Syllabus & Evaluation Scheme BJMC
2nd- Year

Dev Bhoomi Institute of Management Studies

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Affiliated to

Sri Dev Suman Uttarakhand University

Semester: III **(2nd Year)**

S. No	SUBJECT		PERIOD			EVALUATION SCHEME				
						SESSIONAL			ESE	Subject Total
			L	T	P	CT	TA	Total		
1	BJMC301	Photo Journalism	4	0	2	20	10	30	70	100
2	BJMC302	Advertising and Public Relations	4	0	2	20	10	30	70	100
3	BJMC303	Radio Journalism and Production	4	0	2	20	10	30	70	100
4	BJMC304	New Media	4	0	2	20	10	30	70	100
PRACTICALS										
7	BJMC P-301	Photo Journalism	0	0	2					100
8	BJMC P-302	Advertising and Public Relations	0	0	2					100
9	BJMC P-303	Radio Journalism and Production	0	0	2					100
10	BJMC P-304	New Media	0	0	2					100
		Total								**800**

	Dev Bhoomi Institute Of Technology		**SEMESTER: III**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 40	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Photo Journalism	**Course Code:BJMC-301**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic Photo Journalism and Photography techniques

Objective:

1. Students should be able to understand the basic sense of Photography.
2. To introduce Camera and various lenses.
3. To understand various camera equipments and handling techniques.

301: Photo Journalism

UNIT-I **(12)**

What is photography? Brief History of photography. How Camera works? The role & importance of photography, Principles of Camera Obscure

UNIT-II **(18)**

What is Camera? Basic parts of single lens reflex (SLR) [film& digital]: Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, view Finder, Penta prism, Memory (Internal & External), Camera formats- 35mm, medium format, large format. Camera design & its working- simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, POLOROID, UNDER WATER CAMERA & DIGITAL CAMERA

UNIT-III **(10L)**

Lenses-controlling the image

Lens perspective, film speed, flash gun, light meter

Exposure:- Measurement of light- exposure metering system

Exposure control- relationship between shutter speed and aperture

Camera accessories: Tripod, monopod, filters, Lens Hood

Text books:

1. Michael Langford, Anna Fox, Richard Sawdon Smith, "Langford's Basic Photography", Focal Press 9th Edition.

2. Efthimia Bilissi, Michael Langford, "Langford's Advanced Photography", Focal Press 8th Edition.
3. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should be able to understand the basic sense of Photography
CO2	To introduce Camera and various lenses.
CO3	To understand various camera equipments and handling techniques.

	Dev Bhoomi Institute Of Technology		**SEMESTER: III**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 51	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Advertising and Public Relations	**Course Code:BJMC-302**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic Advertising and Public Relations

Objective:

1. To understand basic Advertising and it's various models.
2. To understand various medium of Advertising and strategies.
3. To understand basic PR and tools used in PR.
4. To know about Crisis Management and ethical issues in PR.

302: Advertising and Public Relations

UNIT-I **(13L)**

Meaning, genesis, development of Advertising, Importance and Functions, Advertising as a tool of communication, Role of advertising in Marketing mix, PR Advertising Theories and Models- AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applies to advertising, Types of advertising and News trends Economic, cultural, psychological and social aspects of advertising Ethical & Regulatory Aspects of Advertising- Apex Bodies in Advertising- AAAI, ASCI and their codes.

UNIT-II **(11L)**

Types of media for advertising,
Advertising Objectives, Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling
Marketing Strategy and Research and Branding
Organization: Advertising department vs, Agency Structure and Functions
Advertising Budget
Campaign Planning, Creation and Production

UNIT-III **(11L)**

Introduction to Public Relations
Growth and development of PR

Principles and tools of public relations
Organization of public relations: In house department vs consultancy
PR in govt. and Private Sectors
Govt's Print, Electronic, Publicity, Film and Related Media Organizations

