

## B.Sc.(Mass Communication, Advertisement & Journalism)

### SEMESTER I

#### **BSCMCAJ-101: Principles of Communication - I**

##### **Fundamentals of Communication**

Meaning of communication, features, importance, patterns, techniques of communication formal/

informal, verbal/written, downward & upward. Barriers of communication, Essential of communication, 7 C's of communication, Factors affecting process of communication.

##### **Process of Communication**

Transmission of ideas, facts & figures from one person to another, elements of communication

process (message, sender, encoding, channel, receiver, decoding, acting & feedback).

##### **Forms of Communication**

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

##### **Oral Communication**

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

##### ***Listening skills***

Listening, types of listening, barriers to listening, effective listening skills.

##### ***Reading skills***

Model of reading to learning, reading tactics and strategies, reading purposes - kind of purposes and associated apprehensions, reading for meaning, reading outcomes.

##### ***PRACTICALS:***

##### ***P - 1.2***

- a) Writing an application, business letter, memo and personal resume
- b) Develop an awareness of Reading to Learning procedure
- c) State reading purpose & comprehension
- d) Listening exercise - listening to news on Radio & TV
- e) Conversation & lecture

##### **Suggested reading**

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

#### **BSCMCAJ-102: Global Comparative Media**

##### **1. Media:**

Media, types of media, concepts of global media

##### **2. Global advertising:**

Global advertising, global agencies, global media, choice of global media

##### **3. Global market place:**

Global market place, requirement of global market place, types of global markets, doing business abroad.

##### **4. Global campaign:**

Global campaign, global marketing environment, global consumer research.

### **5. Global media environment:**

Global media environment, global electronic media, global print media, global new media.

### **6. Ethical and legal considerations:**

Ethical and legal considerations in global media environment, impact of technology.

### **7. Case studies:**

Case studies in Global media.

### **Suggested Readings**

1. Global Comparative Media - M.K. Rampal

## **BSCMCAJ-103: Information Technology**

### **1. Introduction to information technology**

- Information
- Characteristics of information
- Uses of information
- Flow of information in Organisation
- Levels of information
- Categories of Information
- Information Technology

### **2. Introductory concepts and applications of computers**

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

### **3. Fundamentals of computers**

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

### **4. Data processing**

- Data Processing concepts
- Data Processing cycle
- Objectives of Data Processing
- Steps of Data Processing
- Data Processing operations
- Data Bank
- Database

- Methods of Data Processing
- Transaction Processing

#### **5. Operating system**

- Functions of operating system
- Types of operating system
- DOS (Disk Operating System)
- UNIX operating system
- Windows operating system

- Windows 98
- Windows NT workstation

#### **6. Networks**

- Introduction to network
- Types of Networks
- Local area network (LAN)
- Wide area network (WAN)
- Metropolitan area network (MAN)
- Topologies.

#### **7. E-commerce & internet**

- E-commerce
- Reasons for the growth of E-commerce
- Features of E-commerce
- Importance of E-commerce
- Objectives of E-commerce
- Types of E-commerce
- Internet
- Evolution of internet
- Service of internet
- Intranet
- Features of Intranet
- Working of Intranet
- Advantage of Intranet
- Extranet
- World Wide Web (www)

#### **8. Windows**

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

#### **9. Introduction to multimedia**

- Types of media
- Why multimedia
- Presentation & Advertisement
- B-2-B & B-2-C communication
- Private & public keys

#### **PRACTICALS:**

##### **P - 1.3:**

Computer Lab: MS Office 2000, MS Word, MS PowerPoint and MS Excel.

### **Suggested Readings**

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

### **BSCMCAJ-104: History & Industry of Mass Communication**

1. - Introduction to Mass Communication
  - Eras of Mass Communication
  - Globalisation
  - Stages in History of Advertising.
2. - Introduction to Journalism
  - Role, Power & Censorship in the Press
  - Making of a Newspaper
    - a) News Reporting,
    - b) Investigative and Interpretive Reporting,
    - c) Sub Editor,
    - d) Headlines,
    - e) Feature Writing and Interviews.
  - Press codes & Ethics
    - a) Code of Ethics in Indian Journalism,
    - b) Press Councils guide to Journalistic Ethics.
3. **The Psychology and Sociology of Media Audiences**
  - Introduction
  - Media Audiences
  - The Psychology of Audiences
  - Group by Group
  - Types of groups
  - The Mass Audiences and their nature
  - The public and the public opinion
  - The two step flow of information
  - Mass media and public opinion
  - Agenda setting.
4. **Model of Mass communication**
  - Katz and Lazarsfeld's two step model.
  - Ball - Rockeach and DeFier's dependency model
  - Model of Agenda setting and effects
  - Model of Gate-keeping by White, Gatung and Rouge.
5. **Issues in Communication**
  - New world of communication order recommended by Mcbride Media Imperialism.
  - Democratization communication and culture.

