

कार्यवृत्त

दिनांक 12/05/2022 को अपरान्ह 2 बजे विश्वविद्यालय के पत्रकारिता एवं जनसंचार विभाग में बोर्ड आफ स्टडीज की बैठक आनलाइन/आफ लाइन माध्यम से आहूत की गई। बैठक में निम्नांकित सदस्यगण उपस्थित रहे-

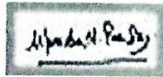
1. प्रो० बी एस निगम, सदस्य
2. प्रो० पवित्र श्रीवास्तव, सदस्य
3. प्रो० सुबोध अग्निहोत्री, सदस्य
4. डॉ० प्रशांत सिंह, सदस्य
5. डॉ० उपेन्द्र एन पाण्डेय, सदस्य
6. डॉ० जितेन्द्र डबराल आंतरिक सदस्य
7. डॉ० ओमशंकर गुप्ता, आंतरिक सदस्य
8. डॉ० विशाल शर्मा, आंतरिक सदस्य
9. डॉ० रश्मि गौतम, आंतरिक सदस्य
10. डॉ० योगेंद्र कुमार पाण्डेय, संयोजक

बैठक में पत्रकारिता एवं जनसंचार विभाग में सत्र 2022-23 से प्रारंभ नवीन पाठ्यक्रम एमए (डिजिटल जर्नलिज्म) तथा वर्तमान पाठ्यक्रम एमए(जेएमसी) को नई शिक्षा नीति 2020 के अंतर्गत परिवर्द्धित किया गया। इसमें-

- 1- प्रो० बी एस निगम ने एमए (जेएमसी) पाठ्यक्रम में कंटेंट राइटिंग को द्वितीय से तृतीय सेमेस्टर में तथा डेवलेपमेंट कम्यूनिकेशन पेपर को तृतीय से द्वितीय सेमेस्टर में करने का सुझाव दिया, जिसे सर्वसम्मति से स्वीकार कर लिया गया।
 - 2- डा. सुबोध अग्निहोत्री ने मीडिया रिसर्च में डेटा जर्नलिज्म को शामिल करने का प्रस्ताव दिया था, जिसे स्वीकार कर लिया गया।
 - 3- डॉ० उपेन्द्र एन. पाण्डेय जी ने कहा कि कंटेंट राइटिंग का पेपर दूसरे या तीसरे सेमेस्टर में रखा जाये, जिसे स्वीकार कर लिया गया।
 - 4- प्रो. पवित्र श्रीवास्तव ने भी इलेक्ट्रेड पेपर में डेवलेपमेंट एंड सोसाइटी को शामिल करने के लिए कहा, जिसे जोड़ लिया गया।
 - 5- प्रो. बी.एस. निगम का सुझाव था कि विभाग द्वारा एक नया पेपर तैयार किया जाये, जिससे अन्य विभाग के छात्र एनईपी-2020 के तहत अध्ययन के लिए चयनित कर सकें।
 - 6- डॉ० प्रशांत सिंह ने एमए (डीजे) पाठ्यक्रम के चौथे सेमेस्टर में मीडिया एंड सोशल इश्यूज की जगह स्पेशलाइज्ड जर्नलिज्म जोड़ा जाये।
 - 7- आंतरिक सदस्य डॉ० जितेन्द्र डबराल के सुझाव पर नया पेपर स्पेशलाइज्ड रिपोर्टिंग को जोड़ा गया।
 - 8- प्रो. बी.एस. निगम ने सुझाव दिया कि प्रत्येक पाठ्यक्रम में अध्यादेश या पाठ्यक्रम विवरण में कोर्स आब्जेक्टिव और प्रोग्राम आउटकम जरूर शामिल करें, जिससे नैक आदि की प्रक्रिया में असुविधा न हो।
 - 9- प्रो. पवित्र श्रीवास्तव ने कहा कि डिजिटेशन को अध्यादेश में लाते हुए उसमें शोध निर्देशक के एलाटमेंट की दिशा निर्देश शामिल किया जाये तथा उस अध्यादेश
 - 10- समिति के सभी सदस्यों ने सभी परास्नातक पाठ्यक्रमों को एनईपी-2020 के अनुसार एकमत से पास कर दिया।
 11. बैठक में समिति ने विभाग द्वारा प्रस्तावित दो नये प्रमाण पत्र पाठ्यक्रमों सर्टिफिकेट इन सोशल मीडिया और सर्टिफिकेट इन टीवी जर्नलिज्म को सत्र 2022-23 के लिए पारित कर दिया। इसमें सदस्यों ने इन पाठ्यक्रमों कम से कम तीन पेपर और 12 क्रेडिट में करने का सुझाव दिया, जिसे मान लिया गया।
 - 12- सर्टिफिकेट कोर्स में पात्रता की व्याख्या और उसे करने के बाद उससे मिलने वाले लाभ का भी जिक्र किया जाये।
 - 13- बैठक में समिति के सभी सदस्यों ने एकमत से विभागाध्यक्ष को पाठ्यक्रम एवं अध्यादेश में किसी भी प्रकार के अति आवश्यक और जरूरी परिवर्तनों को करने का अधिकार प्रदान किया।
- अंत में विभागाध्यक्ष डॉ० योगेंद्र कुमार पाण्डेय ने सभी सदस्यों को धन्यवाद ज्ञापित करते हुए बैठक समाप्ति की घोषणा की।



