

Institute of Journalism and Mass Communication

CSJM University, Kanpur

BAJMC Ist Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 101	Introduction to Journalism & Mass Communication	80	20	--	100
BAJMC 102	News Reporting and Editing	40	20	40	100
BAJMC 103	Introduction to computer	40	20	40	100
BAJMC 104	Understanding Society	80	20	--	100

BAJMC IInd Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 201	Indian Constitution and Media Laws	80	20	--	100
BAJMC 202	Writing for Media	40	20	40	100
BAJMC 203	Basics of Internet and Web Designing	40	20	40	100
BAJMC 204	Development Studies	80	20	--	100

BAJMC IIIrd Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 301	Radio Production	40	20	40	100
BAJMC 302	Graphic Design	40	20	40	100
BAJMC 303	Public Relations	40	20	40	100
BAJMC 304	Political Reporting	40	20	40	100

BAJMC IVth Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 401	Television Journalism	40	20	40	100
BAJMC 402	Specialised Reporting	40	20	40	100
BAJMC 403	Advertising	40	20	40	100
BAJMC 404	Communication Research	80	20	--	100

BAJMC Vth Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 501	Photo Journalism	40	20	40	100
BAJMC 502	Media Management	80	20	--	100
BAJMC 503	Cultural Communication	80	20	--	100
BAJMC 504	Multimedia and Animation	40	20	40	100

BAJMC VIth Semester

Paper code	Name of the paper	Theory	Internal	Practical	Total
BAJMC 601	New Media	40	20	40	100
BAJMC 602	Introduction to Cinema	80	20	--	100
BAJMC 603	Sport Reporting	40	20	40	100
BAJMC 604	Production work for different media	--	20	80	100

Program Outcomes (PO's)

- **PO1:** Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- **PO2:** Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- **PO3:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- **PO4:** Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating them to solve live problems and challenges.
- **PO5:** Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.
- **PO6:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.
- **PO7:** Identify, formulate, research, and analyse the literature and problems and reach logical and innovative solutions and conclusions.
- **PO8:** Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.

Programme Specific Outcomes (PSO's)

- **PSO1:** Expertise in the field of Broadcast, Print, Electronic and Digital Journalism
- **PSO2:** Applied proficiency in the disciplines related to Mass Communication

BAJMC Ist Semester

Paper-1

Paper code: BAJMC-101

Theory: 80

Introduction to Journalism & Mass Communication

Unit – I

Communication: Meaning and Definition and Nature, Elements, Process, Functions, Types, 7Cs of communication. Indian concepts of communication, Nard as a Communicator, Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication. Barriers in communication

Unit – II

Models of Communication: Aristotle Model, Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication, Shannon-Weaver Model, Schramm Model, Communication flows: one step, two step, and multi-step. Diffusion of Innovation and other Relevant. Need & Relevance of Indian Model of communication with special reference to Sadharnikaran Model.

Unit – III

Theories of Communication: Hypodermic needle theory, Agenda setting theory, Uses and gratification theory, Normative media theory, Four Press Theory, Diffusion of Innovation, Sociological.

Unit – IV

Journalism: Meaning, Definition and Function of Journalism, Journalism as a Profession, Types of Journalism
Origin and Development of Media: Newspaper, Radio, Television and Digital Media, Pioneer Journalist of India.
Duties, and responsibilities of a journalist. Values and Ethics of Journalism

Course Outcome

- 1. Students will understand the importance of communication.**
- 2. They will learn effective way of communication.**
- 3. They will learn where to communicate and where not.**

BAJMC Ist Semester

Paper-2

Paper code: BAJMC-102

Theory: 40

News Reporting, writing and Editing for Print Media

Unit – I

News: Concept, Meaning, Definition and Importance of News, Elements of News, structure of News, News Value, Types of news. Intro: Definition & Types Headline: Definition & Types Beat: Meaning and Importance and types: Crime, Sports, Political, Parliamentary, Court, Education, Art and Culture, Rural, Women

Unit – II

Introduction to reporting, Principles of Reporting. Types of reporting: crime, court, civil, society, culture, politics, commerce and business, education, development, Investigative Reporting. Feature and articles.

