

# **BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

## **B.J.M.C. - SEMESTER SYSTEM**

**FIFTH AND SIXTH SEMESTER**

**W.E.F. SESSION - 2012-2013**

### **SCHEME OF EXAMINATION**

**(Fifth Semester)**

<b><u>PAPER NO.</u></b>	<b><u>PAPER NAME</u></b>	<b><u>THEORY MARKS</u></b>	<b><u>INTERNAL ASSESSMENT</u></b>
Paper XXI	Reporting	90	10
Paper XXII	Public Relations	90	10
Paper XXIII	Introduction to Electronic Media	90	10
Paper XXIV	Media Laws & Ethics	90	10
Paper XXV	Media Management	90	10

## **SEMESTER – V**

**Paper XXI**

**REPORTING**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Introduction to Reporting
- ❖ Principles of Reporting
- ❖ Functions and Responsibilities

### **UNIT- 2**

- ❖ Reporting Techniques, News gathering techniques
- ❖ News elements vis-a-vis reporting
- ❖ Qualities of Reporter
- ❖ Duties and Responsibilities of Reporter

### **UNIT-3**

- ❖ Reporting- Types of News Reports
- ❖ Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education, etc.
- ❖ Reporting- Conferences/ Seminars/ Workshops, etc.

### **UNIT- 4**

- ❖ Basics- Reporting for Radio
- ❖ Basics- Reporting for T.V.
- ❖ Conducting Interviews

## **SEMESTER – V**

**Paper XXII**

**PUBLIC RELATIONS**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Introduction- Public Relations (PR)
- ❖ Definition, Concept of PR
- ❖ PR as a Communication Function

### **UNIT- 2**

- ❖ History of PR, PR in India
- ❖ PR- Publicity, Propaganda, Public Opinion
- ❖ PR as a Management Function

### **UNIT-3**

- ❖ Stages of PR- Planning, Implementation, Research, Evaluation
- ❖ PR and Media Relations
- ❖ PR Publics- External and Internal

### **UNIT- 4**

- ❖ PR Tools
- ❖ Press Conference, Press Releases
- ❖ House Journal
- ❖ PR Campaign

## **SEMESTER – V**

Paper XXIII

### **INTRODUCTION TO ELECTRONIC MEDIA**

Max. Marks- 90

Time: 3 Hours

#### **UNIT- 1**

- ❖ Radio as a medium of Communication
- ❖ Characteristics of Radio
- ❖ History of Radio in India especially All India Radio (AIR)

#### **UNIT- 2**

- ❖ Role of Radio in Societal and National Development
- ❖ Various Radio Programmes
- ❖ AM/FM, Radio Equipments
- ❖ Community Radio, Educational Radio

#### **UNIT-3**

- ❖ Television as a Medium of Mass Communication
- ❖ Doordarshan, various T.V. Channels
- ❖ Various T.V. Serials
- ❖ Recent Trends in T.V. Broadcasting

#### **UNIT- 4**

- ❖ A brief introduction of Indian Cinema
- ❖ Films- Types of Films
- ❖ Cinema and Society- Effects, etc
- ❖ Emerging Trends of Indian Cinema

## **SEMESTER – V**

**Paper XXIV**

**MEDIA LAWS AND ETHICS**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Indian Constitution and Freedom of Speech and Expression
- ❖ Defamation
- ❖ Contempt of Legislature, Privilege (s), etc.

### **UNIT- 2**

- ❖ Right to Information
- ❖ Contempt of Court
- ❖ Press and Registration of Books Act 1967
- ❖ Censorship, Media Freedom- Issues

### **UNIT-3**

- ❖ Copy Right Act 1957
- ❖ Press Council Act 1978
- ❖ Press Council of India- Functions, etc.
- ❖ Prasar Bharati Act 1990, Cable T.V., Networks (\Regulations) Act 1995, Information Technology Act 2000

### **UNIT- 4**

- ❖ Issues of Media Ethics
- ❖ Invasion of Privacy, Obscenity, etc.
- ❖ Code of Ethics, Ethics in Advertising
- ❖ Press Ombudsman

## **SEMESTER – V**

**Paper XXV**

**MEDIA MANAGEMENT**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Definition of Management
- ❖ Concept, Significance and Functions of Management
- ❖ Media Management- Basics

### **UNIT- 2**

- ❖ Ownership Patterns in Media
- ❖ Organizational Structure- Newspapers
- ❖ News Agencies- PTI, UNI, BHASHA, VAARTA

### **UNIT-3**

- ❖ Organizational Structure- Advertising Agencies
- ❖ Organizational Structure- Radio, T.V.
- ❖ Role of various Dept./ sections in Media Organization

### **UNIT- 4**

- ❖ Govt. Agencies- Press Information Bureau (PIB), D.A.V.P., N.F.D.C.
- ❖ Media Marketing- Techniques/ News Trends
- ❖ Media and Branding
- ❖ Important Media Houses in India