डॉ० सुबोध अग्निहोत्री



डॉ० उपेन्द्र पाण्डेय

Om Shankar
12/5/22
डॉ० ओमशंकर गुप्ता

Jitendra
12/05/2022
डॉ० जितेन्द्र डबराल

डॉ० योगेंद्र कुमार पाण्डेय

(संयोजक)

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR

MAJMC 1st Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MAJMC 101	Basic Principles of Communication	Core	4	75	25	100
MAJMC 102	History of Mass Media	Core	4	75	25	100
MAJMC 103	Media Laws	Core	4	75	25	100
MAJMC 104	Computer In Mass Media	Core	4	75	25	100
MAJMC 105	Practical/Viva		4	75	25	100
MAJMC 106	Research Project		----	-----	-----	-----
		Total	20			500

MAJMC 2nd Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MAJMC 201	News Reporting and Editing	Core	4	75	25	100
MAJMC 202	Public Relations	Core	4	75	25	100
MAJMC 203	Internet and Web Journalism	Core	4	75	25	100
MAJMC 204	Graphic Designing	Elective	4	75	25	100
MAJMC 205	Development Communication					
MAJMC 206	Practical/Viva		4	100	----	100
MAJMC 207	Research Project/Internship		8	-----	-----	100
		Total	28			600

MAJMC 3rd Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MAJMC 301	Media Research	Core	4	75	25	100
MAJMC 302	TV Journalism	Core	4	75	25	100
MAJMC 303	Radio Journalism	Core	4	75	25	100
MAJMC 304	Content Writing	Elective	4	75	25	100
MAJMC 305	Digital Marketing					
MAJMC 306	Practical/Viva		4	100	----	100
MAJMC 307	Dissertation		----	-----	-----	
		Total	24			500

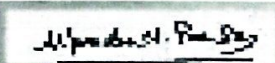
MAJMC 4th Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MAJMC 401*	Advertising	Elective	4	75	25	100
MAJMC 402*	Film Appreciation	Elective	4	75	25	100
MAJMC 403*	Photo Journalism	Elective	4	75	25	100
MAJMC 404*	Media and Social Issues	Elective	4	75	25	100
MAJMC 405	Specialized Reporting	Core	4	75	25	100
MAJMC 406	Practical/Viva		4	100	----	100
MAJMC 407	Dissertation		8	100	----	100
		Total	28			600


*Note: Any three elective to be chosen



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C.S.J.M. UNIVERSITY, KANPUR

SYLLABUS OF
MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Note---Each paper will be of 100 marks. 25 marks of each paper will be given through internal evaluation. The paper having only theoretical part will be of 75 marks.

1st Year (1st Sem.)

Paper- I (One)

Basic Principles of Communication

MAJMC 101

MM 100

THEORY

Unit I

Communication, Definition, Concept, Elements and process. Different forms of communication, oral, written, upward, downward, horizontal communication, intra-personal, inter-personal, group, crowd, public and mass communication. Feedback and barriers of communication. Non-verbal communication, effective communication. Listening in communication, credibility & perception.

Unit II

Various models and theories of communication. Aristotle, Models of Lasswell, Berlo's model, Dance's helical spiral model, Shannon and Weaver, Johnson's model, Wilbur Schramm, Osgood, New Comb, Wesley & MacLean, Other new communication models.

Unit III

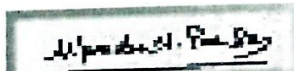
Communication Theories: - Bullet theory, **Sociological:** - Cultivation, Agenda Setting, Use and gratification, Dependency Theory. **Normative theories:** Authoritarian and Free Press theory, Social Responsibility theory, Communist Media theory, Development Communication theory. Democratic Participant Media Theory, New theories in mass media

Unit IV

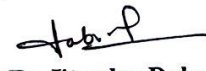
Traditional and Modern Media of Mass Communication, Communication Grammar and communication skill. New concepts and trends of mass media. . Changing trends of Mass Communication under the process of globalization, Private and Public Media, Technology in the development of Media. Media and Market: Nature, Relation & Expansion



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THEORY

MM 100

Unit I

Origin, history and growth of human communication and language. Media and Modernity: Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States, Great Britain and France. An overview of the history of World Press

Unit II

Origin and growth of Indian press - Focus of Indian press before independence - Role of journalism and its role in freedom movement. - Freedom fighters as communicators (Tilak, Gandhi, Ganesh Shanker, Makhan Lal etc.) Media in the Post Independence Era : Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press, Changing Readership, Print Cultures, Language Press

Unit III

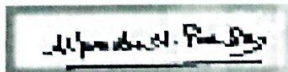
Emergence of radio Technology, The coming of Gramophone Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India □ Case studies, Patterns of State Control; the Demand for Autonomy. The coming of Television and the State's Development Agenda Commercialization of Programming (1980s) Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.

