

from Academic Branch  
Guru Jambheshwar College + ODM

**Guru Jambheshwar University of Science & Technology  
Hisar**



**FACULTY OF MEDIA STUDIES**

**SYLLABI**

**&**

**SCHEME OF EXAMINATION**

**of**

**BACHELOR OF ARTS (MASS COMMUNICATION)**

**For Colleges**

**First to Sixth Semester**

**(w.e.f. Academic Session 2018-2019)**

# SYLLABUS OF BACHELOR OF ARTS --(MASS COMMUNICATION)

Credit requirement for completion of the Programme = 124

Core Courses	= 124
Total Credits	= 124
Semester -I	20 Credits
Semester-II	24 Credits
Semester-III	20 Credits
Semester-IV	20 Credits
Semester-V	20 Credits
Semester-VI	20 Credits

## SCHEDULE OF COURSES

Semester-I		Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
Sr. No.	Course Code										
1	BAMC-101	Introduction to Communication	4	0	0	4	80	20		100	4
2	BAMC-102	Basic of Journalism	4	0	0	4	80	20		100	4
3	BAMC-103	Computer Application	4	0	0	4	80	20		100	4
4	BAMC-104	Language in Media- 1 (Hindi)	4	0	0	4				100	4
5	BAMC-105	Communications Skills	2	0	2	4	--	20	80	100	4

Total Credits -20

## Semester -II

Semester -II		Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
Sr. No.	Course Code										
1	BAMC-106	Sociology and Communication	4	0	0	4	80	20		100	4
2	BAMC-107	Mass Communication: An Introduction	4	0	0	4	80	20		100	4
3	BAMC-108	News Reporting	4	0	0	4	80	20		100	4
4	BAMC-109	Language in Media-2 (English)	4	0	0	4	80	20		100	4
5	BAMC-110	Personality Development Skills	2	0	2	4	--	20	80	100	4
6	EVS-201-L	Environmental Studies	4	0	0	4	80	20		100	4

Total Credits -24

## Semester -III

Semester -III		Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
Sr. No.	Course Code										
1	BAMC-111	Political Communication	4	0	0	4	80	20		100	4
2	BAMC-112	History of Print Journalism	4	0	0	4	80	20		100	4
3	BAMC-113	Media Laws & Ethics	4	0	0	4	80	20		100	4
4	BAMC-114	Media Writing-I	4	0	0	4	80	20		100	4
5	BAMC-115	Media Writing skills	2	0	2	4	--	20	80	100	4

### Semester-IV

Semester-IV			Teaching Schedule				Evaluation Marks				Credit
Sr. No.	Course Code	Nomenclature	L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-116	Media Management	4	0	0	4	80	20		100	4
2	BAMC-117	Cinema Studies in India	4	0	0	4	80	20		100	4
3	BAMC-118	Radio Broadcasting	4	0	0	4	80	20		100	4
4	BAMC-119	Editing for print & Electronic Media	4	0	0	4	80	20		100	4
5	BAMC-120	Editing Skills	2	0	2	4	--	20	80	100	4
Total credits-20											

## Semester V

Sr. No.		Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
				L	T	P	Total	Theory	Sessional	P/V	Total	
1		BAMC-121	Media & Politics	4	0	0	4	80	20		100	4
2		BAMC-122	Development Communication	4	0	0	4	80	20		100	4
3		BAMC-123	Television Broadcasting	4	0	0	4	80	20		100	4
4		BAMC-124	Documentary Production	4	0	0	4	80	20		100	4
5		BAMC-125	Writing for Visuals	2	0	2	4	--	20	80	100	4

**Total Credits -20**

## Semester VI

Semester VI		Nomenclature	Teaching Schedule				Evaluation Marks				Credit
Sr No.	Course Code		L	T	P	Total	Theory	Sessional	P/V	Total	
1	BAMC-126	Introduction to Online Journalism	4	0	0	4	80	20		100	4
2	BAMC-127	New Media	4	0	0	4	80	20		100	4
3	BAMC-128	Advertising & Public Relations	4	0	0	4	80	20		100	4
4	BAMC-129	Marketing Communication	4	0	0	4	80	20		100	4
5	BAMC-130	Writing for New Media	2	0	2	4	--	20	80	100	4

Total Credits: 20

**BAMC-101 (First Semester)**  
**Introduction to Communication**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

**Unit-I : Need of Communication**

Human Communication: Concept and definition  
Functions of communication,  
Process of communication  
Elements of communication  
Barriers in communication

**Unit-II : Forms of Communication**

Verbal Communication : Written and Oral Communication  
Non-verbal communication : Senses, Emblems, Gesture, Sign, Symbols.  
Visual communication: visual aids such as signs, typography, drawing, graphic design, illustration, color and other electronic resources.

