Department of Journalism and Mass Communication

Syllabus

for

Bachelor of Journalism & Mass Communication

(Semester: I – VI)

Applicable to Admissions in 2019

DAV UNIVERSITY, JALANDHAR
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<tr>
<td>• Syllabus- Bachelor of Journalism &amp; Mass Communication</td>
<td>5</td>
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</table>
Brief information about Department

Department of Journalism & Mass Communication strives for excellence in media education, training & research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach. Department envisages itself to be a leader in media education producing media scholars, researchers and professionals with global competencies, foresight, dynamism and value-laden personalities. Its vibrating culture and creative ambience provides unique blend of contemporary media knowledge, skills, innovativeness and sensitivity to social issues.

The department is fully dedicated to create a generation of media experts, professionals and scholars who are distinct in their vision and bringing a new wave in media. It is about blossoming the talent, nurturing the wisdom, sharpening the skills and developing a passion for effectiveness. The Dept is hub of activities focussing at academic and professional excellence and practical skills development and character building to produce professionals who are epitome of fineness crowning jewels of media industry.

Salient features of the Programme

- Strong academic-industry interface
- Media lab and studio for providing exposure to apply knowledge
- Summer internships in industry
- Placement support
- Project work
- Proficiency in language skills
Courses of study

- B. A. Journalism & Mass Communication (BA JMC) - 3 years (6 semesters)

- Short term Vocational courses - 6 months to 1 year
  - Basics of Non-Linear Editing
  - Basic Videography
  - Photo Journalism
  - Basics of Acting
  - Basic Sound designing for Media Productions
  - Multi camera TV Studio operation and Production
  - News anchoring & reporting
  - Script Writing
  - Packaging & Promo for TV Programs
  - Language of Media translation
  - Basic Course on Make-Up for TV
Bachelor of Journalism & Mass Communication

Preamble

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the professional work. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention.

The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

The course strives to carve a niche for itself and envisions to be one of the most sought-after courses of the DAV University. The overall goal is to realize not only the professional but the intellectual and creative growth of the students and develop a vibrant chord with the media industry.
Mission of the Program:
The primary mission of the program is to develop an understanding and knowledge of Journalism and its various functions in society. Curriculum is developed at par with UGC model curriculum and UNESCO model curriculum for Journalism. The primary purpose is always to prepare students for employability in diverse area of Journalism and Mass Communication. Therefore, the curriculum is developed with an industry-based approach. The department of Journalism and Mass Communication aims at providing scholarly instructions along with industry experiences. Excellence, innovation, analytical ability, critical thinking are the core values which we endeavour to imbibe among students.

Objectives:

- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory and to equip with students the analytical tools to study diverse media and communication practices.
- To provide an exposure to various forms of mass communication and a hands-on experience of media production.
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- To train students in latest media technologies and methods.
- To train students in conceptual and/or practical aspects of Television, Radio, Photography and Documentary from script writing to post-production.
Program Learning Outcomes:
Students of Journalism and Mass communication will have the opportunities to learn various skills required in the field of Journalism along with following specific outcomes:

- Understand the key role played by the media in strengthen and development of a democratic society.
- Recognize the techniques of print, electronic and digital and identify the available positions in all areas of journalism.
- Ability to write news, articles, feature in detailed and accurate manner.
- Identify the journalistic ethics and responsibilities to report truth.
- Understand the challenges in industry and revenue model for digital/online platforms.
- Create and publish content for designated media platforms.
- Identify the problems of a developing society like India and develop skills as per the need of Indian society.
- Familiar with global media scenario and international news reporting standards.

Duration
6 semesters (3 Academic Years)

Eligibility
Pass with 50% aggregate marks in 10+2 or equivalent (with English). 45% marks for SC/ST students.
### Semester I

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<tr>
<th>S. No.</th>
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### General Elective (choose one)

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### Department Specific Elective (choose one)

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**Total Credits**: 17

### Third Year (Semester V)

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Semester VI

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C = Compulsory Course, E = Elective/Optional Course, Cr = Credit, L = Lecture, IL = Integrated Lecture, P = Practical
Semester I

JMC 101A - Introduction to Journalism

Unit 1
News: meaning, definition, nature; The news process: from the event to the reader; News Structure, Hard news vs. Soft news; basic components of a news story.

Unit 2
Organizing a news story: 5W’s and 1H, Inverted pyramid, News Beat, Journalistic jargon including dateline, credit line, byline, print line, Flag, Masthead.

Unit 3
Sources of news, news-elements, types, Problems in reporting, Criteria for news worthiness, principles of news selection.

Unit 4
Features - meaning and definition; Articles - meaning and definition; Difference between news stories, features and articles

Suggested Readings:

JMC102A - Introduction to Journalism (Practical)
1. Writing news stories
2. Writing features
3. Writing letters to the editor
4. Making a presentation and file on recent news coverage in light of concepts (news values, structure of news, sources of news etc.) studied in theory
JMC104 - Introduction to Media and Communication

Unit I
Communication: meaning, definition, functions and barriers; Mass Communication, Mass Media; Types of communication (Verbal- non-verbal, Audio, audio-visual); 7Cs of Communication, Process and elements.

Unit II

Unit III

Unit IV
SMR, SMCR Model, Lasswell formula and Braddock’s extension, Osgood and Schramm’s model, Newcomb’s model, Gate Keeping model, Mathematical model of communication.

Suggested Readings:
Semester II

JMC105 - Introduction to Print Journalism-II

Unit I
The Newspaper newsroom- Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – Editor, News editor, Reporters, Columnists, Freelancers, Photojournalists, Bureau Chief, Sub-editors, Proof readers, etc.

