



PUNJAB TECHNICAL UNIVERSITY
Jalandhar
DISTANCE EDUCATION PROGRAMME
<http://www.ptu.ac.in>

Syllabus

Manual

Mass Communication , Advertisement & Journalism
Courses

Applicable to September 2005 Admission Batch
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Scheme

B.Sc. (Mass Communication Advertisement &
Journalism) - BSCMCAJ

M.Sc (Mass Communication
Advertisement & Journalism) - MSCMCAJ

Diploma in Mass Communication Advertisement
& Journalism (DMCAJ)

Post Graduate Diploma in Mass Communication
Advertisement & Journalism (PGDMCAJ)

Syllabus

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M.Sc.(Mass Communication, Advertisement & Journalism) 35-45



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Mass Communication Advertisement & Journalism
Courses

Scheme

Applicable to September 2005 Admission Batch

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Scheme of Papers
B.Sc.(Mass Communication, Advertisement & Journalism) (BSCMAJ)
Applicable to September 2005 Admissions onward

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	One	BSCMAJ-101	Principles of Communication - I	40	10	50	25	75	100	-	-	-	3 Hrs	
2		BSCMAJ-102	Global Comparative Media	40	10	50	25	75	100	-	-	-	3 Hrs	
3		BSCMAJ-103	Information Technology	40	10	50	25	75	100	-	-	-	3 Hrs	
4		BSCMAJ-104	History & Industry of Mass Communication	40	10	50	25	75	100	-	-	-	3 Hrs	
6		BSCMAJ-105	Communication & Soft Skills	20	20	40	-	-	-	50	0	50		Internal
7		BSCMAJ-106	Practical	-	-	-	-	-	-	25	75	100	3 Hrs	Practical
				180	60	240	400			150				550 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	Two	BSCMAJ-201	Mass Communication Concepts and Processes	40	0	40	25	75	100	-	-	-	3 Hrs	
2		BSCMAJ-202	Print Media & Photo Journalism	40	10	50	25	75	100	-	-	-	3 Hrs	
3		BSCMAJ-203	Reporting & Editing - I	40	10	50	25	75	100	-	-	-	3 Hrs	
4		BSCMAJ-204	Communication Skills	40	10	50	25	75	100	-	-	-	3 Hrs	
5		BSCMAJ-205	Computer Application for Journalism	40	10	50	25	75	100	-	-	-	3 Hrs	
6		BSCMAJ-206	Practical	-	-	-	-	-	-	25	75	100	3 Hrs	Practical
				200	40	240	400			100				500 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	Three	BSCMAJ-301	Reporting Techniques & Skills	40	10	50	25	75	100	-	-	-	3 Hrs	
2		BSCMAJ-302	Editing: Concepts & Processes	40	10	50	25	75	100	-	-	-	3 Hrs	
3		BSCMAJ-303	Reporting & Editing Lab	40	10	50	25	75	100	-	-	-	3 Hrs	
4		BSCMAJ-304	TV Journalism & Programme Formats	40	10	50	25	75	100	-	-	-	3 Hrs	
5		BSCMAJ-305	Television Production: Idea to Screen	40	10	50	25	75	100	-	-	-	3 Hrs	
6		BSCMAJ-306	Practical	-	-	0	-	-	-	25	75	100	3 Hrs	Practical
				200	50	250	400			100				100 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	Four	BSCMAJ-401	Basics of Camera, Lights and Sound	30	10	40	25	75	100	-	-	-	3 Hrs	
2		BSCMAJ-402	Advertising: Concepts & Principle	30	10	40	25	75	100	-	-	-	3 Hrs	
3		BSCMAJ-403	Advertising through Print, Radio & Television	30	10	40	25	75	100	-	-	-	3 Hrs	
4		BSCMAJ-404	Press Laws & Media Ethics	30	10	40	25	75	100	-	-	-	3 Hrs	
5		BSCMAJ-405	Television Production Lab	30	10	40	25	75	100	-	-	-	3 Hrs	
6		BSCMAJ-406	Operation & Handling of Video Equipments	30	10	40	25	75	100	-	-	-	3 Hrs	
7		BSCMAJ-407	Practical	-	-	-	-	-	-	25	75	100	3 Hrs	Internship
				180	60	240	600			100				700 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		