**Unit-III: Type of Communication**

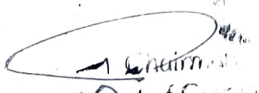
Intrapersonal, Interpersonal communication,  
Small Group communication,  
Functions of group communication,  
Mass Communication

**Unit-IV: Public Communication**

Public communication : responsibility of a public speaker & audience relationship,  
Speech delivery : Conversation versus Speech , physical delivery & Style.  
Communication skills and Mass communication an overview

**Suggested Readings**

- Mass Communication in India –By Keval J Kumar- JAICO Publication
- Handbook of Journalism and Mass Communication- By Virbala Aggrawal, V.S Gupta, Concept Publishing Company : New Delhi (2001)
- Mass Communication In India: A Sociological Perspective- By J V Vilanilam, Sage Publications: New Delhi (2005)
- Professional Journalism – M. V. Kamat
- Theory and Practice of Journalism – B. N. Ahuja

  
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of Science & Technology  
(Gurukul) 2011

- Professional Journalist – John Hohenberg
- Mass Communication – Wilbur Schram
- Understanding Media – Marshall McLuhan
- Communication Theories, Origin, Methods, Uses Werner Severin J and James W Tankard Jr., Longman Publications, 1988
- Communication models for the study of Mass Communication – Denis Mc Quail
- भारत में जनसंचार और प्रसारण मीडिया मधुकरलेले, राधाकृष्ण प्रकाशन, नई दिल्ली
- समकालीन संचार सिद्धांत सुभिताबाला, डीपीएस पब्लिशिंग हाउस नई दिल्ली
- जनमाध्यमों का वैचारिक परिप्रेक्ष्य, जवरीमल्लपारिख ग्रंथशिल्पी पब्लिकेशन, नई दिल्ली

## **BAMC-102 BASIC OF JOURNALISM**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### **Unit -1- Introduction of Journalism**

Journalism : Meaning, definition

Practice of journalism

Tabloid & Magazine Journalism

Type of Journalism- investigative journalism, precision Journalism,

Yellow journalism,

### **Unit-2 – Principles of journalism**

News gathering- 5w's and 1H

News values & selection process of News

Use of Archives, Source of News & Use of internet

### **Unit- 3 : New Trends in Journalism**

Changing Trends in Journalism: An overview

New sources for news gathering

New Media and News Credibility

### **Unit- 4 – Writing for different Media**

Difference between Print , Radio & Television writings

Writing of online journalism

Mobile Journalism

### **Suggested Readings:**

A Handbook of Journalism: Media in the Information Age -edited by V. Eshwar Anand, K. Jayanthi, Sage Publication (2018)

Mass Communication and Journalism in India- By Mr. D.S. Mehta, Allied publisher; New Delhi  
Print Journalism: A Complete Book of Journalism- By Charanjit Ahuja, partridge publishing (2016).  
Professional Journalism – M. V. Kamath, Vikas Publishing House Pvt Limited(2009)  
The journalist Handbook- M.V. Kamath, Vikas Publishing House Pvt Limited(2009)

**BAMC-103**  
**COMPUTER APPLICATION**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

**Unit-I: Introduction of Computer Technology**

Origin and growth of computer  
Various parts and functioning of computer  
Generations of Computer  
Computer hardware and software, Storage

**Unit-II: Different Operating System**

Introduction to operating systems (OS) , IOS, Android  
Computer softwares- MS Word, MS Excel ,Word processor and Power Point

**Unit-III: Word Processing Program**

Use of MS word - copy editing and formatting facilities  
Use of MS Excel- data entry and Graph, Pie Chart Making  
Use of Power Point- design effective presentation.

**Unit IV: Basic of Word Processing**

Word processing – English  
Word processing – Hindi  
Introduction to Quark Express/PageMaker

**Suggested Readings:**

Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007  
A. Jaiswal- Fundamentals of computer Information technology Today, Wiley  
Dreamtech  
V. Rajaraman- Fundamentals of computer, Prentice Hall of India  
G K Parthasarathy- Computer Aided Communication, Authors Press, 2006  
R. Singhal- Computer Application for Journalism, Ess Publishers

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Management Studies  
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Science & Technology  
Gurgaon, Haryana

**BAMC- 104**

**Language and Media-1 (Hindi)**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

**इकाई-1**

- हिंदी भाषा का सामान्य परिचय : भाषा का अर्थ ,परिभाषा एवं अवधारणा,
- ,हिंदी भाषा की उत्पत्ति और विकास,
- हिंदी की प्रमुख बोलियां एवं परिचय,
- देवनागरी लिपि-मानकीकरण तथा वैज्ञानिक स्वरूप

**इकाई-2**

- शब्द सामर्थ्य : उपसर्ग, प्रत्यय, शब्दभेद, शब्द स्रोत, तत्सम,तद्भव, विदेशी,
- विलोमार्थक शब्द, अनेकार्थक शब्द, पर्यायवाची, शब्द शुद्धि, शब्द शक्ति

**इकाई-3**

- हिंदी लेखन : लेखन का अर्थ, परिभाषा एवं अवधारणा
- लेखन के प्रकार , सृजनात्मक लेखन, पत्रकारिता लेखन, पटकथा लेखन, नाटक लेखन, कहानी लेखन, कविता लेखन, साहित्यिक लेखन।

**इकाई-4**

- प्रिंटमीडिया की भाषा : प्रिंट मीडिया का स्वरूप, प्रिंट मीडिया लेखन के प्रकार
- प्रिंट मीडिया की भाषा का विकास-प्रिंट मीडिया की भाषा के विविध रूप, उपयोग, महत्व और सीमाएं।

**संदर्भ पुस्तकें :**

- भाषा और हिन्दी भाषा का इतिहास, प्रौ. नरेशमिश्र, वाणी प्रकाशन
- व्यावहारिक हिन्दी व्याकरण, डॉ महेन्द्रकुमारमिश्रा, भारतीय पब्लिशिंगहाउस
- मीडियालेखन, डॉचन्द्रप्रकाश, संजय प्रकाशन
- शब्दार्थप्रयोग, डॉहरदेवबाहरी, अभिव्यक्तिप्रकाशन
- आधुनिकमीडियालेखन एवंहिन्दीरचना, डॉअशोक बत्रा, लक्ष्मी पब्लिकेशन

**BAMC- 105**  
**COMMUNICATION SKILLS**

Time: 3 Hrs.