Unit – III

Editing: concept, process and significance, editing: Nature and need for editing. Principles of editing, editorial desk and its function, style sheet – editing symbols, Photo editing. Editorial Values: objectivity, facts, impartiality and balance. Proof reading and Translation.

Unit – III

Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions. Structure of editorial Department Role and Responsibilities of Media Persons: Editor, Sub Editor, Reporter, Layout Designer, Proof-reader.

Practical: 40

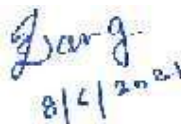
Translation of a news daily from English to Hindi and vice versa. Writing Intro, Writing Headlines, News writing for different beats.

Course outcome

1. They will understand News values.
2. They will learn how to write News.
3. They will learn effective way of writing.



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BAJMC Ist Semester

Paper-3

Paper code: BAJMC-103

Theory: 40

Introduction to Computer

Unit- I

Fundamentals of Computer. History of development of computers Computer system concepts. Characteristics Capabilities and limitations. Generations of computers. Basic components of a computer system – Control Unit, ALU, I/ O Devices, memory – RAM, ROM, EPROM, PROM, Flash Memory and other types of memory.

Unit -II

Storage fundamentals – Primary Vs Secondary Data Storage and Retrieval methods – Sequential, Direct and Index Sequential. Various Storage Devices – Magnetic Tape, Magnetic Disks, Cartridge Tape, Data Drives, Hard Disk, SDD Drives, Floppy (Winchester Disk), Disks, Optical Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, SVCD.

Unit- III

Types of Software – System software, Application software, Utility Software, Demoware, Shareware, Freeware, Firmware, Free Software. Operating Systems – Functions, Types – Batch Processing, Single User, Multiuser, Multiprogramming, Multi-Tasking. Number System of computers – Binary, Octal, Hexa Decimal – Representation & their conversion. Coding System – ASCII, BCD, and EBCDIC etc. Computer Viruses

Unit- IV

Word Processing: MS Word, Worksheet: MS Excel, Presentation Graphics: MS Power Point.

Practical: 40

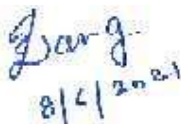
Word Processing: MS Word, Worksheet: MS Excel, Presentation Graphics: MS Power Point.

Course Outcome

- Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.
- Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments.
- Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.
- Develop into lifelong learner and consistently updating with current knowledge, skills and technologies.



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BAJMC Ist Semester

Paper-4

Paper code: BAJMC104

Theory: 80

Understanding Society

Unit -I

Society, Introducing Society: Individuals and collectivises. Pluralities and Inequalities among societies. Social Groups Indian thinkers: Guryev, D.P. Mukherjee A.R. Desai, M.N. Srinivas. Western Sociologists: Karl Marx, Emile Durkheim and Max Weber

Unit- II

Understanding Social Institutions: Family, Marriage and Kinship, Work & Economic Life, Political Institutions, Religion as a Social Institution Dimensions of Culture Socialization Agencies of Socialisation

Unit- III

Social Structure, Social Stratification Social Processes: Cooperation, Competition, Conflict, Social Change: Types, Causes and Consequences Social Order: Domination, Authority and Law; Contestation, Crime and Violence Concepts: Village, Town and City Social Order and Social Change in Rural and Urban Areas

Unit- IV

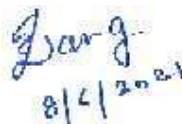
Environment and Society: Ecology and Society, Environmental Crises and Social Responses, Sustainable Development, Environment protection efforts at the national and global level.

Course Outcome

1. Student will come to know about the Indian thinkers who influence our society.
2. Student will come to know about the western thinkers who influence our society.
3. Student will understand the concept and importance of family system.
4. They will understand the continuous changes updating in the society.



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BAJMC Ist Semester

Paper-1

Paper code: BAJMC-201

Theory: 80

Indian Constitution and Media laws

Unit- I

Constitution of India, Fundamental rights, freedom of speech, Right to know & expression and their limitations. Right to know, Right to privacy. Brief history of press laws in India, emergency, and its impact on media

Unit -II

Provisions for legislature reporting, parliamentary privileges in reference to media. Contempt of Court, Defamation. Official secret act Press and registration of book act, working journalist Act 1955,

Unit- III

Cinematograph Act (1953), Information Technology Act, Film Censorship Prasar Bharati Act, Copyright Act, Copyright Provisions for online content. Press Council of India (PCI). Right to Information Act 2005. Pilgrimage. Information Technology act and its various amendments.