UNIT-IV **(12L)**
Publics of PR
Resarch for PR
Managing promotions and functions
PR Campaign- planning, execution, evaluation
Role of PR in Crisis Management
Ethical issues in PR- Apex bodies in PR- IPRA code- professionalism, PRSI, PSF and their Codes

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Jaishri Jethwaney (Author), N.N Sarkar, "Public Relations Management", Sterling Publishers, 3rd edition.
3. D.S Mehta, "Handbook of Public Relations in India", Allied Publishers Pvt. Ltd, 1st Edition.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	To understand basic Advertising and it's various models.
CO2	To know various medium of Advertising and strategies used in Advertising.
CO3	To understand basic PR and tools used in PR
CO4	To know about Crisis Management and ethical issues in PR.

	Dev Bhoomi Institute Of Technology		**SEMESTER: III**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 42	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Radio Journalism and Production	**Course Code:BJMC-303**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic Radio Journalism and Production

Objective:

1. Students should know the importance of Radio in today's context.
2. To introduce about the various Radio programmes.
3. To understand various types of target audience.
4. To know about the different sound effects in Radio.

303: Radio Journalism and Production

UNIT-I **(10L)**

Radio as a medium of mass communication in today's context, Characteristics of radio, limitations of radio, Three modes of transmission: AM, SW and FM, Different types of radio stations

UNIT-II **(12L)**

Why formats? Simple announcements, Radio talks/commentaries/comments, radio interviews, radio discussions, radio features and documentaries, radio play, radio running commentaries, radio ads/commercials, Phone ins and radio bridges, Music o radio, radio News-Radio News defined, Main characteristics of Radio News against news in other media

UNIT-III **(7L)**

Introduction, Characteristics of spoken word, Knowing your audience, Developing your style, Writing for different formats and messages, Dramatizing messages

UNIT-IV **(13L)**

Introduction, Elements of radio productions, Acoustics, Perspective, Sound effects, Sound effects, Music Distort/Filter, Different types of microphones, Recording, Editing

Text books:

1. Robert McLeish (Author), Jeff Link (Author), "Radio Production", Routledge 6th Edition.
2. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
3. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should know the importance of Radio in today's context.
CO2	To introduce about the various Radio programmes.
CO3	To understand various types of target audience.
CO4	To know about the different sound effects in Radio.

	Dev Bhoomi Institute Of Technology		**SEMESTER: III**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 45	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: New Media	**Course Code:BJMC-304**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic elements of New Media

Objective:

1. Students should know the elements of New Media and it's principles.
2. To understand about the media convergence and various platforms of New Media.
3. To understand about the content planning and visual design.
4. Students should know about the Copyright and Legal issues.

304: New Media

UNIT-I **(8L)**

New media-Mapping, Meaning and Characteristics, Principles of New Media, The new Media Interface,- Cultural interfaces, printed word, Cinema The user & the screen issues of representation & reproduction New Media Economy

UNIT-II **(15L)**

Introduction to New Media Technologies, Differentiating between analogue and digital technology, Digitization of media- media convergence, encoding and compression standards, Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media Constituents- Facebook, Twitter, Wordpress, Blogger & What to use when youtube, Does, Drive, Hangouts, social bookmarking, slide share, skype, building communities- pages & channels ICT-scope and role , Introduction to gaming and counter narratives.

UNIT-III **(10L)**

Characteristics & New roles of Journalists in the Internet age & the Digital Era, Creating & Managing a Blog, trends in web/online Journalism & Communication, Writing for the screen vs. writing for print, audience analysis, content planning, structure visual design, web page elements, Storytelling structures that work on the web, Basic programming for Web Design- HTML.

UNIT-IV **(12L)**

Journalism ethics and restraint in new media. Copyright & Legal issues in cyber space. Using social media to engage public. Community Informatics. Activism in cyber space ICT's and gender, ICT and Social Inclusion, Globalization & Emerging Cyber cultures.

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should know the elements of New Media and it's principles.
CO2	To understand about the media convergence and various platforms of New Media.
CO3	To understand about the content planning and visual design.
CO4	Students should know about the Copyright and Legal issues.