Practical Marks: 50

Viva: 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

**Unit- I**

**1. Writing with a purpose-**

*(Prepare at least one write-up defining students self assessment/analysis and practice of the same in class )*

**2. Self Talk-**

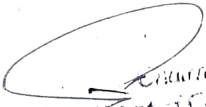
*(SWOT analysis by every student and at least two write ups on career & positive thinking)*

**3. Speaking With Confidence- (Prepare at least two Power point presentations on any issue or script to speak for 10 minutes on any topic- 2 )**

**4. listening ability-**

*(Recognizing words, Stress & Grouping of words, linguistic Cues- writing & practice of the same in the class*

The assigned teacher have to conduct group discussions with students, give work to prepare speech on social, political issues, presentations on current topics , self-talk assessment, listening exercise in class on current issues discussed in Media.

  
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Guru Jambhadr Singh Institute of Technology  
of Science & Technology  
Gurgaon, Haryana

2<sup>nd</sup> semester

**BAMC-106 SOCIOLOGY AND COMMUNICATION**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

**Unit-1- introduction of Sociology**

Sociology: Definition, Scope, Nature

Fundamental concept: Society, community, Family, institution

Level of Social order: Political Economics, Religious, Cultural

**Unit- 2: Defining Communication and Society**

Habermas – Cultural & Public sphere

Max Weber- Theory of communication

Marshall MC Luhan – Medium is the Message, Global Village

Antonio Gramsci- Hegemony

**Unit -3 Communicating Culture**

What is Culture?

Characteristics of Culture

Element of Culture- Language, Norms, Beliefs, Values

Socialization Agents- The Family, Media, peers, Religion, Sports, Schools

**Unit –4 Intercultural Communication**

Define Intercultural Communication

Concept : Sub Culture & Folk culture

Effect of Media on Culture

**Suggested Readings:**

Sociology of Mass Communications- By Denis Mcquail (Ed), Penguin Books, 1979.

Carey, JW (1988) Communication as Culture: Essays on Media and Society. London: Routledge.


Durkheim, E (1938) The Rules of the Sociological Method. New York: The Free Press

Habermas, J (1989) The Theory of Communicative Action. Boston, MA: Beacon.

Katz, E (2009) Why sociology abandoned communication. American Sociologist.

Weber, M (1948) From Max Weber: Essays in Sociology. Gerth, HH, Mills, CW (eds). New York: Oxford University Press

Hall, Stuart (January 1980). "Cultural Studies: two paradigms". *Media, Culture and Society*. Sage.

  
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Management  
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Technology and Management  
Gurgaon, Haryana

## BAMC-107- INTRODUCTION TO MASS COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-1 Introduction to Mass Communication

Meaning, Nature & Scope of Mass Communication

Elements of Mass Communication

Functions & Role of Mass Communication

### Unit- 2 Models of Communication

SMR, SMCR, Aristotel Model, Lasswell Model, Shanon & Weaver Model, Osgood Model, Dance Model

### Unit-3 Theories of Communication

Hyper Needle Theory

Two Step Flow Theory

Multi Step Flow Theory

Uses & Gratification Theory

### Unit- 4 Brief introduction to Mass Media

Origin of Newspapers

Wireless Communication: Radio

Visual Communication: Photographs, Folk Media, Films, Television & New Media

### Suggested Readings:

Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.

Keval J Kumar (2007). *Mass Communication in India* (4<sup>th</sup> edn), Mumbai: Jaico Publishing House.

Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations* (2<sup>nd</sup> edn), *Ferment, and Future*, Singapore: Thomason Asia Pvt. Ltd.

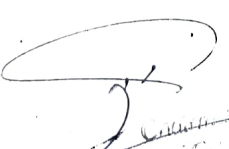
N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.

Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.

Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.

John Fiske (2011). *Introduction to Communication Studies: Studies in culture and communication* (3<sup>rd</sup> edn), Oxon: Routledge.

Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.

  
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Management  
Guru Jambhadr Singh  
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## BAMC-108- NEWS REPORTING

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit 1 - Understanding News

Ingredients of news

News: meaning, definition, nature

Hard news vs. Soft news, basic components of a news story

Balance and fairness, brevity, dateline, credit line, byline.

### Unit- 2 News Coverage

Role of Reporter

functions and qualities

Reporting/ working on a beat

Covering Speeches, Meetings and Press Conferences

Special beats- crime, courts, local reporting, hospitals, health, education, sports

### Unit-3 Type of writing

News , Articles, Editorial, Features, human interest stories,

Difference between articles and features

Type of Article & Feature

### Unit- 4 New Trends in Reporting

Selection of online content

New media technology and gathering News

Challenges of reporting

### Suggested Readings

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University

Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.

M.L. Stein, Susan Paterno & R. Christopher Burnett, *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.