# **BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

## **B.J.M.C. - SEMESTER SYSTEM**

**FIFTH AND SIXTH SEMESTER**

**W.E.F. SESSION - 2012-2013**

### **SCHEME OF EXAMINATION**

**(Sixth Semester)**

<b><u>PAPER NO.</u></b>	<b><u>PAPER NAME</u></b>	<b><u>THEORY MARKS</u></b>	<b><u>INTERNAL ASSESSMENT</u></b>
Paper XXVI	Editing	90	10
Paper XXVII	Advertising	90	10
Paper XXVIII	Introduction to New Media	90	10
Paper XXIX	Media and Society	90	10
Paper XXX	Production Portfolio-II	90	10

## **SEMESTER – VI**

**Paper XXVI**

**EDITING**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Introduction to Editing
- ❖ Principles and Functions of Editing
- ❖ Editing and its Significance in Journalism

### **UNIT- 2**

- ❖ Editorial Desk in Newspapers/ Magazines
- ❖ Roles and Responsibilities of Editorial Staff
- ❖ Qualities of Editorial Staff

### **UNIT-3**

- ❖ Roles, Functions and Responsibilities of sub-Editor, Chief Sub-Editor, News-Editor, etc.
- ❖ Copy Editing, Subbing
- ❖ Preparing copy for Press

### **UNIT- 4**

- ❖ Editing symbols, Proof Reading symbols and their significance
- ❖ Headlines, Sub-headlines, Style Sheet, Page make-up basics
- ❖ Basics of Editing- Electronic Media (Radio & T.V.), Editing- Linear & Non-Linear
- ❖ Difference between Print Editing and Electronic/ New Media Editing



## **SEMESTER – VI**

**Paper XXVII**

**ADVERTISING**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Definition of Advertising
- ❖ Concept, need and scope of Advertising
- ❖ Functions (s) of Advertising

### **UNIT- 2**

- ❖ Classification of Advertisement
- ❖ Various types of Advertisements
- ❖ Advertising as a marketing function

### **UNIT-3**

- ❖ Advertising Agencies- Structure and Functioning
- ❖ Important Advertising Agencies
- ❖ Advertising and Media Planning, Advertising and Branding

### **UNIT- 4**

- ❖ Advertising Campaign- Target Audience, Stages, Process
- ❖ Ad appeal, Copy Writing, Visualization
- ❖ Advertising and Creativity
- ❖ Basics of preparing Print/ Radio/ T.V./ Web Advertisement

## **SEMESTER – VI**

**Paper XXVIII**

### **INTRODUCTION TO NEW MEDIA**

**Max. Marks- 90**

**Time: 3 Hours**

#### **UNIT- 1**

- ❖ New Media- Definition, Nature and Scope
- ❖ New Media as a Medium of Journalism
- ❖ Emerging trends in New Media including Blogging, etc.

#### **UNIT- 2**

- ❖ Cyber Media- Basics
- ❖ Cyber space, Information Super Highway
- ❖ Cyber Journalism- Basics
- ❖ New Media- Comparison with Print, Radio, and T.V. medium

#### **UNIT-3**

- ❖ Writing for New Media- Basics
- ❖ Presentation, Layout of web newspapers/ magazines
- ❖ HTML- Basic structure, Scripts- head and body sections
- ❖ Web publishing- tools and applications

#### **UNIT- 4**

- ❖ Introduction- Important Indian news portals
- ❖ E-magazines, Web journals
- ❖ New Media (Social Media Network- Facebook, Twitter, YouTube, LinkedIn, etc.)
- ❖ Socio-cultural impact of New Media

## **SEMESTER – VI**

**Paper XXIX**

**MEDIA AND SOCIETY**

**Max. Marks- 90**

**Time: 3 Hours**

### **UNIT- 1**

- ❖ Relationship between Media and Society
- ❖ Role and Importance of Media in Indian Society
- ❖ Media and Societal/ Community Development

### **UNIT- 2**

- ❖ Media Literacy
- ❖ Impact of Media on Children and Youth
- ❖ Media and Gender Issues
- ❖ Media and Rural Society

### **UNIT-3**

- ❖ Media and Violence
- ❖ Media and Development of Scientific Temperament
- ❖ Media, Democracy and Secularism

### **UNIT- 4**

- ❖ Media Accountability
- ❖ Truth and Media, Ethical Issues
- ❖ Media and Civil Society, Citizen Journalism
- ❖ Popular culture and Media

**SEMESTER – VI**

**Paper XXX**

**PRODUCTION PORTFOLIO-II**

**Max. Marks- 100**

<b><u>Sr. No.</u></b>	<b><u>ITEM</u></b>	<b><u>No. of Items</u></b>
1.	Press Release (s)	5
2.	Advertisement (s) (Display/ Classified/ Display Classified)	4 each
3.	News Script (Radio)	2
4.	News Script (T.V)	2
5.	Poster on Social Issue	2
6.	News Stories (Crime/ Sports/ Business/ Environment/ Education)	5
7.	Media Coverage (Seminar/ Workshop/ Conference)	2
8.	Feature (Cultural/ Travel/ Human Interest/ Sports/ Educational)	2
9.	Article on Media Issue (s)	1
10.	Write-up for New Media (Blog write-up, etc.)	2

**NOTE:** The Candidates are required to submit a portfolio of their production work as listed above before the/ by the end of the semester. The Production Portfolio must be submitted in A-4 size bond paper neatly typed/ hand written in Hindi or English or both. The production portfolio will be assessed by an External Examiner based upon a viva-voce.