Unit -IV

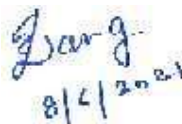
Sedition and inflammatory writings, IPC, and CrPC Code of conduct for journalists. ASCI Code of Conduct, Ombudsman. Editor Gilds, IBF, BCCC.

Course Outcome

1. Students will understand the constitutions.
2. They will learn Media Laws.
3. They will understand about the importance of freedom of Press.



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BAJMC Ist Semester

Paper-2

Paper code: BAJMC-202

Theory:40

Writing for Electronic Media

Unit I

Language and Communication Meaning and definition of language, perception, Audio language symbols, signs, symbols, icons etc, Difference between written and spoken language, Instant script preparation, changing trends in media language.

Unit 2

Professional Scripting: meaning and types of script, Creative writing for the media: Introduction to Creative Writing, The Art and Craft of Writing, Modes of creative writing Role of a scriptwriter in media, Concept of content and form, Process of scripting: idea formation, research, sequencing, Opening and concluding.

Unit 3

Radio Scripting and Language: Concept of spoken language, Stages of scripting and editing, Writing for different program genre/ Adaptation, Talk, news, newsreel, documentary, drama music and news formats.

Unit 4

Television and Scripting and Language: Writing for visuals and visual communication, News packages writing, Relationship between narration and visuals, Script writing for Documentary, writing for fictional and non-fictional programmes, Types of script- Treatment, screen play, shooting script, break down script. Full page and split page script.

Practical: 40

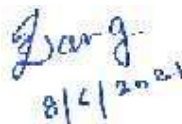
Different types of news writing for Radio and Television. TV news package. Script writing for fiction and nonfiction programs. Content writing for web.

Course Outcome

1. They will understand writing for Electronic Media.
2. They will learn video editing.



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BAJMC Ist Semester

Paper-3

Paper code: BAJMC-203

Theory: 40

Introduction to Internet and Web Designing

Unit – I

Internet Evolution, Protocols, Interface Concepts, Internet Vs Intranet, Growth of Internet, ISP, Connectivity Dial-up, Leased line, VSAT etc. URLs, Domain names, Portals, Application-Mail Concepts, POP and WEB Based E-mail, merits, address, Basic of Sending & Receiving, E-mail Protocols, Mailing List, and Free E-mail services, FTP.

Unit – II

World Wide Web (WWW) History, Working, Web Browsers, Its functions, Concept of Search Engines. Searching the Web, HTTP, URLs, Web Servers, Web Protocols.

Unit – III

Web Publishing Concepts, Domain name Registration, Space on Host Server for Web site, HTML, Design tools, HTML editors, Image editors, Issues on Web site creations & Maintenance, FTP software for upload web site.

Unit – IV

HTML- Concepts of Hypertext, Versions of HTML, Elements of HTML syntax, Head & Body Sections, Building HTML documents, Inserting texts, Images, Hyperlinks, Backgrounds and Colour controls, Different HTML tags, Table layout and presentation, Use of font size & Attributes, List types and its tags.

Practical: 40

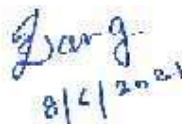
Creating a 5-page static website and efficiently use colours and images to create Pages with Name, Home, About Us, Resume, Advertising and Contact Us. Developing and publishing of a website using Dream Weaver.

Course Outcome

1. Define the principle of Web page design
2. Visualize the basic concept of HTML.
3. Recognize the elements of HTML.
4. Student will be able to define important terms of digital world.



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BAJMC IInd Semester

Paper-4

Paper code: BAJMC-204

Theory: 80

Development Studies

Unit – I

Introduction to Development, States of Development, Indicators of Development Ecology and Sustainable Development. Social Exclusion and Inclusive Development Economics for Development Studies, Development Theories and Practices.