George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.

Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.

Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006

## BAMC- 109 LANGUAGE OF MEDIA-II (English)

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit I

Growth of English Language in India  
Grammar- Noun, Adjective, Active and Passive voice  
Punctuation marks, Plural forms, practice of Spellings  
Practising Tenses

### Unit II

Essentials of good writing  
Effective News Writing- 7C's  
Telephonic Conversation  
Writing invitations to functions; replies to invitations

### Unit III

Forms of writing:  
News stories,  
letters, essays,  
news, articles, features  
book/film reviews

### Unit-IV

Writing headlines: Language and grammar components  
Report Writing, writing memos, travelogues  
Writing for the Web Portal


### Suggested Reading:

Jimmy Sharma, *Communicative English : For Professional Graduates*. ArihantPrakashan Pvt Ltd: New Delhi, 2012

Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, SurjeetPublications:Delhi, 2003.

Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996. Phil Williams, Bob Wright, *The English Tenses: Practical Grammar Guide*, Kindle edition

L.G Alexander, *Longman English Grammar Practice* Longman Publishing Group, 1988

  
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Managerial Communication  
Guru Jambhadr Singh Institute  
of Education, Gurgaon  
Haryana

## BAMC- 110 – Personality Development Skills

Time: 3 Hrs.

Practical Marks: 50

Viva: 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

### Unit – 1

Verbal skills – facial expression, gestures, voice (timing, tone, volume, pitch, fluency), eye contact, movement, distance  
Body language

*Practice : Reading newspapers or self scripted matter practice by the students in class assigning current issue by the course teacher. (At least 5 minute presentation for practical exam)*

### Unit - 2

Leadership Skills, Team Building  
presentation skills, public speaking  
Social etiquettes and mannerism.

*Practice: Students will do team work exercises through organizing events, awareness campaign or any product marketing exercise. (At least one event/Campaign for practical exam)*

### Unit - 3

Self-confidence, Motivation, Goal setting,  
Time Management and effective planning  
Assertive Behaviour  
Self-Esteem

*Practice: Assigned teacher will conduct some exercise within the students to develop confidence through.*

### Unit- 4

Official communications:  
Writing process: Write e-mails, official letters, Resume / CV (Curriculum vitae),  
Notice , Memos

*Practice :All student learn to make their resume, Notice regarding various activities around you, learn new words*

### Suggested Reading:

- Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, 2001. Wadsworth
- Larson, Charles U; Persuation - Reception and Responsibility. Wadsworth, 2001
- Personality Development by Rajiv K Mishra, Rupa& Co.

## 3<sup>rd</sup> Semester

### BAMC- 111 POLITICAL COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

#### Unit 1

Politics: Definition  
Origin & Growth of politics  
Role of politics  
Social order in India

#### Unit 2- Political System

Principle of political system  
Political thoughts- J.J. Rauso, August Camte, Karl Marx, Emile Durkheim  
Mass Political Behaviour  
Media Agenda- Who sets What

#### Unit 3- Political Campaign


Political Campaign: Meaning, Concept & Scope  
Media use of Political Campaign- Newspapers, TV, Radio, Internet  
Role of Social Networking sites

#### Unit 4 – Political Communication

Group Discussion & Politics  
Role of Cartoons, caricature, illustrations  
Exit Poll and Media

#### Suggested Reading:

Rajani Kothari "Politics In India", orient longman Publications (2005)  
Robert E. Goodin 'New Handbook of political Science', oxford publication(1998)  
Shashi Sharma- 'Rajnitik Samajshastr ki Rup rekha', PHH: New Delhi

  
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## BAMC-112 – HISTORY OF PRINT JOURNALISM

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-1 Pre and post independence Journalism

Early newspapers in India

Growth of Indian language press—Bangla, Marathi, Hindi and Urdu

Prominent newspapers and their editors.

Role of newspapers in India's freedom struggle,

### Unit-2 News Agencies

News Agencies in India—English & Hindi

Functions and role—PTI, UNI, UNI-Varta, Bhasa, Samachar

Feature services & syndicates—INFA, Publication Syndicate, PTI Features.

International News agencies—Reuters; AP, AFP, UPI, and TASS.

### Unit-3 Press Organizations

Government Media Organizations—PIB, Photo Division, DAVP, RNI,

Directorate of Information & Public Relations of various state governments

### Unit-4 Other Bodies

Popular News magazines and periodicals

Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).

### Suggested Readings:

Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010)(Chapter 2 and Chapter 5)

ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).

Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language* Press,(New Delhi, Oxford 2003)

Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57

Neurath P. —Radio Farm Forum as a Tool of Change in Indian Villages, " *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)

David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter

Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol I: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhoddh

Parthasarthi, G. Poitevin (Ed.) (Sage 2005)

Time: 3 Hrs.