### **BSCMCAJ-105: Communication & Soft Skills**

#### **UNIT I**

#### **Essentials of Grammar:**

- Parts of Speech
- Punctuation
- **Vocabulary Building**
- Phonetics

#### **UNIT II**

##### **Office Management:**

- Types of Correspondence
- Receipt and Dispatch of Mail
- Filing Systems
- Classification of Mail.
- Role & Function of Correspondence
- MIS
- Managing Computer

#### **UNIT III**

##### **Letter & Resume Writing:**

- Types of Letters-Formal / Informal
- Importance and Function
- Drafting the Applications
- Elements of Structure
- Preparing the Resume
- Do's & Don'ts of Resume
- Helpful Hints

#### **UNIT IV**

##### **Presentation Skills:**

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation.

#### **UNIT V**

##### **Interview Preparation:**

- Types of Interview
- Preparing for the Interviews
- Attending the Interview
- Interview Process
- Employers Expectations
- General Etiquette
- Dressing Sense
- Postures & Gestures

#### **UNIT VI**

##### **Group Discussion & Presentation:**

- Definition
- Process

- Guidelines
- Helpful Expressions
- Evaluation

(Note: Every student shall be given 15 minutes of presentation time & 45 minutes of discussion on his/ her presentation.)

**The student will be evaluated on the basis of :**

- his / her presentation style
- Feedback of Faculty & Students
- General Etiquette
- Proficiency in Letter Drafting / Interview Preparation

The paper is internal and at least 3 tests will be taken. Best 2 of 3 shall account for final grades (70% Test & 30% Presentation)

**Reference Books :**

1. Business Communication - K.K.Sinha.
2. Business Communication - Pal & Korlahalli.
3. Basic Grammar - Wren & Martin

**BSCMCAJ-106: Practical**

A Comprehensive Practical Exam of Maximum of 75 Marks comprising of Practical Component of all the papers taught during this semester.

An internal marking of 25 marks should also be carried on the same pattern during the teaching of the semester.

## SEMESTER II

**BSCMCAJ-201: Mass Communication Concepts and Processes**

**1. Mass Communication:**

Meaning & definitions, Characteristics & features Scope the concept of Mass & Mass Culture of Mass Communication

**2. Mass Communication and other forms of Mass Communication**

Interface between Intra personal & Mass Communication

**3. Functions of Mass Communication:**

To-Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media

**4. Theories of Mass Communication:**

Meaning of theories based on scientific study & analysis; Four major theories of Press, according to Fred Siebert, Theodore Peterson & Wilbur, Schramm.

(a) Authoritarian Theory

(b) Libertarian Theory

(c) Social Responsibility Theory

(d) Soviet Communist/Workers Theory

(e) Other Theories: Development Media & Democratic Participant Theory

**5. Tools of Mass Communication:**

(a) Newspapers, Magazines, Radio, TV, Films, Records, Internet

(b) Advertising, Public Relations & Public Affairs

(c) Traditional & Folk Media

## 6. Journalism and Mass Communication:

Mass media and modern society - functions - mass media and democracy; Print media in India: an overview

### SUGGESTED READINGS

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

### BSCMCAJ-202: Print Media & Photo Journalism

#### 1. Journalism :

Concept, Dimension, Growth, Importance, Requirements, Ideals, Nature, Objectives, Purpose & Functions.

#### 2. What is News?

Definitions, Nature of News, Qualities of News, News Value, Hard & Soft News. Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests. Why is News Important - Difference between News & Information - Journalism & Communication - Stories of High Interest - Celebrity Journalism, Trends in modern journalism - Influence of TV channels on serious news reporting in print media- Sensationalism & Entertainment.

#### 3. News Media Operations:

How news media functions? Three Modes of Daily Journalism, National media - How it nationalises the news? Agenda setting function of the National media, New categories of News, Approaches of Journalism.