1	BSCMCAJ-501	Event Management: Principles and Methods	40	10	50	25	75	100	-	-	-	3 Hrs	
2	BSCMCAJ-502	Organization and Management	40	0	40	25	75	100	-	-	-	3 Hrs	
3	BSCMCAJ-503	Research Methodologies for Media	40	10	50	25	75	100	-	-	-	3 Hrs	
4	BSCMCAJ-504	Cyber Journalism	40	10	50	25	75	100	-	-	-	3 Hrs	
5	BSCMCAJ-505	Public Relations	40	10	50	25	75	100	-	-	-	3 Hrs	
6	BSCMCAJ-506	Practical			0	-	-	-	25	75	100	3 Hrs	Practical
			200	40	240	500			100			600 Total	

Semester		Six	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
Sr	PaperCode	PaperName	Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	BSCMCAJ-601	World Media Scenario	40	10	50	25	75	100	-	-	-	3 Hrs	
2	BSCMCAJ-602	Contemporary Media Technology	40	10	50	25	75	100	-	-	-	3 Hrs	
3	BSCMCAJ-603	Radio	40	10	50	25	75	100	-	-	-	3 Hrs	
4	BSCMCAJ-604	Government Information System	40	10	50	25	75	100	-	-	-	3 Hrs	
5	BSCMCAJ-605	PROJECT REPORT	40		40	25	75	100	-	-	-	3 Hrs	
6	BSCMCAJ-606	Practical				-	-	-	25	75	100	3 Hrs	Internship
			200	40	240	500			100			600 Total	

Scheme of Papers
M.Sc.(Mass Communication, Advertisement & Journalism) (MSCMCAJ)
Applicable to September 2005 Admissions onward

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-101	Introduction to Communication	30	10	40	25	75	100	-	-	-	3 Hrs	
2		MSCFT-102	Introduction to Mass Communication	30	10	40	25	75	100	-	-	-	3 Hrs	
3		MSCFT-103	Introduction to Journalism	30	10	40	25	75	100	-	-	-	3 Hrs	
4		MSCFT-104	Introduction to Advertising	30	10	40	25	75	100	-	-	-	3 Hrs	
5		MSCFT-105	Introduction to Computers	40	10	50	25	75	100	-	-	-	3 Hrs	
6		MSCFT-106	Communication and Soft Skills	20	10	30	-	-	-	50	-	50		Internal
			Practical				-	-	-	25	-	100		Practical
				180	60	240	400			150				550 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-201	Introduction to Media Technologies	50	10	60	25	75	100	-	-	-	3 Hrs	
2		MSCFT-202	Introduction to Public Relations	50	10	60	25	75	100	-	-	-	3 Hrs	
3		MSCFT-203	Journalistic Reporting & Editing	50	10	60	25	75	100	-	-	-	3 Hrs	
4		MSCFT-204	Advertising Design & Principles	50	10	60	25	75	100	-	-	-	3 Hrs	
5		MSCFT-205	Project Report			0	-	-	-	25	75	100	3 Hrs	Project
				200	40	240	400			100				500 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-301	Introduction to Printing Technologies	40	10	50	25	75	100	-	-	-	3 Hrs	
2		MSCFT-302	Introduction to Production Technologies	30	10	40	25	75	100	-	-	-	3 Hrs	
3		MSCFT-303	Introduction to Newspaper Management	40	10	50	25	75	100	-	-	-	3 Hrs	
4		MSCFT-304	Introduction to Copywriting, Visualization & Campaign Effectiveness	40	10	50	25	75	100	-	-	-	3 Hrs	
5		MSCFT-305	Introduction to Mass Communication & Society	40	10	50	25	75	100	-	-	-	3 Hrs	
6		MSCFT-306	Practical				-	-	-	25	75	100	3 Hrs	Practical
				190	50	240	500			100				600 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-401	Introduction to Communication Research	50	10	60	25	75	100	-	-	-	3 Hrs	
2		MSCFT-402	Introduction to Photography	50	10	60	25	75	100	-	-	-	3 Hrs	
3		MSCFT-403	Mass Communication Ethics & Laws	50	10	60	25	75	100	-	-	-	3 Hrs	
4		MSCFT-404	New Media Technologies	50	10	60	25	75	100	-	-	-	3 Hrs	
5		MSCFT-405	Project Report				-	-	-	25	75	100	3 Hrs	Project
				200	40	240	400			100				500 Total