## BAMC -113: MEDIA LAWS

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-I Basic Laws-

Freedom of expression (Article 19 (1)(a) and Article 19(1)2)  
Law of Defamation  
Contempt of Court  
Contempt of Legislature

### Unit 2- Basic Rights-

Fundamental Rights  
Right to Information  
Copy Right Act

### Unit 3- Codes for Electronic Media -

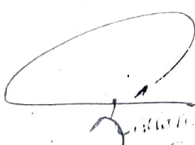
Broadcasting code for News for Air & DD  
Broadcasting for advertising for air & DD  
Prasar Bharati Act

### Unit 4- Media and Regulation

Self Regulation  
Code of Conduct for Journalists  
Media reportage of marginalized sections- children, dalits, tribals, Gender

### Suggested Readings:

M. Neelamalar- Media Law & Ethics, PHI Learning: New Delhi (2010)  
Press Laws and Ethics of Journalism by Ravindranath, PK  
Thakurta, Paranjyoguha, Media Ethics, Oxford University Press, 2009  
Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998  
Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011  
Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007  
Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000  
William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

  
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Management  
Guru Jambhadr  
for G. Jambhadr  
G. Jambhadr

## BAMC- 114 MEDIA WRITING

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit - 1 Essentials of Good Writing

Is writing an art or a craft?

Kinds of Media Writing:

Writing to Inform

Writing to Persuade

The ABCD of Media Writing

### Unit-2 Enhance vocabulary

Writing Simply

Vocabulary

Vocabulary Building: Using Dictionaries and Thesaurus

Punctuation Marks: importance

### Unit - 3 The Art of Putting Words Together

The Sentence

Concision/Clarity

Rhythm - Words and How they Sound

Variety of words

Changing Sentence Length & Pattern

### Unit - 4 Putting Sentences Together

The Paragraph

Concise Ideas

Ideas Dissected into Elements

Elements as Paragraphs & Sub Paragraphs

Putting Paragraphs Together - Logical Sequencing

### Suggested Reading:

News Writing and Reporting – Mames M Neal and Suzanne S Brown

Investigative Reporting and Editing – P: N. Williams

Reporting for the Print Media – F. Fedler

Reporting – Mitchell V Charnley

Depth Reporting – Neal Copple

Interpretive Reporting – D. D. Mach Dougal

Writing for the Mass Media – James Glen Stevall

Journalism – G. K. Puri

Journalists Hand Book – M. V. Kanath

Professional Journalism - M. V. Kamath

News Reporting and Editing – K. M. Srivastava

समाचार एवंसंवाददा, जोगलेकर वीथी प्रकाशन

समाचारअवधारणा एवंलेखनप्रक्रियासुगाय भूलिया व आनंदप्रधान, भारतीय जनसंचारसंस्थाननईदिल्ली

मीडियालेखन के सिद्धांत, नवीनचंद्रपंत, तक्षशिलाप्रकाशननईदिल्ली

सूचनाप्रौद्योगिकी एवंसमाचार, रविंद्र शुक्ला, राधाकृष्ण प्रकाशन, नईदिल्ली

## BAMC- 115 MEDIA WRITING SKILLS (Production )

Time: 3 Hrs.

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

**Objective of the paper-** Journalism Education is nothing but Journalism Training. A student in reality is taking training. Hence in order to sustain him in the media world he should be made to sit and write in the class. Hence this paper. In the class room a student needs to write and write.

### Unit 1

Writing Headlines/Sub Head- 5

Press release -5

Writing reports- 3

Short story- 2

Letter to editor- 2

Article- 2

Feature- 2

Photo Caption-5

### Suggested reading

Basic Media Writing by Melvin Mencher


Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Digital Media by Brian Carroll: Taylor & Francis

Writing for Visual Media by Anthony Friedmann: Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Journalism: Principles and Practice by Tony Harcup

  
Department Head  
Manager  
Guru Dham  
or Secretary  
Date: 29/05/2024

## 4<sup>th</sup> SEMESTER

### **BAMC-116- Media Management**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

#### **Unit - 1 Media Management: Meaning**

Management: Concept and definition  
Fundamentals of management  
Human Resource Development

#### **Unit 2 Marketing Mix**

What Is Market?  
Need, Want, Demands  
Target Audience  
Marketing mix- Product, Price, Place & Promotion  
Personal communication in marketing

#### **Unit 3 Market Research**


- Reach , Frequency, Impact
  - Media vehicle for marketing
- Define : TAM, TRP, IMRB, BARC, RNI (National rating agencies & Bodies)

#### **Unit4 Media Ownership**

Media Ownership in India  
Cross media ownership  
Public/ Private Media groups  
Regional media Market

#### **Suggested Readings**

Vinita KohliKhandeka, Indian Media Business, Sage  
PradipNinan Thomas, Political Economy of Communications in India, Sage  
Lucy Kung, Strategic management in media, SAGE  
Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications  
Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel  
John M. lavine and Daniel B. Wackman, Managing Media Organisations

  
Department of Communication  
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Guru Jambhadracharya Institute of  
Technology & Management

Time: 3 Hrs.

## BAMC-117- CINEMA IN INDIA

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-1 : Indian Cinema

Cinema in India: history, overview  
Post independent era  
Golden Era of Hindi Cinema  
Father of Indian Cinema- Dada Sahab Falke

### Unit -2 Different Genre

Growth of Documentary Film  
Parallel Cinema  
Modern Cinema  
Regional Cinema- Bengali, Tamil, Telugu, Malayalam, Kannada,  
Haryanvi Cinema

### Unit- 3 Bodies

Film Division, Film Censor board, National Film Awards  
NFAI- National Film Archive of India  
DAVP

### Unit -4 Digital Cinema

Growth of Digital Cinema- 2D, 3D  
Niche Movie  
Development of Multiplex  
Relevance of Films in today's world

### Suggested Readings:

Keval j. Kumar ' Mass Communication in India' Jaico publication  
Gokulsing, k. & Dissanaye ' Indian Popular Cinema: A Narrative of  
Cultural change (2004)  
Burra, R.D & Rao. ' Cinema an Encyclopedia of India, Vol.1, Thomson Gale  
Publication (2006)  
Rajadhyaksa, A. (1996). ' India Filming The Nation'. The oxford history of  
world Cinema.  
Raminder Kaur, Ajay Sinha.; Bollywood: Popular Indian Cinema through  
Transnational Lens'. Sage: New Delhi

Department of Cinema Studies  
Management  
Curriculum  
of Bachelor of Arts

Time: 3 Hrs.