Press Organisations.

#### 4. News Agency Journalism:

History, functioning & role of PTI and UNI, International News Agencies, Feature, Syndicates

#### 5. Photography:

Elements and principles - visual language - meaning - photographer's jargon; composition of photography - subject and light.

#### 6. Photographic equipment :

Cameras - types - formats - lens - their types and functions - film - types and functions - accessories.

#### 7. Camera and Photo:

Shots - focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographers' manual and computerised photography.

#### 8. Photographing people:

Portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography.

#### 9. News values for pictures:

Photo - essays - photo features; qualities essential for photo journalism; picture magazines - colour photography - impact of technology, practicals, field assignments and their evaluation.

## **PRACTICALS:**

### **P - 1.4**

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Cameras, Lens and other Accessories
4. Different kind of Shots
5. Development of photographs - How it is done?
6. Photo editing
7. Photographing people, portrait and still, environment, sports, landscape, disasters
8. Photography for Advertising
9. Photo - Feature
10. Field assignments and their evaluation

### **BSCMCAJ-203: Reporting & Editing - I**

#### **1. Reporting:**

Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - news agency copy.

#### **2. Reporting:**

Reporting techniques - qualities of a 'reporter - news - elements, sources - types - pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.

#### **3. Reporting:**

Crime, courts, health, civil administration, civic, culture, politics, education beats.

#### **4. Editing:**

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

5. **Functions** and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing.

6. **Structure** and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

7. **Headlining** - principles, types and techniques

### **BSCMCAJ-204: Communication Skills**

#### **Theories of Communication**

- a) Hypodermic Needle - Theory
- b) Two-step & Multi-step Theory
- c) Commercial Theory
- d) Play Theory
- e) Uses & Gratification Theory
- f) Selective Exposure, Selective Perception & Selective Retention Theory
- g) Individual Difference Theory

#### **Models of Communication**

- a) SMR Model
- b) SMRc Model
- c) Shanon & Weaver Model
- d) Laswell Model
- e) Osgood Model
- f) Dance Model
- g) Schramm Model

- h) Gerbner's Model
- i) New Comb Model
- j) Convergent Model
- k) Gate Keeping Model

#### **Written Communication**

Meaning of business report, types and essentials of ideal reports, preparation of first draft of the report, collection, classification and selection of information, logical ordering, presentation and reports, writing application, personal resumes, business letters, memos.

#### **Telephone handling manners**

Receiving the call, problems in telephonic communication, sample telephonic conversation dialogue form.

#### **Preparation of matters of Meetings**

The writing of notices, agenda & minutes, organisation & conduct of conference, the use of chart, line charts, scatter diagrams, designing messages, title of charts, choosing of suitable charts.

#### **Verbal Communication**

Universals of verbal communication. Meaning and barriers in verbal communication.

Language, sub-language and culture.

#### **Non-Verbal Communication**

Non-Verbal behaviour as communication. Body communication and body movement. Facial communication. Space communication - physical environment, silence, paralanguage and temporal communication.

#### **Suggested Readings**

1. Business Communication - K.K. Sinha (Galgotia Publishing Company)
2. A Practical Grammar of English - Thomson & Martinet
3. Improve your word power - R. Birley
4. Student Companion - (Rupa)

#### **BSCMCAJ-205: Computer Application for Journalism**

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

#### **PRACTICALS:**

**P - 1.5**

#### **COMPUTER LAB**

1. Page Layout: Adobe Page Maker, MS Publisher, Quark press
2. Graphics: Adobe Illustrator, Classic Art Techniques, Adobe PhotoShop, CorelDraw, Design for presentations, Macro Media free hand, MS Power Point, Web Graphics with Adobe PhotoShop, Web Graphics with Macro Media fireworks
3. Scanning printed images. Editing photographs. Transferring photographs to pages.
4. Formatting type/font. Selecting backgrounds. Using colours. Creating tables. Working with images. Using frames.

#### **BSCMCAJ-206: Practical**

A Comprehensive Practical Exam of Maximum of 75 Marks comprising of Practical Component of all the papers taught during this semester.

An internal marking of 25 marks should also be carried on the same pattern during the teaching of the semester.

