.K. Sinha, "Business Communication" Galgotia Publication.
- Kotler Philip & Armstrong Gary, "Principle of Marketing", Prentice hall Englewood, 1980.
- Kotler Philip, "Market Management", Prentice Hall of India, Delhi 2000.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
BVCJ504T	CORE	BASICS OF PHOTOGRAPHY	6	T	25	75
COURSE OUTCOMES: The students will develop skill in photography and will be able to use it as a career and hobby and also as a source of income.						
Unit-1	Concept of Photography, Origin and Growth of Photography, Photography as a medium of communication, Function and role of photography in Communication., Importance of Photograph in journalism. Eminent photographers and their work.					
Unit-2	Types of Camera, Functions of Camera, Various types of lenses and Camera accessories: Tripod, Lens hood, Flash unit, filters, Close up attachment etc.					
Unit-3	Portrait, Wild life, Nature & landscapes, war, conflict, sports, fashion, Disaster, Social photography, Role and responsibilities of photo journalist, Qualities of a good photojournalist.					
Unit-4	Photo features for newspapers and magazines, Photography for advertising- photo shoots for print ads, Photo editing- selection of photograph, cropping, caption writing, Digital Photo Editing: Introduction to Photoshop, Creating a document & saving a file. Importing camera images.					

Suggested Readings:

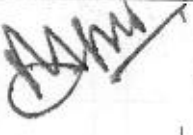
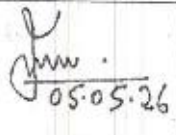
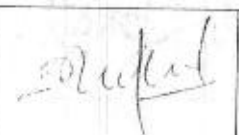
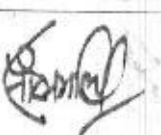
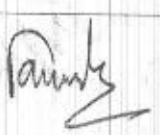
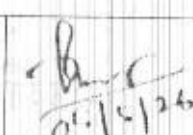
- Ron Reeder Brad Hinke: Digital Negatives, Focal Press, 2007
- Steve Heath: Multimedia and Communications Technology, Elsevier, 2003
- James A. Folts, Ronald P. Lovell & Fred C. Zwahlen Jr. : Handbook of Photography, 2002
- Michael Langford: Basic Photography, Focal Press, 2003
- O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
- Zaheer Husain Khan: A Guide to Photography, School of photo Film and Television, Delhi - 35, 2006 Newnes: Basic Photography, 2009

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ505T	CORE	New Media	6	T	25	75
COURSE OUTCOMES: After completion of the course the learners will be able to: 1. Students will learn various aspects on online journalism. 2. Students will get practical input of online journalism which will help them in getting placed in industry. 3. Able to understand the nuances of new media platforms. 4. Able to write for web based media platforms. 5. Able to make ethical decisions pertinent to new media platforms.						
Unit-1	Basic concept of New Media, Difference between new and old media, Characteristics and limitations of New media, Multimedia, Convergence: Technologies, content, Users.					
Unit-2	Internet, Mobile Phones, Interactive Television, Video Games, Ipod, IPTV, Blogs, Community Network Sites, Bulletin Boards, Chatting, Mailing, Searching, e-Business, e-Democracy, e-Banking, e-Shopping, e-Governance, e-Learning, e- Publishing.					
Unit-3	New media as a medium of Journalism, The Principles of Web Journalism & its Development Introduction to major Indian news portals, New media and Indian democracy, New media and digital divide, Blogging, Social Networking and Twittering.					
Unit-4	Ethical issues related to New media, Intellectual Property Rights(IPR) and New media, Security Issues and New Media, Comparative analysis major news websites					

Reading List:

- Jain, V.K. P.C Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication
- Dizard Wilson Jr. Old Media, New Media- Mass Communication in the Information Age, 2nded, Longman, New York, 1997.
- Tay Vaughan, "Multimedia - Making it work", Pb. Tata McGrawhill INTERNET: , BPB Publications.

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Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ506P	CORE	PRACTICAL AND COMPREHENSIVE VIVA VOCE	6	P	50	50

COURSE OUTCOMES: 1. Able to produce photo feature. 2. Plan & prepare Print Media content. 3. Develop understanding for house journal publication.

I	All the students have to design two pages of Newspaper in A3 size using In Design software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D format to the concerned Department.
II	All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc.
III	All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the concerned Department.
IV	All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department.

Suggested Readings:

- NN Sarkar, Art and Print Production.
- Kayanna Pace Designer's Guide to Print Production.
- **Wayne Collins** Graphic Design and Print Production Fundamentals

This course can be opted as an elective by the students of following subjects: Open for all

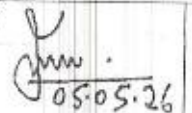
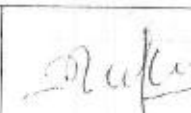
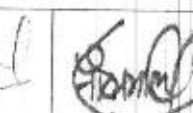
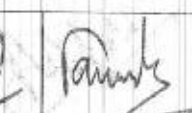
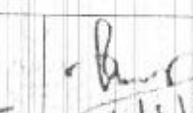
Suggested Continuous Evaluation Methods:

- Evaluate News, aper layout and design.
- Evaluate Magazine quality.
- Evalute Articles written by Students

Further Suggestions:

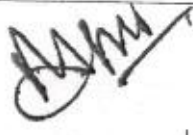
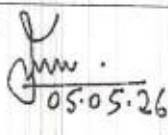
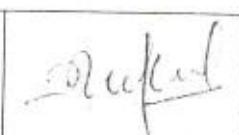
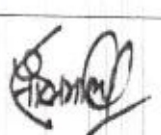
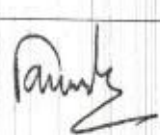
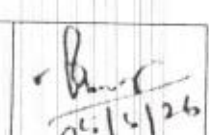
- Students may develop their managerial skills & Interior designing skills after completion this course with the capability to opt for a job or start their own ventures. The program giving an opportunity to advancement their knowledge by enrolling for advanced specialized program of their own area of need & interest.

At the End of the whole syllabus any remarks/ suggestions:

	 05.05.26					 06.12.26
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SEMESTER-VI

Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
BVCJ601P	CORE	DOCUMENTARY FILM	10	P	100	100
BVCJ602P	CORE	DISSERTATION	10	P	100	100
BVCJ603P	CORE	SEMINAR & EXPERIMENTAL NEWS PAPER	4	P	100	-
BVCJ604P	CORE	EDUCATIONAL TOUR	4	P	100	-

	 05.05.26					 06/05/26
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