## BAMC-118 RADIO BROADCASTING

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit 1 - Basics of Sound

- Concepts of sound
- Radio waves and wave length
- Natural sound, Ambience Sound
- AM, FM Culture

### Unit- 2- Introduction to microphones

- Characteristics of Radio as a medium
- Type of Microphones,
- Role of mic in program production

### Unit 3 - Writing and Editing Radio News

- Elements of a Radio News Story: Gathering, Writing/Reporting.
- Elements of a Radio News Bulletins
- Mobile radio

### Unit 4- Public/private Broadcasting

- Development of Public broadcasting in India
- Growth of AIR & FM Stations in India
- Public service, Entertainment, Infotainment by Radio

### Suggested Readings:

- Robert Mcleish 'Radio Production' (6<sup>th</sup> edition ), Focal Press (2015)
- Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10-40)
- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
- The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

## BAMC-119- EDITING FOR PRINT

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-1 Editorial Board

Role of sub/copy- editor, News editor and Editor  
Chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles  
Opinion pieces, op. Ed page

### Unit-2 Newsroom

Newsroom, Organizational setup of a newspaper,  
Principles of editing  
Importance of headlines  
Type of headlines  
Selection of news pictures

### Unit- 3 Trends in sectional news


Week-end pullouts,  
Supplements, Backgrounders  
columns/columnists  
Special Articles- Art, science, economy, culture, technology

### Unit- 4 Understanding media and news

Paid news, agenda setting,  
Gatekeepers and filtration  
Objectivity and politics of news  
Neutrality and bias in news

### Suggested Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication  
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications  
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,  
McGraw Hill Publication  
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press  
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press  
The Newspaper's Handbook, Richard Keeble, Routledge Publication

  
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Department of Journalism and Mass Communication  
Manager, B.A. (Journalism and Mass Communication)  
Guru Jambhadr Singh College of Education  
Gurgaon, Haryana

Time 3 Hrs.

## BAMC- 120 – EDITING SKILLS

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio. That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

### Practical exercise

- Design dummy for a newspaper- 2
- Design layout for magazine cover- 2
- Design dummy for web edition - 2
- News writing for social Media – 5

*Suggestion : Students need to make a portfolio of current newspaper, magazines and web page of the famous news sites to understand the design. They will also practice to handle the editing software during the semester for this paper. The designing must be made by using – Quark express, Indesign, Coral draw or with the help of mobile editing applications.*

## 5<sup>th</sup> Semester

### BAMC-121 MEDIA & POLITICS

Time: 3hr

Theory Marks: 80  
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

#### Unit-I

Introduction to the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.

#### Unit-II

Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha

#### Unit-III

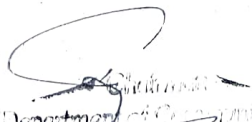
Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function, Judiciary: Power and Function, Role of Press in Indian Democracy

#### Unit-IV

Introduction to union Government, president, vice president, prime minister and council of ministry. Different ministries, their nature, functions and roles. Introduction to state Government, Governor Chief Minister and council of ministry, Panchayati Raj System in India and its key features

#### Suggested Readings:

- Indian Polity, M.Lakshmikanth, McGraw.Hill Publication
- Politics in India, Rajni Kothari
- Coalition Politics in India: Problems and Prospects, Manohar, 2004; M P Singh and Roy, Himanshu (2005).
- Indian Political System. Manak: New Delhi. Satyamurthy, T V (1997).
- Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond.
- The Success of India's Democracy. CUP: New Delhi. Shah, Ghanshyam.
- Caste and Democratic Politics in India, Orient Blackswans: New Delhi.
- NCERT Books of Social Sciences
- भारतीय राज्यव्यवस्था. एम लक्ष्मीकांत

  
Department of Communication  
Manager  
Guru Jambhadrar University  
of Odisha, Cuttack  
753007

Time: 3 Hrs.

## BAMC- 122- DEVELOPMENT COMMUNICATION

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### UNIT 1 Defining Development

Development: Concept, concerns, paradigms

Development versus growth

Mass Media as a tool for development

Role, performance record of each medium- print, radio, TV & new media

### UNIT 2 Models of Development

Basic needs model

Nehruvian model

Gandhian model

Panchayati raj

Developing countries versus developed countries

### UNIT 3

Development communication: Concept and approaches

Dominant paradigm

Dev comm. approaches – diffusion of innovation, empathy, magic multiplier

Sustainable Development

### UNIT 4 Cyber Media & development

E-governance, e- chaupal, national knowledge network

ICT for development

Narrow casting: agriculture, health & family welfare, population, women empowerment, poverty, unemployment

### Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000

SrinivasR.Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.