## SEMESTER III

### **BSCMCAJ-301: Reporting Techniques & Skills**

#### **Part - I**

**1. The Business of Mass Media & Reporter.**

#### **2. Gathering The News:**

Reporting & Reporters - Training & Qualifications to be a reporter - Where reporter work - Reporting for Newspapers - Reporting the expected & unexpected - Made news - What reporters do - Reporting skills - A nose for News. Observation (listening & seeing), Taking notes, finding, checking, verifying, analysing & interpreting information - Interviewing - Asking questions - Types of interviews - Interviewing techniques.

#### **3. Skills For Writing News:**

The basic formula - The Inverted Pyramid: advantages & disadvantages. Writing the Lead - Kinds of Leads - The summary Lead - Thinking through the Lead - Finding the appropriate verb - No news Lead - Organising the facts - Time elements - Variations on the summary Lead - Some other aspects of the Lead - Datelines, Credit Lines, Bylines - Checklist for the standard of the news story.

#### **4. Types Of Reporting:**

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

#### **5. Writing The Story:**

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

#### **6. Extracting Stories from outside copies:**

Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc.

#### **7. Clarity And Accuracy:**

How much do readers know? Define & Explain - Context & background - Technical words & Terms - obscure details - Jargons & euphemism - Unanswered questions - Stories with holes - Accuracy always - Verifying Facts - Verifying quotations - Credibility - Confessing errors.

#### **Part - II**

#### **8. Writing The Story - II:**

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

#### **9. Writing For Magazines:**

News - Angles - Structure & Organisation - Suspended Interest - Stories - The feature touch writing feature - keeping it simple - involving the reader - Holding something back - Playing with words - Allusions - Creative Leads. Other approaches - Questions - The imperative - Direct address.

**10. Articles, Editorials, Middle, Profiles Letters To The Editor, Book Reviews, Film Review, Sports Reviews.**

## Part - III

### 11. Photo Journalism:

How is News Photography different from the rest - Analysing the camera angle Action photography - Choosing the right - pix - India's Top Photo Journalists.

Cartooning: The Craftsmanship, India's Top Cartoonists

### 12. Glossary of Newspaper terminology

## SUGGESTED READINGS

1. News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi - 110 002. Ph. 3270497.3288285. Fax no.: 3288285).

2. The Professional Journalism - M. V. Kamath

3. The Journalist 's Handbook - M.V. Kamath

## BSCMCAJ-302: Editing: Concepts & Processes

### PART I

#### 1. Introductory:

Meaning Concept, Objectives & Scope of Editing

#### 2. Basic Editorial Set - Up Of A Daily:

Position of Editor (Chief editor, Editor - in Chief. Executive editor, Resident editor, Managing - editor, Assistant editor (s) - their functions, Editorial writers their functions, Importance & Significance of the Editorial Page.

#### 3. Editorial Set - up of a Magazine

#### 4. Into The Newsroom:

Role of the News Editor, His Responsibility for Organisation And Selection of News. Their Editing And Treatment.

#### 5. Editing Desk vs Reporting - Section:

Chief Sub - Editor (s), Sub - Editors and their functions; Their Relationship with:

(a) The News Bureau & Its Chief,

(b) Chief Reporter & Other Reporters, Correspondents, Stringers, Freelancers.

(c) The Photo Section: Chief Photographer & Other Photographers;

(d) Cartoonists & Illustrators.

#### 6. Working of The News - Room.

##### Co-ordination Process:

a) Co-ordination of The News Room With The Press And Its Various Sections.

Namely - Composing, Proof - Reading, Processing, Make-UP, Dark - Room, Printing And Such Others And Their Functions.

b) With The Advertisement Department.

c) With The Circulation And Promotion.

#### 7. Sources From Where Copy Comes:

New Agencies & Syndicates (PTI & UNI) ; Internal Sources - Reporters ; Approaches to Different Types of Copies.

#### 8. News Evaluation:

What makes News, Basic criteria for testings copy. Perspective of Democracies & Importance of Developmental News & News on special target groups, areas; News Treatment as in Index of identity with target audience.