Unit IV

The early years of Photography, Lithography and Cinema From Silent Era to the talkies, Cinema in later decades, Internet: A historical introduction. Present scenario of different mass media in India. Various Media organizations, institutions and their functions in print and electronic media, eminent personalities. Brief Introduction of News Agencies.



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Theory

MM -100

Unit I

Indian Constitution: Fundamental Rights, Freedom of speech and expression: Article 19 (1&2), Derivative rights - right to know/right to receive information, right to advertise, right to broadcast, Right to Information Hate Speech. Privacy: right to privacy versus freedom of expression.

Unit II

Trial by media and fair trial, Pre-trial publicity, Trial under Criminal Procedure Code, Cameras in Courtroom; Restrictive Orders, Contempt of Court, Scandalizing, vilification of institution of Court, Article 361 A, Constitution of India, Parliamentary Proceedings (Protection of Publication) Act, 1977 Unverified reporting; Fair comment and criticism, Media & Its Regulation, Regulation can occur at the Central, State, local or self-regulatory level, Regulation of the print media, Press Council of India Act, Resolution for a Media Council, Press Council of India, 2012.

Unit III

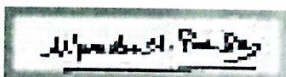
Regulation of the Broadcasting sector (Public and Private), Prasar Bharti Act 1990; Report of the Prasar Bharati's Expert Committee, 2013. Cinematography Act 1952; Cable T.V. Networks (Regulation) Act of 1995. Self-Regulatory Measures-BCCC Guidelines on Self Regulation; BCCC Report to the MI&B; BCCC Orders and Advisories; NBSA Regulations; NBA Code of Ethics.

Unit IV

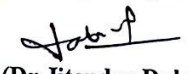
Regulation of the Social Media, Sections 6,7, 8 and other relevant provisions of Information Technology Act, 2001 Section 66A, Information Technology Act of 2001, 52nd Report of the Parliamentary Standing Committee on Information Technology Media, Advertisement & the Law, Commercial speech, Regulating what is false or misleading / may regulate even truthful advertising, Indecent Representation (Prohibition) Act, 1986, The Drugs and Magic Remedies (Objectionable) Advertisements Act of 1954



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Paper- IV (Four)

COMPUTER IN MASS MEDIA

MAJMC 104

THEORY:

MM-100

Unit I

Computer Basics: Introduction: Introduction to computers, parts of computer system, hardware, software, difference between hardware and software, user, data, processor, memory, input devices, output devices. Generations of Computers: 1st, 2nd, 3rd, 4th, 5th generation. Basic computer organization: C.P.U, A.L.U. Keyboard, Mouse, OMR, OCR, Bar Code Reader, Scanner, Cameras etc. Output Devices: Storage Devices

Unit II

Operating System: Microsoft Windows- An overview of different versions of Windows, Basic Windows elements, File management through Windows. Using essential accessories: System tools Directory navigation, path setting, creating and using batch files. Drives, files, directories, directory structure. Application Management: Installing, uninstalling, Running applications. File Structure,

Unit III

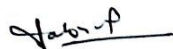
Word Processing & Spreadsheet: Word processing concepts: Character and Paragraph Formatting, Page Design and Layout. Editing and Profiling Tools: Handling Graphics, Creating Tables and Charts, Document Templates and Wizards. Spreadsheet Concepts, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell, formula Copying and Moving from selected cells, handling operators in Formulae, Functions: Mathematical, Logical, statistical, text, financial, Date and Time functions

Unit IV

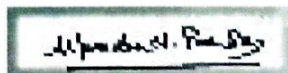
Presentation & Data Base: Creating, Opening and Saving Presentations, Creating the Look of Your Presentation, Working in Different Views, Working with Slides, Data Base Operations Data Manipulation-Concept: Database, Relational Database, Integrity. Operations: Creating, dropping, manipulating table structure. Manipulation of Data: Query, Data Entry Form, Reports.



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1st Year (1st Sem.)

Paper- V (Five)

Practical/Viva

MAJMC 105

MM -100

Project work file related each paper as per directed by subject teacher

1. Computer In Mass Media

1st Year (1st Sem.)

Paper- VI (Six)

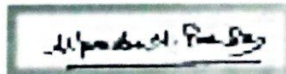
Research Project

MAJMC 106

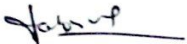
Project work file related each paper as per directed by subject teacher



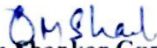
(Dr Subodh Agnihotri)



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THEORY

MM 100

Unit I

News: Concept, Meaning and Definition, News Elements, News Values, Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline, Type of News: Hard News, Soft News, News Beats: Crime News, Political News, Business News, Regional News, Entertainment News, Foreign News.

Unit II

Reporting: Concept and Principle of Reporting, Fairness and Impartiality, Humanity, Accountability, Gathering News, Reporting for Newspaper, Radio, TV, News Agency, Web, News Sources, Qualities and Characteristics of Reporter

Unit III


News Writing Principle, Skills, 5W-1H and 7C, Intro and Headline Writing, News Writing Style- Inverted Pyramid, Interview and types, Press Conference, Meet the Press, Press Briefing, Unscheduled Press Briefing, Press Releases.