Unit – II

Psychological Perspectives on Development, Social Institutions and development, Economics for Development Studies Gender and Development, , Financial System and Development, Contemporary Policy Issues and Development.

Unit – II

Urban Governance and Development, Environmental Economics Poverty, Inequality and Human Development, Introduction to Critical Theories Understanding Rural Society and Rural Development

Unit – IV

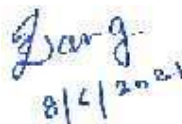
Educational Psychology, Cognitive Development and Assessment, Psychometrics: Theory and Applications Corporate Social Responsibility, Trends and Issues in Tribal Studies, Globalization and Development Issues. Introduction to Development Communication.

Course Outcome

1. Student will learn the concept of Development.
2. They will aware regarding the gender and gender biasness.
3. Student will learn regarding the sustainable development and concept of survival in natural conditions.



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BAJMC IIIrd Semester

Paper-1

Paper code: BAJMC-301

Theory: 40

Radio Production

UNIT 1

Characteristics of Radio: The medium: role of sound, characteristics, strengths and limitations, Radio broadcasting: main characteristics, Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio, Podcast.

UNIT 2

Radio Programme Formats: Radio format, Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

UNIT 3

Radio program production process: basic equipment - microphone-types, console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Sound forge, Nuendo, audacity and sony vegas). Packaging: music and sound effects.

UNIT 4

Community Radio: Role of Community, Radio in Community Empowerment, Community Radio and Contemporary Issues, Management of Community Radio stations, Challenges of Community Radio, Case study.

Practical: 40

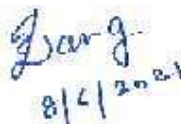
Production of different radio programs i.e., News, Play and Spots etc. Voice over practices.

Course Outcome

1. Students will learn script writing.
2. They will learn how to speak for Radio.



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BAJMC IIIrd Semester

Paper-2

Paper code: BAJMC-302

Theory: 40

Graphic Design

UNIT I

Introduction of fundamental elements and principles of visual design and its application. Geometrical and organic shapes, Texture, value, tone, negative space etc. Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.

UNIT II

The role of typography in design. Type face anatomy classification of typography -serif, san serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.

UNIT III

Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning. Graphic design application: Corel draw, Illustrator. Photoshop basics.

UNIT IV

Page making principles, Layout of the Front Page, Layout of Back Page and Interiors, Elements of page. Page making application: InDesign and Quark.

Practical: 40

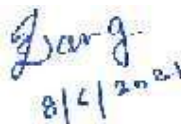
Newspaper production, Graphic designs for advertising and public relation campaign. Graphic design for video and web.

Course Outcome

1. Students will learn concept of designing.
2. They will learn Layout of Newspaper.



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BAJMC IIIrd Semester

Paper-3

Paper code: BAJMC-303

Theory: 40

Public Relations

UNIT-I

History, concepts, definitions, role and changing trends in PR , PR and Media – A symbiotic or adversarial relationship Publicity, public opinion, propaganda, Public affairs and lobbying. Target audience segmentation

UNIT-II

PR department/agency structure, role and functions, P.R. Campaigning, Media relations, Press Conferences, Media Tours, Exhibitions Preparation and Production of Printed/AV-Material Press Release/ Press-note, Minutes, Annual Report, Chair Persons Speeches, Ghost Writing.

UNIT-III

Public relations in public and private sector, Corporate Social Responsibility: Concepts, scope and case studies, Crisis communication, Social Marketing in Indian context, Influencer Marketing. Online Public Relations

UNIT-IV

Public Relations Officer: role, Duties and qualities. Laws and ethical issues in PR, Professional bodies in PR: PRSI, PRPA, professional codes of ethics PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication.

Practical: 40

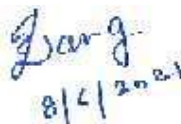
Preparing a Public relation campaign. Production of different public relation tools i.e. House journal, Press kit etc.