Scheme of Papers
Diploma in Mass Communication, Advertisement & Journalism) (DMCAJ)
Applicable to September 2005 Admissions onward

Sr	Semester	One	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
			Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	BSCMCAJ-101	Principles of Communication - I	40	10	50	25	75	100	-	-	-	3 Hrs	
2	BSCMCAJ-102	Global Comparative Media	40	10	50	25	75	100	-	-	-	3 Hrs	
3	BSCMCAJ-103	Information Technology	40	10	50	25	75	100	-	-	-	3 Hrs	
4	BSCMCAJ-104	History & Industry of Mass Communication	40	10	50	25	75	100	-	-	-	3 Hrs	
6	BSCMCAJ-105	Communication & Soft Skills	20	20	40	-	-	-	50	0	50		Internal
7	BSCMCAJ-106	Practical	-	-	-	-	-	-	25	75	100	3 Hrs	Practical
			180	60	240	400			150				550 Total

Sr	Semester	Two	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
			Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	BSCMCAJ-201	Mass Communication Concepts and Processes	40	0	40	25	75	100	-	-	-	3 Hrs	
2	BSCMCAJ-202	Print Media & Photo Journalism	40	10	50	25	75	100	-	-	-	3 Hrs	
3	BSCMCAJ-203	Reporting & Editing - I	40	10	50	25	75	100	-	-	-	3 Hrs	
4	BSCMCAJ-204	Communication Skills	40	10	50	25	75	100	-	-	-	3 Hrs	
5	BSCMCAJ-205	Computer Application for Journalism	40	10	50	25	75	100	-	-	-	3 Hrs	
6	BSCMCAJ-206	Practical	-	-	-	-	-	-	25	75	100	3 Hrs	Practical
			200	40	240	400			100				500 Total

Scheme of Papers
PG Diploma in Mass Communication, Advertisement & Journalism (PGDMCAJ)
Applicable to September 2005 Admissions onward

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-101	Introduction to Communication	30	10	40	25	75	100	-	-	-	3 Hrs	
2		MSCFT-102	Introduction to Mass Communication	30	10	40	25	75	100	-	-	-	3 Hrs	
3		MSCFT-103	Introduction to Journalism	30	10	40	25	75	100	-	-	-	3 Hrs	
4		MSCFT-104	Introduction to Advertising	30	10	40	25	75	100	-	-	-	3 Hrs	
5		MSCFT-105	Introduction to Computers	40	10	50	25	75	100	-	-	-	3 Hrs	
6		MSCFT-106	Communication and Soft Skills	20	10	30	-	-	-	50	-	50		Internal
			Practical				-	-	-	25	-	100		Practical
				180	60	240	400			150				550 Total

Sr	Semester	PaperCode	PaperName	Contact Hours (PerSemester)			Theory Exam Marks			Practical Exam Marks			Duration of Exams	Remarks
				Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1		MSCFT-201	Introduction to Media Technologies	50	10	60	25	75	100	-	-	-	3 Hrs	
2		MSCFT-202	Introduction to Public Relations	50	10	60	25	75	100	-	-	-	3 Hrs	
3		MSCFT-203	Journalistic Reporting & Editing	50	10	60	25	75	100	-	-	-	3 Hrs	
4		MSCFT-204	Advertising Design & Principles	50	10	60	25	75	100	-	-	-	3 Hrs	
5		MSCFT-205	Project Report			0	-	-	-	25	75	100	3 Hrs	Project
				200	40	240	400			100				500 Total



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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 - Rosenthal and DeFleur'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: on 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 McQuali |



BSCMAJ-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 Grammer 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, Formating 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 - Stores 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 H. 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 |