Unit IV

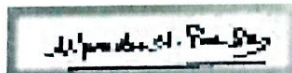
Editing: Concept and Significance, Editorial Values: Objectivity, Facts, Impartiality and Balance, Fact checking, Editorial Ethics, Legal Aspect, Language, Style sheet, Social and Cultural Values, How the Computer has Revolutionized Editing.



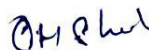
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Theory

MM -100

Unit I

PR : Concepts, Definitions, Role, Scope, Functions, New emerging trends, Theories and Models in PR, Difference and Similarities between PR, Marketing and Advertising, Understanding various concepts, publicity and propaganda, Social Influence.

Unit II

PR Practice and Process, In house PR, PR Consultancy, PR Campaigns, The PR process: Research, Strategy, Measurement, Evaluation, The Role and Importance of Media in PR, PR as a Source of News, Tools of Media Relations selection of media, Media Tracking, PR Angle & Response.

Unit III

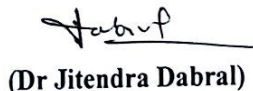
Government PR, Lobbying, Public affairs, Political PR, PR vs Spin, PR in Social Sector, PR in Global Setting, Cross Cultural, & Intercultural Communication, Entertainment and Celebrity Management, Introduction to PR awards, PR Measurements, Events, Sponsorships, Trade Shows, Laws and Ethics in PR.

Unit IV

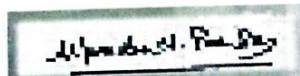
Introduction to Corporate Communication, Stakeholders in Corporate Communication, Internal and External Communications, Elements of a Corporate Communication Plan. Corporate Communication Strategies and Tools: Corporate Governance, Crisis Communication, Crisis Communication Theories Corporate Reputation management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,



(Dr Subodh Agnihotri)



(Dr Jitendra Dabral)



(Dr Upendra N Pandey)



(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Theory

MM 100

Unit I

Introduction to Internet technology, Introduction to Web Technologies, Introduction to HTML & CSS, Basic Structure of HTML, New Structure Tags, Section, Nav, Article, Aside, Header, Footer, designing a HTML Structure of Page, Audio Tag, Video Tag, Examples of Introduction to Cascading Style Sheets Styling Form.

Unit II

Web Journalism: Writing for Web, Content Writing Rules – Writing with Hyper Link. Web Content Governance, Web Journalism & Social Media Platforms. Entrepreneurship in Web Media, Live Streaming Management Information System: Concept of System, Information System and Management Information System, Objectives of MIS, Characteristics, of MIS, MIS - Enterprise Resource Planning, MIS - Decision Support System, MIS - System Development Life Cycle, Cloud Computing.

Unit III

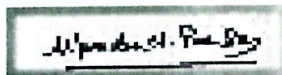
Introduction to Affiliate Marketing. Email Marketing, Introduction to E-commerce, Concepts, features and functions, Operation of e-commerce - Infrastructure for E-commerce, E-Commerce Models and Strategies, Types of E-commerce Search Advertising, Display Advertising and Video Advertising, E- Commerce Advertising, Digital Content Distribution Platforms. CMS and WordPress development.

Unit IV

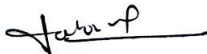
SEO Introduction, Planning and Strategy, Mobile and Local SEO, Search Engine, Major Google Algorithms. Keyword Research on Page Optimization, Off Page Optimization, Tracking the Links and Page Rank. How to avoid SEO Penalty & Dynamic Website SEO. Social Media Marketing.



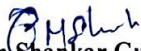
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(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Theory

MM -100

Unit I

Introduction to Visual Language, Elements and Principles of design, Developing Visual Grammar, Introduction to Art: Theory and Criticism, Basics of Design, Introduction to Digital Design, Developing Visual Grammar, Typography: basic tools and instruments, Study of different type faces, type structure, specialty of display types, families and fonts, laws of designs in typography. Apply principles of color theory. Vector and raster Graphic.

Unit II

Translating Data into Visuals: Statistical Information Illustrations, Graphs, Charts, Simplification of Complex Data, Events Visualization: Recreating events in space and time. Visualization of Dynamic Information – applications & case studies. Information graphics in interactive Media. Introduction of Promotional Designs. Package Design, Tools and application of Adobe Illustrator and Coral draw. Info graphic.

Unit III

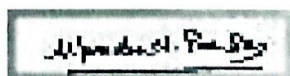
Publication Design: Layout Design for newspaper and Magazine, Application of Design Principles in Lay Out, Grid Design etc. understanding of Formats, Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Color, Headlines, The Masthead etc, E-Books, E-Publication for Various Platforms. Tools and application of Adobe InDesign and Quark express.

Unit IV

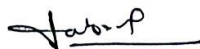
UX design and UI design, -human perception and behaviour in virtual and spatial environments: colour, texture, typography, Imagery etc-cultural, geographical, psychological relationship, User Research & Wireframing: Conducting user research, Site/Content Map, Introduction to UI mockup software.



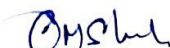
(Dr Subodh Agnihotri)



(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Theory**Unit I**

Development: Concepts and definition, Practices, theories, and models of development. Characteristic of developing societies, development issues Development Indicators. Development communication: Meaning, concept, and definition. Role of mass media in development communication.