SEMESTER: IV **(2nd Year)**

S. No	SUBJECT		PERIOD			EVALUATION SCHEME				
						SESSIONAL			ESE	Subject Total
			L	T	P	CT	TA	Total		
1	BJMC201	Introduction to Cinema	4	0	2	20	10	30	70	100
2	BJMC202	Development Communication	4	0	2	20	10	30	70	100
3	BJMC203	Media Law	4	0	2	20	10	30	70	100
4	BJMC204	Reporting and Editing for Broadcasting	4	0	2	20	10	30	70	100
PRACTICALS										
7	BJMC P-201	Introduction to Cinema	0	0	2					100
8	BJMC P-202	Development Communication	0	0	2					100
9	BJMC P-203	Media Law	0	0	2					100
10	BJMC P-204	Reporting and Editing for Broadcasting	0	0	2					100
		Total								**800**

	Dev Bhoomi Institute Of Technology		**SEMESTER: IV**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 42	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Introduction to Cinema	**Course Code:BJMC-401**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of emergence of Cinema and it's different phase.
Objective:

1. Students should be introduced to Cinema and various shots used in Cinema.
2. To introduce about the various genre of Cinema.
3. To know about the film authorship and feminist film theory.
4. To know about the different phases of Cinema in India.

401: Introduction to Cinema

UNIT-I **(12L)**

Language of Cinema I- Focus on visual language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage
Language of Cinema II- Focus on Sound and Colour: Diegetic and Non-Digetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element, Early Cinema
Genre and the development of Classical Hollywood Cinema
Screenings

UNIT-II **(10L)**

German Expressionism and Film Noir
Italian Neorealism and French new wave
Third Cinema and Non Fiction Cinema
Screenings

(10L)

UNIT-III

Melodrama
Stardom
Film Authorship with a special focus on Ray
Introduction to Feminist Film Theory
Screening 5 hours

UNIT-IV **(10L)**

Early Cinema and the Studio Era,1950s- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), 1970s- The rise of the Angry Man, The Indian new wave Cinema, Globalization and the Indian Cinema

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should be introduced to Cinema and various shots used in Cinema.
CO2	To introduce about the various genre of Cinema.
CO3	To know about the film authorship and feminist film theory.
CO4	To know about the different phases of Cinema in India.

	Dev Bhoomi Institute Of Technology		**SEMESTER: IV**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 40	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Development Communication	**Course Code:BJMC-402**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic insights of Development Comunication
Objective:
1. Students should know the basic of Development Communication.
2. To know about the various theories of Development Communication.
3. To know about the role of different mass communication medium in development.
4. To know about the emergence of Community Radio and Krishi Darshan.

402: Development Communication

UNIT-I **(10L)**
Concept of development, Meaning of Development in context of developing countries (Emphasis upon India), Dominant Paradigm, Dependency Paradigm and Alternative Paradigm, Models of development. **Presentations:** Presentations on UN Millennium Development Goals and their fulfilment with examples from India; Presentations on various developmental issues of neighboring rural areas.

UNIT-II **(10L)**
Definition and Concept Approaches- Diffusion of Innovation; Magic Multipler; Empathy Alternative Approaches Development Support Communication- Definition, genesis, areas, Wood's Triangle

UNIT-III **(10L)**
Role & performance record of each medium- Print, radio, TV, traditional media, documentaries on development issues. Cyber media & development role of development agencies, NGOs and RTI in Development Communication, Social Audit and Social interventions in Development Programmes

UNIT-IV **(10L)**

Strategies for designing the message for print Community radio and development Television programmes for Rural India (Krishi Darshan)

Using new media technologies of development

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should know the basic of Development Communication.
CO2	To know about the various theories of Development Communication.
CO3	To know about the role of different mass communication medium in development.
CO4	To know about the emergence of Community Radio and Krishi Darshan.