Belmont CA : Technology Communication Behaviour, Wordsworth pub: New Delhi, 2001.

Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.

UNDP : Human Development Report (published every year), Oxford University Press

World Bank : World Development Report (published every year) Oxford

University Press, New Delhi.

Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.  
 Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.  
 D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.

## BAMC-123 TELEVISION BROADCASTING

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit-1

History of TV in India  
 Role of TV in development  
 Durdarshan : Function and Goals  
 Public service broadcasting

### Unit-2

Camera movements  
 Type of shots, angle  
 Camera parts  
 Lighting techniques

### Unit-3

TV news, reporting, news sources, selection, presentation  
 Electronic News Gathering & Field Production  
 Elements of a Television News Bulletins  
 Announcing on TV

### Unit-4

Basics of TV script writing  
 Writing scripts for TV features, Special Programs and Serials  
 Scripts for TV ads  
 News as Event, Performance and Construction.

### Suggested reading

Television production- Jim Owens and Gerald Millerson  
 Television production handbook- Herbert Zettl  
 The public relations handbook- Alison theaker  
 Public relations- Edward Bernays  
 The editor's toolbox- Buck ryan, Michael o Donnell  
 Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

Department of Journalism  
 Management  
 Guru Jambhadr Prasad  
 of Solapur University

## BAMC-124 DOCUMENTARY PRODUCTION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First Question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit 1:

Understanding the Documentary  
Introduction to Realism Debate  
Observational and Verite documentary

### Unit 2:

Introduction to Shooting styles  
Introduction to Editing styles  
Structure and scripting the documentary.

### Unit 3:

Documentary Production  
Pre-Production  
Researching the Documentary  
Research: Library, Archives, location, life stories, ethnography

### Unit 4

Writing a concept: telling a story  
Treatment to visuals  
Writing a proposal and budgeting

### Suggested Readings:

- Patrica Aufdeneide 'Documentary Film: A short Introduction. Oxford university press  
Erik Barnow and Krishnaswamy Documentary  
Charles Musser —Documentary in Geoffrey Nowell Smith ed *The Oxford History of World Cinema*  
Oxford University Press: 1996, 322-333  
Michael Renov —The Truth about Non Fictional and —Towards a Poetics of Documentary in  
Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge:  
1993, 1-36  
Trisha Das *How to Write a Documentary Double Take* by PSBT

## BAMC-125 WRITING FOR VISUALS

3 Hrs.

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Student will prepare a portfolio containing the productions carried out during the course. A minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

Internal examiner will take a viva- voce of the students with their production portfolio. That will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Practical Exercise-

Writing for short film - 2


Making a short film (5-6 minutes) - 1

Editing assignments- 2

Script for TV news- 2

Script for TV advertisement- 2

*Instruction: Students need to work on the film making on any social, political issues, government or any interest area. The video should be shot in a documentary format and can be on a area decided by the teacher. Any video recording tool with at least 5MP (including mobile cameras) resolution may be used for shooting. Editing may be done using any suitable open video editing software downloaded from the internet.*

  
Chairman  
Department of Communication and  
Management Technology  
Guru Jambhadr Singh Institute of  
Education, Chandigarh

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## 6<sup>th</sup> Semester

### BAMC- 126 ONLINE JOURNALISM

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

#### Unit 1 Digital information

Digital Media : Concept, Definition

Internet: Web browsers, search engines, websites

Iconic services: Google, Google Maps, MySpace, Instagram, YouTube, Digg, del.icio.us, Ebay, Amazon

#### Unit 2 Online news gathering:

What is online journalism?

Online news & web alerts

Digital edition : Newspaper & Magazines

News gathering: Shared database, crowd-sourcing, distributed

#### Unit 3 Online news writing:

Storytelling: Non-linear storytelling, using chunks in a story, using multiple media;

Electronic documents: global reach, archives,

Hyper-link: Use of information

#### Unit 4 Blogs:

Meaning and origin;

Individual and professional blogs;

Basic terminology:

Post, permalink, trackback, blogroll, link-blog, vlog, moblog;

Essentials of blog writing:

Timely and relevant; lively and tight writing; time stamps, headlines;

#### Suggested Reading:

Idman, Tony (1997). *Introduction to Digital Media*. New York: Routledge.

athur, K. Parshant (2011). *Social Media and Networking: Concepts, Trends and*

*mensions*. Chap.2, P.39. New Delhi: Kanishka Publishers.

zdan, A. (2008). *New Media: Techniques and Trends*. New Delhi. Vistasta publishing Pvt.

d. Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal

Press.

ke Ward (2002). *Journalism Online*, Focal Press.

an V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press.

ark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online:

[http://www.kcnn.org/images/uploads/Journalism\\_20.pdf](http://www.kcnn.org/images/uploads/Journalism_20.pdf)).