Unit II

Development, Organizations: International, National, Governmental and others. Campaign, Advocacy and Policy Change Development Communication: New Trends and Tools. Development communication policies. Government attitude and approach. Government systems for development communication: radio, television, PIB, field publicity, song & drama division, photo division etc.

Unit III

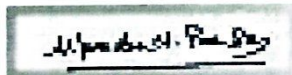
Development Communication: Problems & limitations, Modernization and Social Change. Meaning of Modernization-Social Welfare Function of Modern Societies. Training for rural Development Programme- Women and Child development: Integrated Child development Services. Early Childhood Education, Nutrition Programmes, National Children Fund, United Nations Children's Fund. Welfare of women, family planning, health, environment, education, agriculture.

Unit IV

Rural Development in India: Community Development Programme. Integrated Rural Development Programme. CAPART-National Rural Employment Programme. National Rural Employment Programme. Panchayati Raj, Land Reforms. Reporting for various development issues.



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1st Year (2nd Sem.)
Paper- VI (Six)

Practical/Viva

MAJMC 206

MM -100

Project work file related each paper as per directed by subject teacher

1. News Reporting and Editing
2. Public Relations, - Press Conferences, Press Meet/Tours, Press Releases, Backgrounders, Feature Writing, Video News Releases, Blog Writing
3. Graphic Designing and Page Making
4. Internet and Web Journalism

1st Year (2nd Sem.)
Paper- VII (Seven)

Research Project/Internship

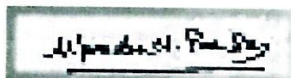
MAJMC 207

MM -100

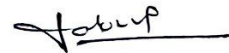
Project work file related each paper as per directed by subject teacher



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Theory

MM- 100

Unit I

Concept of Research: Meaning and importance of Research, Types of Research, Selection and formulation of Research Problem, Hypothesis, Identification of a research topic, Proposal writing Research Design: Objectives, Study Area, Variables, Sampling.

Unit II

Research Methods, Quantitative Methods, Survey, Questionnaire, Case Studies, Content Analysis, Schedule, Audience Research Studies: Opinion Polls, Ratings and People's Meter, BARC, RAM, IRS, Qualitative Methods: Observation, IDIs and Interviewing Skills, FGD, Use of Video as a Research Tool, Internet and Journalistic Research, Social Media Research

Unit III

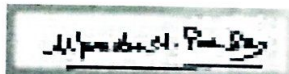
Data Collection and Data Analysis: I. Types of data - (a) Primary, Secondary and Tertiary Data. (b) Construction and adaptation of instruments, Administration of questions and tests, Tabulation of data. (c) Data organization in SPSS and Excel (d) Graphical representation of data. Analysis of Data - (a) Discussion and Interpretation of results.(b) Testing of Hypothesis: Logical and Statistical Techniques.

Unit IV

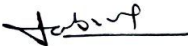
Report Writing: Organization of the Research Report Preliminaries, Contents of Report, Bibliography, Appendices - Style Manuals - Criteria for the evaluation of the Research Report. Ethical Guidelines for Researchers, Plagiarism and copyright Media research as a tool of reporting - Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses, ethical perspectives of Mass media research.



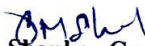
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(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Theory

MM 100

Unit I

Visual journalism: Use of video camera, Visual manipulation and ethics z Basics of Videography, Evolution and Development of Television, Television, Broadcasting: main characteristics, History of TV in India, News and Non-News sectors , News Television industry, Organizational Structure of TV News Channels, Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: archives, MCR and OB.

Unit II

Writing to Visuals, The writing process- thinking audio and video, Developing TV stories, Structuring a TV news report, V/O"s, packages and story formats, Writing anchor leads, Writing for astons, subtitles, scrawls and other TV screen value addition instruments Broadcast Styles and Techniques of Writing, Rewriting agency copy, Writing for Bytes and Outside Broadcast (OB) copy ,TV News Reporting, PTC field work for reporting, Live reporting:, DSNG, Multiple OB locations and split screen, V/O from field and technical challenges

Unit III

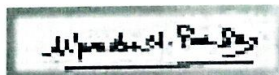
Introduction to Video Camera, Introduction to Motion Photography, Video camera operation, Basic setting and controls-Shooting with video camera. Basic shots, angles, movements and their composition, Concept of looking space, head room and walking space. Light and Shooting, shooting live action-Shot Breakdown-Imaginary line and shooting continuity etc. Video camera lenses: Perspective, Tripod, types of tripod heads, dolly, trolley & other accessories. Types of microphones used on video camera

Unit IV

Videoe Editing - meaning and significance, Grammar of editing -Grammar of Picture, Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics. Criteria for editing - picture, narration and music, Editing equipment recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect, linear workstation. Types of editing - assemble and insert editing, on line and off line editing, cut to cut and Non linear editing (Industry level software).



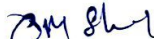
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RADIO JOURNALISM**MAJMC 303****Theory****MM -100****Unit I**

Radio Broadcasting, Characteristics of Radio, Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio Evolution and Growth of Broadcasting, Basic concepts of Audio production: Basics of Sound, Microphones: Designs, Categories and Applications. Studio Production. Recording formats. Understanding sound recording / Perspective of sound.