BSCMCAJ-403: Advertising through Print, Radio & Television

1. **Advertising Objectives**
 - (a) Setting the objectives (b) Strategies to achieve objectives
2. **Advertising Campaign**
 - (a) Various stages of the campaign (b) Combined campaigns & inter-media co-ordination
3. **Advertising Agency**
 - (a) Organisational Structure / Patterns
 - (b) Skills required for various jobs
 - (c) Functions of advertising agencies
 - (d) Their role importance
 - (e) Selection of advertising agency
 - (f) Agency commission & fee
4. **Advertising Budget**
 - (a) Advertising expenditure & process of budgeting
 - (b) Factors affecting advertising expenditure
 - (c) Methods of determining advertising expenditure
 - (d) Administering the budget
5. **Advertising Copy**
 - (a) Translating advertising message into copy
 - (b) Preparing effective copy, Punch lines
 - (c) Elements of a print copy - Headlines, Body copy, Illustration, Slogan, Logo
 - (d) Role of colours
 - (e) Elements of a broadcast copy
 - (f) Copy writing techniques for audio & video
 - (g) Use of visual signs, sound, audio - video effects, words
 - (h) Script writing for radio & television ad
6. **Production**
 - (a) Stages of the production process - Thumbnail sketches, roughs, storyboard, copy/script/final artwork etc.
 - (b) Related inputs - Photography, camera, sound system
7. **Advertising Media**
 - (a) Print Media - Newspapers, Magazines, Pamphlets, Handbills, Posters, Souvenirs, Brochures
 - (b) Electronic Media - Radio, TV, Cassettes & CDs
 - (c) Other Media - Direct Mail, Outdoor Media
 - (d) Characteristics, Merits & Limitations of various media
8. **Media Planning & Scheduling**
 - (a) Selection of media category
 - (b) Reach, Frequency & Impact of selected media
 - (c) Cost & other factors influencing the choice of media
 - (d) Media Scheduling
9. **Advertising effectiveness**
 - (a) Methods of measuring effectiveness
 - (b) Pre-testing & Post - testing
10. **Regulation of advertising in India**
 - (a) Misleading & deceptive advertising
 - (b) Laws related to advertising
 - (c) Self - regulatory advertising

SUGGESTED READINGS

- | | |
|----------------------------|--|
| 1. Indian Board Casting | H R Luthra (Publications Division) |
| 2. Television Techniques | Holyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | Frank Jefkins (Rupa & Co.) |
| 4. Ogilvy on Advertising | David Ogilvy (Pan Books) |
| 5. Advertising Management | Aakar, 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 & Techniques | C R Kothari |
| 4. Research Methodology in Social Sciences | Sandhu & Singh |
| 5. Communication & Research for Management | V P Michael |
| 6. Research in Mass Media | S R Sharma & Anil Chaturvedi |
| 7. Research - How to Plan, Speak & Write About it | Clifford Hawkings & 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 Technology | Deepak Bharihoke |
| 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

Acoustics

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, News-writing, Commercials/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.



MSc (Mass Communication, Advertisement & Journalism)

Semester 1

MSCMCAJ-101 : Introduction to Communication

Communication:

Meaning,
Need,
Types,
Models

(SMCR, Shanon & Weaver Model,
SMRC Model, Laswell Model,
Osgood Model,
Dance Model,
Schramm Model,
Gerbner's Model,
New Comb Model,
Convergent Model,
Gate Keeping Model)

Theories of Communication

(Hypodermic needle,
Two step & Multistep,
Commercial,
Play theory,
Uses & Gratification,
Selective exposure,
Perception & Retention theory,
Individual difference theory)

Elements & Process of Communication,
History of Communication,
Barriers of Communication,
Tools of Communication,
Effective Communication Principles.