### Part - II

#### 9. Editing Processes:

An Overview; Facts of Editing, What comprises Editing, Principles of Editing, Judging the News, Editing Tools, Symbols, Correctness of Spellings, Grammar, Idioms Usage,

Consistency; Authentication of Data When & Where Necessary. What Editing does for Copy: Performing make - Up Operations, Regularising it the style of the Newspaper. Adjusting Story Length to The Space Requirements, Detecting & Correcting Errors of Facts & Simplifying Language. Clarifying & Amplifying Language, Verifying names, Watch for redundancies. Making Stories Objective, Fair & Legally Safe. Restructuring / Rewriting The Story (if necessary), Altering a Story's tone when necessary. Correcting Copy for good taste, Improving the Lead, Interpretative & Investigative Approach, its Importance in Developing countries. Treatment of Mofussil & Developmental News, Editing of Wire News, Press Releases, Features. Articles & Developing Stories; Reading Proofs.

**Part - III**

#### **10. Language Skills for the Desk:**

Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification

**Part - IV**

#### **11. Writing The Headline:**

Purpose of headlines. Headline defined, the head schedule, Basic Skills for successful headline writings, Evolution of headline typography. Counting the head, hedging the count, Head writing by computers, Headline styles, Polishing the headlines.

**Part - V**

#### **12. Newspaper Make - Up:**

The Front Page, Inside Page Make - Up, Using sketches, using boxes, Graphics, cartoons & Pictures, Caption writing & styles, Refers, Influence of Computer - Based Technologies on Composing, Editing & Production Approaches & Styles; The Future Using Photographs: Pix have a purpose, Picture pages, Cropping

**Part - V**

#### **13. Planning Of Pages:**

Organised, Purposeful Flow of material to Press, Tentative earmarking of Matter for each page & the manner of their treatment; Handling of Supplements & Magazine Space.

**Part - VI**

#### **14. Front Page:**

Its Importance As The Face Of A Daily Newspaper, Logic Of Gradation And Treatment And Positioning Of Items; Balancing News And Make - Up Requirements; " Late News" "Stop Press", Exigencies In The Production Of A Newspaper, Value of Teamwork.

Editorial Page: Its importance, Types of Editorials

**Part - VII**

#### **15. Morning And Dak Editions:**

Types of Editions, readership Surveys, The decline in Readership. Emerging Trends In Newspaper Presentation. What lies ahead?

### **SUGGESTED READING**

1. News Editing - Bruce II. Westley
2. Outline Of Editing - M.K. Joseph
3. The Journalist 's Handbook - M.V. Kamath
4. Advanced Editing - Adarsh Kumar Varma
5. The Making Of An Editor - Rahul Mudgal

**BSCMCAJ-303: Reporting & Editing Lab  
(Practical)**

1. NEWS LETTER PRODUCTION
2. NEWS PAPER PRODUCTION
3. MAGAZINE PRODUCTION

From the third semester onwards, the students are required to bring out a Newsletter, a Newspaper & a Magazine each semester.

**BSCMCAJ-304: TV Journalism & Programme Formats**

1. Television for journalism
2. Understanding the medium
3. Writing for visuals
4. Piece to Camera
5. Presentation
6. Reporting
7. Interview
8. Reportage
9. Live Shows
10. Anchoring a Show
11. Programme Production
12. Packaging for a channel
13. Packaging Stories

**BSCMCAJ-305: Television Production: Idea to Screen**

**Selection of the programme topic:**

Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

**Video Recording and Editing:**

What is editing? Rules of editing, Editing sound; Umatic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.

**Media Research Methodology:**

Writing support materials, Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

**BSCMCAJ-306: Practical**

Combined Practical for all the papers in the semester.

## SEMESTER IV

### **BSCMCAJ-401: Basics of Camera, Lights and Sound**

#### **Camera:**

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc.
- (c) Lenses: Different types of lenses and their application

#### **Lighting:**

- (a) Lights and lighting
- (b) Basics of lighting, Techniques
- (c) Different types of lights used in videography
- (d) Use of filters & reflectors

#### **Sound:**

- (a) What is sound? Unit of sound, Voicing
- (b) Types of microphones, use of audio mixers for recording & editing of sound

### **BSCMCAJ-402: Advertising: Concepts & Principle**

#### **1. Introduction to Advertising**

- (a) Definition
- (b) Origin & development
- (c) Growth of advertising in India
- (d) Scope (Effects on Economy/Industry)
- (e) Facets of advertising (As an act of commerce, as hidden persuader)

#### **2. Purpose of Advertising**

- (a) Need for advertising
- (b) Functions of advertising
- (c) Benefits of advertising: To Seller, Buyer & Media

#### **3. Types of Advertising**

- (a) Commercial & Non - commercial
- (b) Product & Consumer
- (c) Classified & Display
- (d) Retail & Wholesale
- (e) Regional, National & Co-operative
- (f) Govt. advertising
- (g) Comparative advertising