Course Outcome

1. The students will be able to understand the different theoretical perspective of public relations.
2. Develop public relations materials, as demonstrated through Designing a set of press releases to address crisis scenarios and Creating a set of press releases to relay good news and Constructing a best practices press kit



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BAJMC IIIrd Semester

Paper-4

Paper code: BAJMC-304

Theory: 40

Political Reporting

UNIT-I

Introduction to political reporting, Types of Political News, Political communication, Political Propaganda, Political events Source of Political news, Public opinion, covering elections: parties, leaders and issues. Major Political Parties of UP.

UNIT-II

Objectives, Ideals and Making of Indian Constitution, Constituent Assembly Important Debates, Last Speech of Ambedkar. Fundamental Rights, Fundamental Duties and Directive Principles of State. Introduction to various Political Systems.

UNIT-III

Federal and Unitary Nature, Centre-State Relationship. Citizens and governance, Legislative bodies, Panchayat Raj, Cooperative movement, Semi government and voluntary organizations.

UNIT-IV

Election, Electoral Reforms, Role of Election Commission. Indian Judicial System, Lok Adalat, PIL Emergency Powers, Amendments to Constitution

Practical: 40

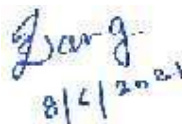
Writing press release for different political parties. Organizing press conference. Coverage of beat of any political party at least for a week.

Course Outcome

1. They will learn about Indian political system.
2. Student will come to know about the fundamental duties.
3. They will be aware regarding fundamental rights.



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BAJMC IVth Semester

Paper-1

Paper code: BAJMC-401

Theory: 40

Television Journalism

UNIT-I

Television Broadcasting: main characteristics. Indian TV Industry: Public service TV broadcasting, Challenges and future, Commercial TV broadcasting: News and Non-News sectors News Television industry: Main features, trends and challenges

UNIT-II

Organizational Structure of TV News Channels, Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB. TV camera Introduction, Types of camera and Lighting.

UNIT-III

TV Reporters Tools and Techniques: Locating TV stories: Sources of news, ideation, and Developing TV stories: Process and planning, structuring a TV news report, V/Os, packages and story formats, PTC: Opening, bridge and closing. Camera shots and composition rules,

UNIT-IV

News Anchoring and News reading, Postproduction for News: Video editing, Graphics for news and TV programme.

Practical: 40

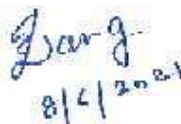
TV News package production. News Anchoring, Postproduction for News: Video editing, Graphics for news and TV programme.

Course Outcome

1. Students will be able to illustrate the basics of TV genres and essentials of TV Journalism.
2. The students will memorize basic evolution of TV industry and its growth in India.
3. Students will able to explain the handling and operating video camera and sound controlling equipments used in TV production



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BAJMC IVth Semester

Paper-2

Paper code: BAJMC-402

Theory: 40

Specialised Reporting

Unit-1

Covering Crime: Types and definitions. The ethics of crime and justice coverage: Fairness and objectivity, sensationalism, and integrity. Law enforcement machinery, Police Investigation techniques. News values: new, unusual, interesting, and significant. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Covering Courts: Structure of judicial system in India. Hierarchy. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc.

Unit-2

Education Reporting – Formal and Non-Formal Education. Primary Education, Secondary Education Higher Education, Educational Institutes, Education Policy. Reporting on Science, Technology & Research, Scope of Science & Technology Reporting, Science Project, Organizations.

Unit-3

Health Reporting – Area of Health Reporting, Public and Private Sectors, Government Schemes and Policy, Medical Education, Hospitals, Research and Reports etc. Challenges of reporting during pandemic.

Unit-4

Rural and Agricultural Reporting - Problems of Rural and Agriculture, Green revolution, Operation Flood, Swaminathan Report. National Commission on Farmers. Role of IT in Agricultural and Rural Development, Agriculture and Rural Development Schemes, BT Seeds & GM Food

Practical: 40

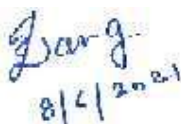
Writings articles on different issues of health, agricultural, education and crime against women and children. Write a report after visiting the nearest police station or hospital or a village or school.

Course Outcome

1. Write various types of features for magazines
2. Write different leads, the body text and ending
3. Demonstrate interviewing and newsgathering skills.