MSCMCAJ-102 : Introduction to Mass Communication

Mass Communication,
Meaning,
Need,
Types,
Elements of Mass Communication,
Model of Mass Communication
(Lazarfield Two Step flow,
Dependency model,
Agenda Setting & Effect Model,
Model of Gate Keeping)

Theories of Mass Communication,
(Authoritarian,
Libertarian,
Social Responsibility,
Soviet Media,
Development Communication,
Democratization Theory)

Difference between Communication & Mass Communication

MSCMCAJ-103 : Introduction to Journalism

Journalism:
Meaning,
Definition,
Glossary,
History,
Purpose or Role,

News:
Definition,
Types,
Elements of News,
Source of News,
Structure of News,
Leads,
 Types of Leads,
Head Line,
 Type of Headline,
Quality of News,
How to write news,
Types of news writing,
News room & its structure & Role.

Journalist,
Qualities,
Role,

Trends in Modern Journalism.

**MSCMCAJ-104 : Introduction to Advertising**

Advertising:

- Meaning,
- Attributes,
- Origin,
- Developments,
- Goals,
- History of Indian Advertising,
- Process of Advertising,
- Publicity Versus Propagandas versus Sale Promotion,

- Role of Advertising,
- Advertising Types,
- Principles,
- Steps in Advertisement Planning,
- Advertising Agency,
- Function & Role.

- Selection of Advertising & Agency,
- Parts of an Advertisements,
- Advertising ethics.

MSCMCAJ-105 : Introduction to Computers

- Introduction to Computers,
- Characteristics of Computers,
- Generations of Computers,
- Classification of Computer,
- Importance of Computer,
- Computer Organization,
 - Input Unit,
 - Output Unit,
 - CPU,
- Input/Output Devices,
- Computer Viruses,
- Number System & Computer Arithmetic,
 - Binary Number System,
 - Octal Number System,
 - Hexadecimal Number System,
 - Conversions from One Number System to another,
 - Decimal to Another Base,
 - Converting from a base other than 10 to a base other than 10,
 - Fractional Numbers,

- Operating System,
 - Functions of Operating System,
 - Types of OS,

- Internet,
 - E-Mail, WWW, File Transfer Protocol, Uses of Internet,

- MS-Office - Basics,
 - MS-Word, MS-Power Point, Windows, Paint Brush, Notepad.



MSCMCAJ-106 : Communication and 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)

MSCMCAJ-107: Practical

Combined Practical for all the papers in the semester.



Semester 2

MSCMCAJ-201 : Introduction to Media Technologies

Media,
Meaning,
History & Origin,
Classification of Media,
History & Development of TV,
Radio, Newspaper,
Magazines,
Cinemas in India,
Structure of All India Radio & Door Darshan,
Traditional Media,
Meaning & Role,
Difference between Traditional & Electronic Media.

MSCMCAJ-202 : Introduction to Public Relations

Public Relations:
Meaning,
Definition,
Need for P.R.,
History of P.R.,
P.R. Programme,
P.R. Public,
Tools of P.R.,
Importance of P.R.,
Ethics of P.R.,
Image Advisory,
Role & Function,
Importance,
Qualities of P.R.O.,
Objective of P.R.,
How to conduct P.R. Campaign.



MSCMCAJ-203 : Journalistic Reporting & Editing

Journalistic Writing;

Meaning,
Forms(
 News,
 Editorial,
 Features,
 Middle, Articles,
 difference between all formats),

Reporting;

Meaning,
Types of Reporting,
Tips on Reporting,
Objectivity,
Report writing for all media.

Editing;

Meaning,
Symbols & Usages,
Need & Principles of Editorial Desk,
Proof Reading,

Newspaper Meaning & its Production Steps,
Difference between Newspaper and Magazines,
Pages of Newspaper.

MSCMCAJ-204 : Advertising Design & Principles

Advertising Design;

Meaning,
Making of Advertisement,
Background,
Layout steps,
Function of Layout,
Design & Layout,
Types of Design,
Principles of a Good Layout,
Appeal of an Advertisement,
Principles of Good Advertisement,
Regulations of an Advertisement.

MSCMCAJ-205 : Project Report

Every student will be assigned a Project at the beginning of the 1st Semester and will be pursued under the supervision of an internal supervisor. The Project Report will be on the Topics related & Taught in the first year of M.Sc. The Project Report shall carry 100 (25 Internal and 75 External) Marks and will be evaluated by the examiner.