Unit II

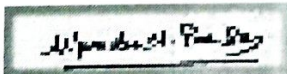
Writing for Radio Programs, Planning and structuring the copy for various audio Inputs, Rewriting the printed and agency copy for broadcasting, Writing for voice dispatches: Bytes and Outside, Vox- Pops, interviews, Radio features/documentaries, Radio commentaries, Spotlight/Talks, etc Types of News Bulletins (AIR Formats) 15-minute bulletin, 5 minute, news-on-phone, headlines, Radio News Magazine, New Format News Compiling, Radio News Bulletins, Handling of news rundown, Headline Writing, Checking language, spelling and grammar.

Unit III

Language, Voice & Delivery: Presentation, pitch, inflection and modulation, Exercises on voice improvement and modulation, the art of presentation: vocal range, authority, warmth, musicality, deep breathing, pronunciation Introduction & understanding Dubbing/ VO/ Narration.

Unit IV

Editing and post-production. Editing software's. OB recording equipment, Audio Workstations – Audition, Sound Forge, Nuendo, Avid Pro tools and others. Studio recording: Off air / On air studios and their working Online Sound editing: Online Sound editing software, Newsroom software- phone –in & radio bridge, FM broadcast software's


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(Dr Jitendra Dabral)

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(Dr Yogendra Kumar Pandey)

Theory

MM -100

Unit-1

Introduction and Significance of Issues, Significance of Issues Based, Idea, Ideology and Media, Formats of Writing-News, Feature, Article, Editorial etc. Economic, Political, Cultural and Social Issues, Developmental Issues: Environment, sustainability, poverty, Rural Scenario, Basic Facilities.

Unit-2

International Issues Introduction to International Politics: Current Major Issues, Education. Regional Issues, Writing for Regional Issues

Unit-3

Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, narrative and time. Mechanics of Storytelling: Characterization, introducing plots, building and resolving conflict, Storytelling and its use in news, Types of Stories Contact Types of Stories: Personal Stories, Corporate Stories,

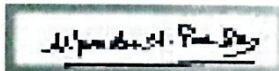
Unit-4

Success Stories Elements of Narrative Journalism: Newsgathering, ordering, narrating, Copywriting: Conceptualising a story context for the product Choosing the story-idea, weaving product with the story Audio-Visual Storytelling, Using the camera to tell a story, working out a narrative sequence Using sound and light to tell stories, combining audio, video and the story Finding and telling stories with Data

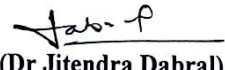
Suggested Books : Principles and Issues in Modern Journalism by Verma Upendra



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THEORY

MM 100

Unit-1

Understanding a website, Levels of websites, Diff between Blog, Portal and Website? Static or Dynamic websites. Digital Marketing Differences with traditional marketing, ROI between Digital and Traditional Marketing, E-commerce foundations, Digital marketing as New trends and current scenario of the world. How can digital marketing be a tool of success for companies, Importance of Digital Marketing. How did digital marketing help the small companies and top MNC, Categorization of Digital Marketing for the business, Diagnosis of the present website and business, SWOT analysis of business, Present Website and Media or Promotion Plan. Setting up Vision, Mission and Goals of Digital Marketing.

Unit-2

Search Engine Optimization (SEO) – Introduction, Uses, Advantages, on page optimization techniques, off page Optimization techniques, Reports. Social Media Optimization (SMO): Introduction to social Media Marketing, Facebook Marketing, Twitter marketing, LinkedIn Marketing, Google plus marketing, Social Media Analytical Tools, Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search Engine Marketing. Display Advertising Techniques, Report Generation and its need.

Unit-3

Methods of Monetization: Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing. Social Media Analytics, Advt Designing, Digital Monetization, Methods of Monetization, Display Advertising, Affiliate Marketing, Lead generation. Digital monetization models - Consumer-paid Model (Subscription), Funded Model (Ad-supported), Hybrid Model (Freemium)

Unit-4

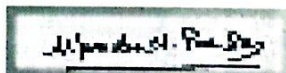
Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism, Social Networking & Collaboration through Whatsapp, Snap Chat, Skype etc. Profiling And Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flicker etc, Video And Audio Social Sharing: Youtube, Sound Cloud etc, Online Advertisement & Revenue Generation Basics from Online Journalism.

Suggested Books : Digital Marketing: Complete Digital Marketing by Kailash

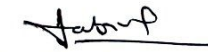
Chandra Upadhyay



(Dr Subodh Agnihotri)



(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om Shankar Gupta)



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2nd Year (3rd Sem.)

Paper- VI (SIX)

Practical/Viva

MAJMC 306

Theory

MM 100

Project work file related each paper as per directed by subject teacher

1. Advertising
2. Radio Journalism
3. Tv Journalism

2nd Year (3rd Sem.)