#### **4. Advertising as a Communication Tool**

- (a) Communication Process & Advertising
- (b) Communication Principles, Theories applied to advertising

#### **5. Advertising as a Marketing Tool**

- (a) Concept of Marketing & advertising
- (b) Marketing Mix - 5 P's in marketing
- (c) Segmentation of consumer & positioning of product

#### **6. Advertising as a PR Tool**

- (a) Relationship of Advertising & Public Relation
- (b) Corporate/Institutional Advertising

#### **7. Advertising Theories**

- (a) Unique Selling Proposition
- (b) Brand Image

(c) Relevance to Indian Advertising

**8. Role & effects of Advertising**

(a) Negative & Positive Effects

(b) Advertising & Society

(c) Advertising & Development

(d) Role of advertising in National Economy

(e) Social/Public Advertising.

**SUGGESTED READINGS**

1. Indian Broad Casting H R Luthra (Publications Division)
2. Television Techniques Hoyland Beltinger (Harper & Brothers)
3. Advertising Made Simple Frank Jefkins (Rupa & Co.)
4. Ogilvy on Advertising David Ogilvy (Pan Books)
5. Advertising Management Aaker, Myers & Batra

(a) Relationship of Advertising & Public Relation

(b) Corporate/Institutional Advertising

**7. Advertising Theories**

(a) Unique Selling Proposition

(b) Brand Image

(c) Relevance to Indian Advertising

**8. Role & effects of Advertising**

(a) Negative & Positive Effects

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5. Advertising Management Aaker, Myers & Batra

**BSCMCAJ-404: Press Laws & Media Ethics**

1. Press, Law, Society & Democracy
2. Constitutional Safeguards to Freedom of Press
3. Press Commissions & their recommendations
4. Press & Registration of Books Act
5. Working Journalist Act
6. Law of Libel & Defamation
7. Contempt of Court
8. Parliamentary Privileges
9. Press Council Act
10. Official Secret Act
11. Right to Information
12. Copyright, Intellectual Property Right
13. Social Responsibility of Press
14. Ethics, Self-Regulation & Freedom of Expression

## **SUGGESTED READINGS**

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

### **BSCMCAJ-405: Television Production Lab**

Focuses on a production of TV programme from conceptualization through post - production editing familiarizes with:

Story treatment

Scripts,

Storyboards,

Budgets,

Floor plan, sets, make-up costume, jewelry, lights, audio, graphic rehearsals,

Shooting schedules

Post - Production editing

### **BSCMCAJ-406: Operation & Handling of Video Equipments**

(Camera, Lights & Sound Lab)

**Camera:**

(a) Focuses on Cameras & Recorders controls

(b) Shooting techniques

(c) Basic theory of Video recording

**Lights :**

(a) Providing theory, rules & principles of quality lighting

(b) Shows the creative use of back - lighting

(c) Proper placement of lights & lighting equipment for principle subjects and sets both on location and in the studio

**Sound :**

(a) Demonstration of various pieces of audio recording equipment

(b) Creative use of sound effects & music tracts

### **BSCMCAJ-407: Practical**

Combined practical for all the papers in the semester.

## SEMESTER V

### **BSCMCAJ-501: Event Management: Principles and Methods**

1. Role & importance of exhibitions
2. Objectives of the exhibition
3. Advantage of exhibition over other devices
4. Importance of direct contact
5. Choosing the right exhibition - Where to participate
6. Why exhibitions sell? Concept of neutral territory
7. PR for an exhibition
8. Role of the Press in promotion of an event
9. Publicity inputs or visible aids for promoting an event
10. Print & Display material
11. Stand Design
12. Trade Fair: Uses & Abuses
13. Gauging Cost Effectiveness

### **PRACTICALS**

#### **P - 5.1 : EVENT MANAGEMENT LAB**

Designing & Development of print of display material for an exhibition along with publicity & promotional material for the event.

### **BSCMCAJ-502: Organization and Management**

#### **1. Media organization:**

Meaning, Nature, Forms, Structure and Functions; Role and Importance of Media Organizations.

#### **2. Management:**

Definition, Nature and Management Functions ; Planning -Definition, Process and Importance ; Organisational Structure and Design - Responsibility, Authority and Accountability ; Span of Control ; Centralisation and Decentralisation.