The project will be submitted with the Institute as well as the University.



Semester 3

MSCMCAJ-301 : Introduction to Printing Technologies

Printing;

- its meaning,
- History,
- Origin,
- Types of Printing Process,
- Elements of Printing,
- Paper,
- Comparison between Printing Process,
- Traditional Printing Vs Modern Typography,
- Type size,
- Type Style,
- Colours.

MSCMCAJ-302 : Introduction to Production Technologies

- T.V & Radio Production,
- Post & Pre Production Stages,
- Story Treatment,
- Scripts,
- Storyboards,
- Budget,
- Floor Plan, Sets,
- Make up Costume,
- Jewellery,
- Lights,
- Audio,
- Shots,
- Shooting Schedule,
- Crew for Production,
- Post Production & Editing.

MSCMCAJ-303 : Introduction to Newspaper Management

- Meaning of Management,
- Principles of Management,
- Structure,
- Co-ordination,
- Motivation,
- Control,
- Decision Making,
- Departmentalization,
- Ownership Pattern,
- Liasoning with Govt. Depts,
- Editorial Management,
- Advertising Management,
- Circulation Management,
- Factors affecting Circulation,
- Functions,
- Personal & Financial Management,
- Printing Management,
- Need of Morgue.



MSCMCAJ-304 : Introduction to Copywriting, Visualization & Campaign Effectiveness

Meaning of Copywriting & Visualization,
Qualities of Visualizer as a part of Advertising,
Copywriting & Visualizing Role & Significance,
Process of Visualization,
Creative Visualization,
Copywriting in Advertisement,
Appeals,
Advertisement Effectiveness,
Difference between Advertising & P.R.

MSCMCAJ-305 : Introduction to Mass Communication & Society

Uses,
Effects & Representation,
Meaning of Effects,
Theories of Media Effects,
Effects of Media on Education,
Mass Media and Indian Family,
 Children,
 Women,
Need for Audience Studies,
Media & Communication,
Violence in Media,
 its effect on Society,
 Violence in News.



Semester 4

MSCMCAJ-401: Introduction to Communication Research

Research;
Meaning ,
Definition,
Types,
Methods of Research,
Research Problems,
Designing a Research Problem,
Objective of a Good Research,
Significance of Research,
Research Design;
Meaning,
Qualities of Research Design,
Steps of Research Design,
Hypotheses,
Qualities of Hypotheses,

Sampling;
Sampling Procedure,
Types of Sampling,
Data Collection;
Techniques of Data Collection,
Processing & Analysis,
Interpretation and Report Writing,
Role of Computer in Research.

MSCMCAJ-402: Introduction to Photography

Photography;
Meaning,
Definition & History of Photography,
Tools of Photography,
Camera; Parts of a Camera (Shutter, Apertures, Lens, Films),
Types of Camera,
Quality of Photograph,
Role of Visualizations,
Shots,
Roles of Lightings,
How to take a good picture,
Role of Subject,
Editing & Development of Photograph.
Manual & Computerized.
Composition of Photograph,
Photo Journalism, its Role & Importance.

**MSCMCAJ-403: Mass Communication Ethics & Laws**

History of Mass Media;
Writing to Communication,
Freedom of Press or Media,
Press Code & Ethics,
PCI,
Code of Journalistic Ethics,
Censorship and Control in the Press and other Media,
Press ownership & monopoly,
Media Laws,
Media Organization,
Press Commission,
ABC,
RNI &
Defamation.

MSCMCAJ-404: New Media Technologies

Stand alone technologies to convergence,
Its history in India,
New Media Technology,
Till Present,
DTH,

Internet,
History ,
Meaning,
Definition,
Role,Process,
Information Superhighway,
Globalization,
I.T. Regulations & Committees.

MSCMCAJ-405: Project Report

Every student will be assigned a Project at the beginning of the 4th Semester and will be pursued under the supervision of an internal supervisor. The Project Report will be on the Topics related & Taught in the first year of M.Sc. The Project Report shall carry 100 (25 Internal and 75 External) Marks and will be evaluated by the examiner.

The project will be submitted with the Institute as well as the University.



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