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BAJMC IVth Semester

Paper-3

Paper code: BAJMC-403

Theory: 40

Advertising

Unit-I

Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency. Structure of an Advertising Agency, Advertising Research

Unit-II

Advertising Objectives, Understanding Persuasive Messages Advertising Copy and Design strategy: Introduction, Advertising Copy, Types of advertising copy; Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, developing a layout, Power of synergy

Unit-III

Media Planning: Introduction, Media Objectives; Media Options; Measuring Media Audiences. The Role of a Media Planner and a Media Buyer; Media Trends Advertising Budgets: Introduction, Factors Influencing Budget Setting, Budgeting Methods.

Unit-IV

Rural Advertising: Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth. Ethics in Advertising: Introduction, Perceived Role of Advertising; the Advertising Standards Council of India (ASCI).

Practical: 40

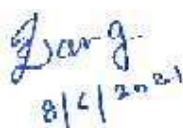
Practical aspects of advertisement campaign media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layouts, writing advertisement copies, practical aspects of graphics and use of colours, undertaking advertising research, conducting pretest, post- test and audience research. Making an Ad. Film.

Course Outcome

1. The students will be able to understand the different theoretical perspective of advertising
2. The student will be able to identify and define the advertising concepts and will review the advertising media.
3. The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.



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BAJMC IVth Semester

Paper-4

Paper code: BAJMC-404

Theory: 80

Communication Research

Unit-I

Communication and Media Research: Basic Concepts, Design and Methods Areas of Research and Types of Research, Research Problem, Questions and Hypotheses, Theoretical Framework, Literature Review and Analysis, Primary and Secondary Research Data Sources

Unit-II

Research Design: Objectives, Study Area, Variables, Sampling, Research Methods: Quantitative Method: Survey Research Methods: Structured/Semi-Structured Questionnaire:, Case Studies, Content Analysis,

Unit-III

Data Analysis: Data Coding, categorizing and Interpretation, Audience Research Studies: Opinion Polls, Ratings and People's Meter, BARC, RAM, IRS.

Unit-IV

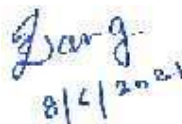
Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD Use of Video as a Research Tool, Ethical Guidelines for Researchers, Internet and Journalistic Research, Research Project Proposal and Report Writing format. Ethics of research.

Course Outcome

1. They will learn the importance of research.
2. They will learn to collect and analyze data.
3. They will learn to make research proposals and report writing.



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BAJMC IIIrd Semester

Paper-1

Paper code: BAJMC-501

Theory: 40

Photo Journalism

Unit-I

Introduction to Photojournalism Elements of Visual news story telling, History of photojournalism Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing. Coordination among photojournalists, editorial and page design colleagues Principles and Ethics and of photojournalism. Media laws and Intellectual Property Rights.

Unit-II

Basic Concepts of Photography and photojournalism, Photography, its emergence and growth What is camera, its functions, and introduction to different types of camera, Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Introduction to different types of lenses, Lighting, composition

Unit-III

Photo-editing: Need for Editing, Ways to Edit. Reading the mistakes in photos (noise in photographs, over exposure etc.) Caption Writing, Management of photographs and Digital archives. Introduction to photo-editing software such as Adobe Photoshop, Light room, Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Unit-IV

Fields of Photojournalism: Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Photographs for photo features, photo stories and photo essays. Photography for specialized, niche publications. Developing flair for news photos

Practical: 40

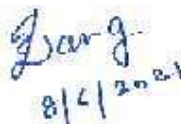
Photography for different area i.e., event, product, nature etc. Editing and presenting photo, Photo feature, Photo documentary.

Course Outcome

1. Describe the fundamental concept of the medium of photography; Combine the science and art on photography
2. Relate the history of the medium, Design storytelling through this visual medium



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BAJMC IIIrd Semester

Paper-2

Paper code: BAJMC-502

Theory: 80

Media Management

Unit-I

Management – Definition, Nature, Principles and Need for Management , Management Functions, Responsibility, Authority and Accountability of Management Planning – Definition, process and importance, organizing, directing and controlling, Human Resource Planning.