#### **3. Human Resource Planning & Process**

Recruitment, Selection, Orientation, Training and Career Development

#### **4. Foundations of Behavior**

Attitudes, Personality, and Learning; Leadership - Importance and major types; Contemporary Issues in Leadership - empowerment, gender leadership, leadership style across and culture; Motivating employees.

#### **5. Control Tools and Techniques**

Financial, Operational and Behavioural Controls.

#### **6. Establishing a Media Organization**

Steps involved, Process, Importance of Entrepreneurship and Sources of Finance.

### **Suggested Reading:**

- 1 Stephen P. Robbins & Mary Coulter, *Management*, Prentice Hall of India.
2. Anna Bhattacharyajee, *The Indian Press - Profession to Industry*.
3. M. V. Deasi & Sewanti, *Beyond Those Headlines : Insiders on the Indian Press*.
4. Ashok V. Deasi, *Economic Aspect of Indian Press*.
5. Jane Willis, *Surviving in the Newspaper Business*
6. Concard C. Fink, *Strategic Newspaper Management*
7. H.R. Luthra, *Indian Broadcasting*

## **BSCMCAJ-503: Research Methodologies for Media**

### **Research:**

Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

### **Survey :**

Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

### **Date :**

Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data.

### **Tools of Data**

#### **Collection :**

Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

#### **Media Research :**

Measuring Impact, Evaluation, Monitoring, and Feedback.

#### **Market Research :**

Principles of Market Research , Theories of Segmentation & Positioning, Pre-Testing, Post - Testing.

### **PRACTICALS**

#### **P - 5.2 : RESEARCH METHODOLOGY FOR MEDIA LAB**

Designing & implementation of Pre-testing / Evaluation tools for audio, video, print, display & publicity material.

### **SUGGESTED READINGS:**

1. Social Research S R Vajpayee
2. Doing Your Research Project Judith Bell
3. Research Methodology - Methods & C R Kothari  
Techniques
4. Research Methodology in Social Sandhu & Singh  
Sciences
5. Communication & Research V P Michael  
for Management
6. Research in Mass Media S R Sharma & Anil Chaturvedi
7. Research - How to Plan, Clifford Hawkings &  
Speak & Write About it Macro Sorgi

## **BSCMCAJ-504: Cyber Journalism**

### **1. Cyber Journalism:**

What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism

### **2. Writing for Web Media:**

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

**3. Presentation & Layout** of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism

**4. Analysis of important Indian News** - based Websites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e - governance

### **PRACTICALS**

### P - 5.3:

#### **INTERNET :**

- Hardware & Software
- Web Search Engines,
- Net Surfing,
- Searching,
- Creating E-mail Accounts,
- Sending & Receiving Mails,
- Downloading sites,
- Hypertext Transfer Protocol (HTTP),
- Hypertext Mark - up Language (HTML)

Soon after the End Term Fourth Semester Examinations the each Students shall undergo a Functional Exposure Training of eight weeks duration in Print Media, Radio Journalism, Television Journalism and Television Production and will submit a Functional Exposure Report containing the actual experiential learning at least eight weeks before the commencement of End Term Examination of the Fifth Semester.

The Functional Exposure Report shall carry 100 Marks and shall be evaluated by an External Examiner appointed by the Vice-Chancellor of the University.

#### **SUGGESTED READINGS:**

1. Cyberspace Aur Media Sudhir Pachauri
2. Fundamentals of Information Deepak Bharihoke  
Technology
3. Multimedia Systems Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millennium V D Dudeja
5. IT S L Sah
6. Electronic Media & the Internet Y K D ' souza

#### **BSCMCAJ-505: Public Relations**

1. Role of Public Relations in Corporate Image Building
2. Functions of Public Relations
3. PR as distinguished from Marketing, Sales Promotion & Advertising
4. PR Techniques
5. Relationship & Duties of the PR Practitioner - Value of IPR Code & the International Codes of Conduct
6. Functions of PR Department & Manager - Advantages & Disadvantages
7. PR consultancy - Its advantages & disadvantages
8. PR programme planning
9. Evaluating results of PR work
10. Press Relation & its principles
10. The News Release - Seven point formula & its importance
11. Writing Techniques, Press Event & Organising them
12. Internal PR - Media & Techniques
13. Employee Relations
14. Exhibition PR & its planning
15. Uses & kinds of Exhibition PR
16. Role of Photography in PR
17. Importance of Marketing Research for the PR practitioner
18. PR in developing countries.