Paper- VII (Seven)

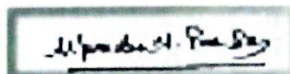
PROJECT/DESSERTATION

MAJMC 307

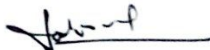
Topic selection, introduction & review of literature



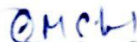
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(Dr Yogendra Kumar Pandey)

THEORY

MM 100

Unit I

Introduction to Advertising: Advertising-Concept, Definitions, History. Advertising-Role, Functions and Significance. Types of Advertising and Classifications of Advertising. Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages. Advertising Theories, Brand, Brand property, Rosser Greeves USP/ Ogily's,, AIDA Model, DAGMAR,

Unit II

Advertising Agency: the Role of Advertising Agency, Types of Advertising Agencies, Evolution of Ad Agencies- Various Stages and Current Status, Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Budget and Audit Process: " Allocation of Budget and Methods " Agency Revenue Processes " Audits and its Processes. Advertising in Digital Media

Unit III

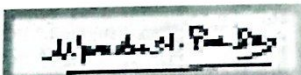
Media Planning: An Overview of Indian Media Scenario, Media Planning and its Application, Media Characteristics, Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan, Media Buying Creativity And Campaign Planning: Introduction to Creativity, Ad making concept, copy writing, Campaign Planning, Campaign Production, Art of Developing Effective Copy and Importance of Copy Writer/Writing.

Unit IV

Layout-Importance, Steps and Principles of a Good Layout, Visuals-its Importance, Global Trends. Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics. Laws and Ethical Issues in Advertising, Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.



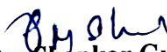
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(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om Shankar Gupta)



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THEORY

MM 100

UNIT-I

Film: Looking for Meaning, Movies and Their Roles in Our Lives, Elements of a Film Evaluating Films, From Theaters to OTT, The Current Film Landscape

Film: Beyond Entertainment, Censorship and Bollywood, Social Media & Our Films, Impacts of films in our society, major turning points and trends in cinema, Regional Cinema in India

UNIT-II

Narrative Elements in Film, Story Time vs. Plot Time, Conflict and Character, Literacy Elements in Film, Themes and Symbolism, Metaphor and Allegory, Different form of Movie Genres, Mysteries and Film Noir, Horror, Fantasy and Science Fiction, Romantic Comedy and Musicals, Documentaries etc.

UNIT-III

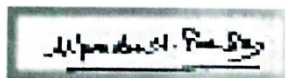
What Is Mise en Scène? Settings, Props and Costumes, The Actor: Types of Acting, Types of Actors and Casting, The Actor's Role in Shaping a Film, What is Cinematography?: Mise-en-Scène Relation to Cinematography, Lighting, Color, The Camera, Lens and Their Uses, Framing, Symbolism, What is Editing?: Rearranging the Story into a Plot, The Basics From Frames to Acts, Classical Editing Style, Rhythm and Pacing, Sound Technology and Equipment, Three Basic Categories of Film Sound, Sound Production Techniques, Importance of Sound in Films

UNIT-IV

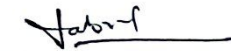
Who is a Director?: The Director as Facilitator, Auteur Theory, Alternatives to Traditional Bollywood Style, What is a Critic : Popular and Analytical Criticism, Levels of Meaning, Explicit and Implicit Content, Approaches to Analysis and Interpretation, Criticism: Weighing the Balance



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PHOTO JOURNALISM

MAJMC 403

Theory

MM -100

Unit I

Understanding photography: idea, evolution, role and importance Camera: features, functions, formats and its design, Camera: lenses, focus, light and exposure, Principles of photographic composition, Various types of photography: portrait, wildlife, nature, fashion, city life, night photography, news photo, News value of photographs: photojournalism.

Unit II

Photo Editing: principles and techniques, writing caption and cut lines, Photo Essay and Photo Feature: writing for photos, use of still photos in Television. Adobe Photoshop: learn the tools and what they do, basic workflow. Advanced Retouching: smoothing skin, smoothing wrinkles, special color effects: black and white, sepia, grainy, printing basics, emailing basics, making cards, making collages, cataloging your images, editing your photo shoot, naming your shoot, automating your shoot batch processing, intro to actions

Unit III

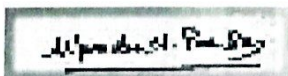
Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques. Adobe Flash and Animate: Introducing Flash, The Authoring Environment, Drawing tools, Symbols and the Library, Buttons, Button Action Script, Instance Names, Controlling Nested Objects, Animation: The Timeline, Frames and Key frames, Tweens and Guides, Nested Timelines, On to the Web, Optimizing Your Work Publishing Flash Content to the Web, Where to Go From Here, Advanced Animation::Complex Timeline Control, Mask Layers, Color Settings, Filters, and Blend Modes, Adding Sound, Importing Graphic Files, Timeline Action Script. Introduction of 3DS Max and Maya: Modeling, Texturing, Lighting ,Rigging and Animation

Unit IV

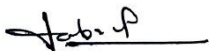
Types of animation. Study of contemporary motion graphics - commercials, music videos, film and TV titles. Introduction to After Effects: Composition Basic, timeline and key frames. Working with Photoshop and After Effects Animated Infographic . Dynamic Typography, Type in 3d space. Image based animations: exploring various styles for effective story telling. Using 3d space: Integrating 3d models and 2d elements. Advanced topics in, After Effects: motion paths and interpolation, 3d compositing. Combining multiple media – 2d and 3d animation, live footage, text and other visual elements. Integrating Plugins for Motion graphics: Element 3D, Trapcode Suit, Particle Effects, Character rig & animation using DUIK. Introduction to Motion Tracking.