Unit-II

Foundations of behaviour – Attitudes, Personality and Learning Leadership – Importance and major types, Motivation and Conflict management Business Communication role and importance of communication, Meaning and purpose of agenda, business circulars, office memos, sales letter. Speaking skills, making presentation: oral and power point, Group discussion, participation in conferences.

Unit-III

Media Organisations: Meaning, Nature, process and importance. Ownership patterns of media organizations. Organisational structure of media organizations: Print/Electronic and their functions. Cross media ownership, conglomerates

Unit-IV

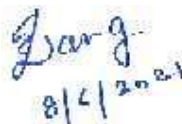
Economics of newspapers, Electronic and Print media organization – cost and revenue relationship, FDI in media, Establishing a media organization – steps involved, Importance of entrepreneurship and fund-raising

Course outcome

1. Bhavai is the folk form that involves both verbal and non-verbal communication.
2. They learn different modes of communication from development perspective.



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BAJMC IIIrd Semester

Paper-3

Paper code: BAJMC-503

Theory: 80

Cultural Communication

Unit-I

Introduction to Cultural, Cultural Theory: Key Concepts Folklore and Cultural Exploring North East India, Society and Culture. Popular Culture, Culture and Heritage. Culture: Perspectives from the West.

Unit-II

Basics in Cultural Theory, Ethnicity, Identity & Culture. : Understanding Gender. Gender and Culture Introduction to Performance Studies. Cultural Heritage Management. Gender & Visual Art & Culture.

Unit-III

Digital Culture. Visual Cultural Expressions, Cultural Policy. Cultural Memory. Culture, Science and Society. Culture for Social Change Folk and Tribal Art in Contemporary time.

Unit-IV

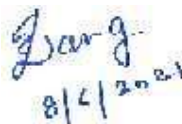
Cultural Studies and Media: The Basics. Cross Cultural Studies Intercultural Communication Contemporary Cultural Phenomena: Spectacles and Infotainment, India through the Cinematic Lens. Cultural Documentation Fundamentals of Photography and Documentary Production.

Course Outcome

1. Student will come to know about their cultural.
2. They will understand regarding gender biasness.
3. They will learn how science influence folk and tribal cultural.



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BAJMC IIIrd Semester

Paper-4

Paper code: BAJMC-504

Theory: 40

Multimedia and Animation

Unit-I

Foundation Art, Visual Elements: Line, Shape, Form, Mass, Value, Colour, Texture Principles of Design: Balance, Unity, Variety, Emphasis, Direction, Movement, Scale/Proportion/Repetition. Visual Perception, Digital Art, Introduction to Adobe Illustrator

Unit-II

Pre-Production and Post Production, Introduction to Digital Image Processing, Digital Film Production, Television & Film Production Analysis, Cinema. Web Technology.

Unit-III

Introduction to animation, Types of animation, Classical animation, Theory of Animation, Technique of animation. 2D and 3D Design & Modelling, Animation Techniques, Introduction 3DMax and Maya. Cinema 4D

Unit-IV

Concept Visualization Visual Effects (VFX) concept and theory, VFX design and Motion graphics, Video & Sound Editing. Final cut Pro, Premier and After effects.

Practical: 40

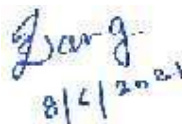
Various project on modelling, animation, VFX and motion graphic. Motion Graphics for video and web.

Course Outcome

1. Understand multimedia components using various tools and techniques.
2. Justify the right way of manipulating multimedia systems.
3. Understand and apply various techniques of drawing for animation.



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BAJMC IIIrd Semester

Paper-1

Paper code: BAJMC-601

Theory: 40

New Media

Unit-I

New media: Introduction, Definition and Characteristics, Convergence and Journalism, News on the web, changing paradigms of news; emerging news delivery vehicles integrated newsroom, Challenges in the digital age: fake news, misinformation and disinformation. Challenges and opportunities for a newsperson - gatekeepers to news guides.

Unit-II

Awareness regarding techniques of digital marketing: search engine optimization, search engine marketing and email marketing, Data Journalism Tools for Data Visualization, Data Visualization-Infographics and Interactives, Content Management system.