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## BAMC- 127 INTRODUCTION TO NEW MEDIA

me. 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

At the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### Unit 1 Key Concepts

New media : Concept, definition, scope  
Digital Information  
Information society and new media,  
Computer-mediated-Communication (CMC)

### Unit 2 Understanding Virtual Culture

Internet and its Beginnings,  
Remediation and New Media technologies,  
Online Communities, Networked Journalism, Alternative Journalism;  
Activism and New Media

### Unit 3 Social media

Origin of Social Media  
User Generated Content  
Concept of Web 2.0- micro blogging, social bookmarking  
Interactive & Participatory Journalism

### Unit 4 Overview of Web Writing

Linear and Non-linear writing  
Writing Techniques, Multimedia, Storytelling structures  
Website planning and visual design  
Social Networking sites

### Suggested Readings:

- Razdan, A. (2008). *New Media: Techniques and Trends*. New Delhi. Vistasta publishing Pvt. Ltd.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Feldman, Tony (1997). *Introduction to Digital Media*. New York: Routledge.
- Mathur, K. Parshant (2011). *Social Media and Networking: Concepts, Trends and Dimensions*. Chap.2, P.39. New Delhi: Kanishka Publishers.
- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. — What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.

Department of  
Management  
BAMC-127

3

Rasm, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3  
Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of  
Borderless World. Oxford University Press US.  
O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations  
software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis-web-20.html>

## **BAMC -128 ADVERTISING AND PUBLIC RELATIONS**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. First question will be compulsory of 20 marks based on the entire syllabus. It will contain ten short answer type questions, each of two marks. Students are required to attempt any four questions out of remaining eight questions. All questions will carry equal marks.

### **Unit 1-Introduction to Advertising**

Meaning and history Advertising  
Advertising as a tool of Media- Print, Electronic, Web  
Role of Advertising in Marketing mix  
Various aspects of advertising

### **Unit 2 Advertising Models**

AIDA model, DAGMAR Model, Maslow's Hierarchy Model  
AAAI, ASCI and their codes.  
Advertising Objectives, Segmentation, Positioning and Targeting  
Media selection, Planning, Scheduling

### **Unit 3 PR – basic concepts:**

Public Relations: definition and objectives;  
Functions of Public Relations  
Types of public  
PR in govt. and Private Sectors

### **Unit 4- PR-campaigns**

Research for PR  
Campaign Planning  
Managing promotions and functions  
IPRA code - PRSI, PSPF  
Social Media Tools for marketing

### **Suggested Readings**

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson

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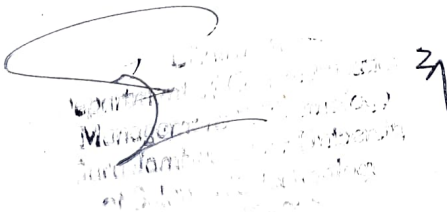
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6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

## BAMC-129 MARKETING COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

A handwritten signature is written over a circular official stamp. The stamp contains text in Hindi, including 'महाराष्ट्र' (Maharashtra) and 'मार्केटिंग' (Marketing). There is also a handwritten number '37' to the right of the stamp.

## BAMC-129 MARKETING COMMUNICATION

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

For the end of the semester examinations, nine questions are to be set by the examiner. One question will be compulsory of 20 marks based on the entire syllabus. It will contain 10 short answer type questions, each of two marks. Students are required to attempt 8 questions out of remaining eight questions. All questions will carry equal marks.

### Unit- 1 Marketing mix:

Marketing Mix: Meaning and components;  
Factors Determining Marketing Mix  
Advertising as a tool of Marketing  
PR as a tool of Marketing;

### Unit-2 Consumer Behavior

Motivation, Needs, Involvement Experience, Learning,  
Knowledge, Attitude Models, Consumer Satisfaction

### Unit- 3 Social Marketing

Introduction to Social Marketing  
Principles of Social marketing  
Social marketing Strategies  
Corporate Social marketing : Case Studies

### Unit 4 E- Marketing

e-marketing: introduction  
online consumer behavior  
Mobile Marketing : online shopping sites

### Suggested Reading:

Marketing Communication – Edited By- Ludi Koekomoer, JUTA. Co. Ltd: South Africa  
Richard R Dolpinh -The Fundamentals of Corporate Communication, Butterworth  
Donald R G, Corporate Reputation, London: Kogan page  
Tom Means, Business communication  
Thomson Paul Argentli Paul, The Power of Corporate Communication, NY: McGraw Hill  
CL Tyagi and Arun Kumar (2004). *Advertising Management*, New Delhi: Atlantic Publishers  
Mukesh Trehan and Ranju Trehan (2007). *Advertising and Sales Management*, New Delhi: Tata  
Alison Theaker (2001). *The Public Relations handbook*, London and New York: Routledge  
Ira S. Kalb. "E- marketing: what went wrong & How to do it right. K&B Prss (2004)

## BAMC- 130 WRITING FOR NEW MEDIA

Practical Marks: 50  
Viva- 30

## BAMC- 130 WRITING FOR NEW MEDIA

Time- 3 Hrs

Practical Marks: 50

Viva- 30

Internal Assessment: 20

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 50 marks.

An external examiner will take a viva- voce of the students with their production portfolio. That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

**Objective of the paper-** this paper designed to practice the content writing for the web, so that journalism students can gets training to be successful in media world. In the class room a student needs to write and write.

### Unit 1 Blog writing:

Social Blog- 2

Political Blog- 2

Travel Blog- 2

Personal Blog -2

### Unit 2

#### Create content for Facebook page

News content- 5

Short stories- 2

Articles- 3

Photo- feature- 2

Students have to create material for a social media campaign on any social /political business issues happening around during the semester.

Signature  
Manager  
Babu Santhosh  
of Balam...

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22/10/19