	Dev Bhoomi Institute Of Technology		**SEMESTER: IV**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 50	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Media Law	**Course Code:BJMC-403**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic Media Law enacted in India

Objective:

1. Students should know the basic media law; press freedom and their limitations.
2. To introduce about the concept and scope of media freedom in India.
3. To understand about the defamation law and various acts in media.
4. To know about Prasar Bharti Act and IT laws in India.
5. To understand the advertising code of print and broadcast media.

403: Media Law

UNIT-I **(10L)**

Nature and scope of Media Law; an overview of various laws having bearing on the media- print, electronic, and online. Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures.

UNIT-II **(10L)**

Concept and scope of media freedom, constitutional guarantees on Press freedom, their limitations, reasonable restrictions. Media freedom and pressures on media- internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc.

UNIT-III **(12L)**

Press and Registration of Books Act, 1867, Laws on defemation, contempt of courts and official secrecy, censorship; privileges of legislature. Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, Copyright Act.

UNIT-IV **(8L)**

Prasar Bharti Act, Cable Television Act, Broadcasting Bill, Law Regarding information technology.

UNIT-V **(10L)**

Media Ethics-Concept of Ethics, Ethics and Law, Rules of Media Ethics, Broadcasting Code, Press Codes, Advertising code of print and broadcast media.

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should know the basic media law; press freedom and their limitations.
CO2	To introduce about the concept and scope of media freedom in India.
CO3	To understand about the defamation law and various acts in media.
CO4	To know about Prasar Bharti Act and IT laws in India.
CO5	To understand the advertising code of print and broadcast media.

	Dev Bhoomi Institute Of Technology		**SEMESTER: IV**
	Department of Journalism & Mass Communication		
	Course Level: Beginner	**Course Type: Core**	**Credit: 4**
	Total Contact Hours: 45	**LTP -4-0-2**	**External Marks/Internal Marks: 70/30**
Course Title: Reporting and Editing for Broadcasting	**Course Code:BJMC-404**		**Duration of External Exam: 3 Hours**

Pre-Requisite: Knowledge of basic Reporting and Editing for Broadcasting.

Objective:

1. Students should know the characteristic of television as a medium.
2. To understand the basic element of Radio news.
3. To understand elements of television news bulletin and basics of editing.
4. To know about AIR and DD News.

404: Reporting and Editing for Broadcasting

UNIT-I **(15L)**

The Sound Medium Concepts of sound-scope, sound culture, Types of sound-Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium, The visual medium, what is an image, television image, electronic image, digital image, Edited image (politics of an image), What is a visual? (still to moving), Visual Culture Changing Ecology of images today Characteristics of Televison as a medium.

UNIT-II **(10L)**

Elements of a radio news story: gathering, Writing/Reporting, Elements of a radio News Bulletins Working in a radio news room, Introduction to recording and editing sound. (Editing news based capsule only).

UNIT-III **(10L)**

Basics of a Camera- (Lens & Accessories)
Electronic News gathering (ENG) & Electronic Field Production (EFP Concept)
Visual Grammar- Camera Movement, Types of shots, Focusing, Visual Perspective
Elements of a Television News Story: Gathering, Writing/ Reporting
Elements of a Television News Bulletins
Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).

UNIT-IV **(10L)**

Public Service Broadcasters- AIR and DD News- Voice of India (Analysis of News on National Broadcasters) Changing Character of Television News (24-hrs news format, News production Cycle, 'News Lingo', News 'Formulate', News as Event, Performance and Construction.

Text books:

1. Keval J. Kumar, "Mass Communication in India", Jaico Publishing. 4th Edition
2. Vir Bala Aggarwal & V.S Gupta, "Handbook of Journalism & Mass Communication", Concept Publishing Co.

Reference Book:

1. Seema Hasan, "Mass Communication: Principles And Concepts", Cbs; (2013), 2nd Edition

Course Outcome	Description
CO1	Students should know the characteristic of television as a medium.
CO2	To understand the basic element of Radio news.
CO3	To understand elements of television news bulletin and basics of editing..
CO4	Student will get the basic knowledge of supplement journalism.