Unit-III

Social networking; Introduction to social profile management products, Social Collaboration: virtual community, instant messaging, collaborative office and crowd sourcing, social publishing. E-Newspaper, e-Magazine. Search engine optimization, Social media marketing.

Unit-IV

Citizen Journalism: Concept, Case studies, Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinion leader, Content writing, editing, reporting and Content management system management Structure of a web report Planning and designing of WebPages, Blogs, web channels, Creative Presentations.

Practical: 40

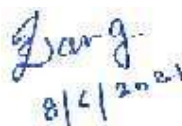
Web News portal development. Content Management System training. Production of E-paper and radio portal.

Course Outcome

1. To make students understand the dynamic role of the media in society
2. To enable the understanding of the need for financial planning through Budgets and their benefits.



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BAJMC IIIrd Semester

Paper-2

Paper code: BAJMC-602

Theory: 80

Introduction to Cinema

Unit-I

Cinema: Introduction, Definition. History and Development of world and Indian cinema Parsi Theatre, Silent Era. The Talkie, Studio System. Narrating the Nation in Cinema. Golden Age of Indian cinema.

Unit-II

Language of Cinema: Visual Language, Cinematography, Mise-en-scene, Colour as storytelling device
Editing - History and Development Continuity Editing, Soviet Montage .

Unit-III

Indian new wave, Parallel Cinema - Decline and Legacy Liberalisation and Indian Cinema, Rise of Multiplex Cinema.

Unit-IV

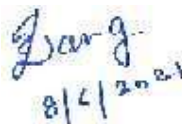
Regional language cinema, Introduction to (Bhojpuri, Assamese and Bangla) Contribution and Impact of Regional Cinema. Film Criticism for various media.

Course Outcome

1. Students will select the Language of Cinema and fundamentals of film form and content
2. Students will be classify various fascinating aspects of Cinema
3. Students will be able to define the crucial fine points that make Cinema



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BAJMC IIIrd Semester

Paper-3

Paper code: BAJMC-603

Theory: 40

Sports Reporting

Unit-I

History of sports and its media coverage in the modern era, Concept of sports journalism, Sports as a part of culture, international and indigenous games, Functioning of a sports newsroom including hierarchies, Amateur and professional sports, Basic understanding of the different kinds of popular sporting activities in India and around the world

Unit-II

Elementary knowledge of sports policymaking in India, Sports ministry and various sports governing bodies and bodies governing other major sports. International sporting organizations and regulatory bodies, The Indian government's sports budget and allocations to various sports, Budget for creation of sports infrastructure, corporate promotion of sports like Tata Football Academy

Unit-III

Understanding various beats in sports reporting in India, Cricket reporting and written commentaries, the role of corporates in cricket, Reporting football, hockey, tennis, athletics both national and international and other games, Learning to analyze performance of sports persons and teams, Writing for print media and websites and use of graphics.

Unit-IV

Personnel and hierarchies in sports production – role and functions: reporters anchoring for sports, Coverage of malpractices and corruption in sports

Practical: 40

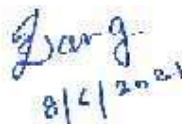
Sports news writing for different media and use of graphics in sports journalism. Feature writing on different sports personalities.

Course Outcome

1. Students would be able to develop the general understanding of sports reporting.
2. Student will know the fundamentals of sports rules.



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BAJMC VIth Semester

Paper-4

Paper code: BAJMC-604

Project Work

Anyone of the below

1. Newspaper Production
2. Radio Program Production
3. TV News Production
4. Documentary Production
5. Web based Content Development
6. Advertising and PR Campaign
7. Photography Production
8. Graphic and Animation Production
9. Translation Project

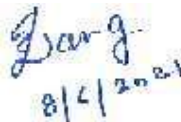
Project : 80

Course Outcome

1. Students will submit the project at the time of end term examination which will be beneficial for their career growth and practical Knowledge.
2. They will learn professional photography, TV, Radio and Documentary production.
3. They will be able to translate News from Hindi to English and English to Hindi.
4. They will use Graphics, Animations, Web Designing for advertising and PR campaign.



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