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(Dr Yogendra Kumar Pandey)

Theory

MM -100

Unit -I

Society, Introducing Society: Individuals and collectivises. Pluralities and Inequalities among societies. Culture and Civilization, Global Culture Dimensions of Culture, Types of Culture: High Culture, Popular Culture, Recorded Culture, Cyber Cultural and Lived Culture, Role of Social Media and Mass Media in society, Indian thinkers Western Sociologists.

Unit- II

Understanding Social Institutions: Family, Marriage and Kinship, Work & Economic Life, Political Institutions, Religion as a Social Institution, Socialization Agencies of Socialization, Education and Employability. Gender Equality, Gender Neutrality, Androgyny and Gender Sensitivity, Gender Discrimination, Domestic Violence, Sexual Harassment at Work Place, Dowry and Rape, honor Killing, Cyber Crime

Unit- III

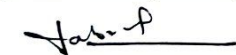
Social Groups, Social Structure, Agrarian Social Structure, Rural, Caste and Class Structure Social Stratification, Division of Labour, Social Processes, Social Changes, Social Order, Social Problems, Social Movements: Backward Classes and Dalit Movements New Social Movements: LGBTQ, Civil Rights, Ecological, Anticorruption Movements,

Unit- IV

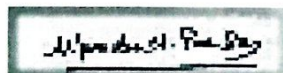
Definitions of State, Status of Democracy in India, Role of the Constitution of India and Legislation, Political Institution, Government, Governance, Mass Media and Politics, Environment and Society: Ecology and Society, Environmental Crises and Social Responses, Sustainable Development, Rural Development Environment protection efforts at the national and global level.



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(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

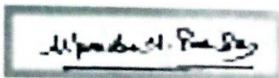
THEORY

MM 100

- **UNIT I**
News Presentation, Different styles of News Writing, investigative and interpretative stories. Follow up, news analysis, comment. Articles and editorial, Column Writing, Book and Film Review.
- **UNIT II**
Political, Economics, Accidents and crime reporting, Sports, Legislature, Foreign reporting, Human right, Judicial, Religious and Spiritual, coverage of lives of various section of society.
- **UNIT III**
Science & Technology, Health and Medical. Culture and life. Environment, education and carrier reporting, agriculture and rural development, news writing for print, radio, T.V and Internet.
- **UNIT IV**
Current issues, News based on people's opinion; articles and features on different subject, Report writing for magazines and different supplements of newspapers, new trends and areas in reporting.



(Dr Subodh Agnihotri)



(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om-Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Project work file related each paper as per directed by subject teacher

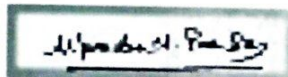
1. Photo Journalism
2. Specialized Journalism



(Dr Subodh Agnihotri)



(Dr Jitendra Dabral)



(Dr Upendra N Pandey)



(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)

Dissertation

MM -100

Every student will have to select a topic / subject of research related to mass media and communication to prepare a research design. The student will collect information applying proper research methodology and submit the report in 3 copies in 100 pages each with soft copy in Rewriteable CD/DVD . The report should contain following format.

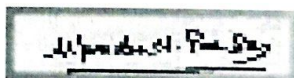
- Introduction (1000-2000 words)
- Review of Literature (5000 words)
- Problem definition (500 words)
- Hypothesis (500 words)
- Objective (10-30)
- Methodology (Define research Design-area, sampling size, types of data collection in 500 words)
- Preparation of questionnaire/schedule related to dissertation topic.(20-50 questions),(Size of sampling 50-100)
- Tools for the collection of research data (in 100 words)
- Data Proceeding related to Dissertation topic.
 1. Data classification, codification and tabulation according to questionnaire/schedule.
 2. Data analysis & interpretation according to questionnaire/schedule.
 3. Data presentation through graphics (table, Pie-Chart, Line-Chart, Column-Chart, Pyramid, Cone, Bar, Doughnut, and Cylinder-chart etc.)
- Findings and results (According to objectives of dissertation topic)
- Brief conclusion and suggestion (According to findings and results)
- Appendix
 1. References (Books, Research Journals, Journals, Periodicals, Newspapers, Magazines, Web journals, E-books, E-News papers etc.
 2. Picture/clipart/Image related to dissertation topic.
 3. Publications.
 4. Newspaper Cutting
 5. Bibliography
 6. Any other attachment related to dissertation.

Note:

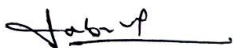
1. Progress report should be submitted to consulting faculty on Friday in every week. The report will have to be submitted within stipulated time fixed by the Department.
2. Dissertation prepared according UGC Standard and Guidelines.




(Dr Subodh Agnihotri)



(Dr Upendra N Pandey)



(Dr Jitendra Dabral)



(Dr Om Shankar Gupta)



(Dr Yogendra Kumar Pandey)