## **BSCMCAJ-506: Practical**

Combined Practical for all the papers in the Semester

## **SEMESTER VI**

### **BSCMCAJ-601: World Media Scenario**

#### **Objective:**

The media constitute a very powerful force in modern society. Power, however, carries enormous responsibility, especially in the present day globalised work place. Thus, the aspiring global media persons must know the complex international media scenario to work across time zones and cultural barriers.

#### **Contents:**

1. World Media scenario since the World War - II : The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance.
2. Colonisation of Communication: 10% population dominating 90% of global news agencies, the news syndicates and mammoth TV network. Why?
3. Integration between Information and Armament: Close encounters between information & armament, media & military.
4. Use of media by power blocks, super powers.
5. Demand for a new information order by developing countries.
6. Bilateral, multi-lateral & regional information corporation.
7. Non-Aligned news pool.
8. Struggle for News between developing & developed countries.
9. Barriers to the flow of news.
10. International practices on visual coverage & regulation in media exchange.
11. UN resolutions on Media related issues.
12. The Gandhian Approach.
14. The New Information Age.

#### **SUGGESTED READINGS:**

1. Many Voices One World UNESCO
2. Facts of Life A Communication Challenge UNICEF, India - 1993
3. The Media & Modernity John & Thompson, Polity Press, 1995

### **BSCMCAJ-602: Contemporary Media Technology**

#### **Objective:**

Media Technologies are both evolutionary and revolutionary. With newer technological innovations replacing the old technologies, the Mass Communication scenario is changing at a very fast pace. This course intends to acquaints the students with the contemporary media technology.

#### **Contents:**

1. The conventional media scenario (Radio, TV & Newspaper).
2. New Information Communication Technologies: Need and Cultural contexts.

3. IT & Information Management.
4. Moving on Digital Era:
  - What is Digitalisation?
  - Internet < E-Commerce, Broadcasting, Cable TV, Video Technology
  - Impact of TV
  - Digital Media & Entertainment Technology
  - Telecommunication Revolution
  - New Technological Devices
  - New Communication Revolution
5. Globalisation Process: Cultural Globalisation Perspective, Impact of globalisation

#### **SUGGESTED READINGS:**

1. Mass Communication Perspective Uma Narula
2. Globalisation Albrowm & King E
3. Technology & Communication Behaviour Belmont C A Wadsworth

#### **BSCMCAJ-603: Radio**

Making of a Radio Station

FM Radio

Process of Setting Up and Operating an FM Radio Station in India

Accountstics

Microphones

Use and Mixing of Sound, Audio Effects, Music

Voice Modulations

Radio Journalism

Key Elements of Radio Writing

Announcements, Talks,

Feature-Documentaries, Plays, Dialogue Writing, Newsreel, Discussions, Interviews,

Newsriting,

Commericlas/Jingles

#### **BSCMCAJ-604: Government Information System**

Part A

Publicity System

The need for Government publicity.

Basic principles of Government publicity- Government publicity guidelines-Operation of Government publicity.

Maintaining press relations through press conferences, press releases, press tours. Supporting service like background, research, references and photo coverage. Government information system.

Part B

Handling Government and other information sources

Information needs for a journalist in social, developmental, national and international areas.

The press information officers in Ministry and Government Departments.

The Press Information Bureau.

The UN, UNESCO and World bank officers as source of information.

The CII, FICCI, as information sources for business, industry.

The Bombay Stock Exchange Directory and the Registrar of Companies as sources for profile on companies.

**BSCMCAJ 605: PROJECT REPORT**

Every student will be assigned a project at the end of the Fifth Semester and it will be pursued by him / her under the supervision of an internal supervisor. Both the subject and the name of the internal supervisor will be duly approved by the Director of the Institute. The Project Reports (in duplicate) alongwith one floppy will be submitted by the students at least two weeks prior to the date of the commencement of the End - Term Examinations for the Sixth Semester.

The Project Report shall carry 100 Marks and shall be evaluated by an External and Internal Examiners separately from out of 50 marks each.

**SUGGESTED READINGS:**

1. Project Report Writing - M.K. Rampal (Galgotia Publishing Company)

**BSCMCAJ-603: Practical**

Combined Practical of all the papers in the semester.