Unit II
Covering news- working on beats; Covering of beats- crime, courts, health, education, sports, weather, culture, Investigating and Interpretative reporting. legislative and parliamentary, news agency reporting. Interviewing/Types of news Interviewing: preparing for interview, conducting the interview.

Unit III
Editing- Principles of editing; Do’s and Don’ts of editing; Leads- Importance of leads, Functions and types of leads; Headlines- importance, functions and types; Importance of pictures, selection of news pictures

Unit IV
Editorial page: Structure, Editorials, Middles, Letters to the editor, Special articles, Opinion pieces, OP.Ed page; Week-end pullouts, Supplements, columns/columnists; Style sheet.

Suggested Readings:


**JMC105A- Reporting and Editing for Print (Practical)**

1. Coverage news stories from allotted beats /putting them on a board in a form of telenews board.
2. Editing of stories
3. Exercises on writing different components of editorial page

**JMC106- History of the Media**

**Unit I**
Origin and development of print media - Important events from history of Press in United States and Britain including Penny Press and Yellow Journalism

**Unit II**
History of Press in India: Colonial Period, National Freedom Movement; Media in the Post-Independence Era; Emergency and Post Emergency Era; Latest trends in Print Media

**Unit III**
History of Radio and television in India - History of AIR, Evolution of AIR Programming Penetration of radio in rural India-Case studies; Privatization and FM Radio, Formation of Prasar Bharati, Doordarshan, SITE.

**Unit IV**
Indian Cinema - From Silent Era to the talkies; Cinema in later decades; Dadasaheb Phalke.

**Suggested Readings:**


**JMC107- Design and Graphics for Media**

**Unit I**
MS office and applications; MS Word, Excel; Presentation Manager. Character generation

**Unit II**

**Unit III**

**Unit IV**
PageMaker, working with text, Page setup, Corel Draw, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics.

**Suggested Readings:**

Principles of Printing Technology- N. Ghosh
Art in Production- N.N. Sarkar
Newspaper & Magazine Layout- S.S. Kumar

**JMC108- Design and Graphics for Media (Practical)**

1. Word Processing-MS Office, MS Word, Other word processing programs
4. Working with images.
Semester III

JMC221- Introduction to Broadcast Media

Unit 1

Unit 2

Unit 3

Unit 4

Suggested Readings:
JMC 222 Media and Indian Political System

Unit 1
Impact of media on political system of India: Parliamentary / Legislative reporting, Rajya Sabha and Lok Sabha Television, Tools of Communication for political parties, strengths and weaknesses, Propaganda and lobbying, Paid News.

Unit 2
Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, President & Vice President, Prime Minister, Council of Ministers, Cabinet, Functions of Parliament.

Unit 3

Unit 4
Indian Politics: Major national and regional parties in India and their changing trend. Political Ideologies: Liberalism, Socialism, Marxism, Fascism, Gandhism, Feminism

Suggested Readings:
Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
Betrayal of Indian Democracy by M B Chande (Atlantic Publishers), India-
2000 Om Heritage by Bhartiya Vidya Bhawan’s series of Publications.
Our Parliament by Subash Kashyap, National Book Trust
JMC 223 - Photojournalism

Unit 1

Unit 2

Unit 3

Unit 4

Suggested Readings:
Digital Photographer’s Handbook – Tom
The Photography - Graham Clarke,
Creative Photography Work Book - John Hedgecoe’s,
Photography - Bill Apton
Camera Lucida: Reflections on Photography- Roland Barthes
On Photography- Susan Sontag
The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
Basic Photography- Michael Langford.
All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
Practical photography by O.P. SHARMA HPB/FC, 14 March 2003.
JMC 224 Photojournalism (Practical)


2. Making a photo essay.

JMC 225 -Radio Production

Unit 1
Broadcast Formats; Public service advertisements, Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary; Broadcast Production Techniques

Unit 2
Working of a Production Control Room & Studio: Types and functions, acoustics, input and output chain, studio console: recording and mixing.

Unit 3
Stages of Radio Production; Pre-Production (Idea, research, Radio script); Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisites, challenges);

Unit 4
Post-Production, Editing, Creative use of Sound Editing; Personnel in Production process – Role and Responsibilities

Suggested Readings:

JMC226-Radio Production (Practical)

1. Coming up with ideas for various Radio formats and writing scripts for the same.

2. Producing any one format (4-6minutes) in groups.
JMC 227-Documentary Production

Unit 1
Understanding the Documentary-Introduction to Realism debate, Observational and Verite documentary; Introduction to Shooting styles;

Unit 2
Introduction to Editing styles; Structure and scripting the documentary

Unit 3
Documentary Production-Pre-Production, Researching for documentary: Library, Archives, location, life stories, ethnography;

Unit 4
Writing a concept: telling a story; Treatment; Writing a proposal and budgeting

Suggested Readings:


JMC228-Documentary Production Practical

1. Coming up with ideas for documentary making

2. Shooting a documentary (5-6 minutes) and editing it – Group activity
Semester IV

JMC 231 Development Communication

Unit 1

Unit 2
Development communication: Concept and Approaches; Paradigms of development: Dominant paradigm, dependency, alternative paradigm; Development communication approaches, diffusion of innovation, empathy and magic multiplier. Significance, Roadblocks, future of development communication, Communication: a trickle-down approach

Unit 3
Role and performance of each media-comparative study of pre and post liberalization eras; Role of each medium- print, radio, TV, video, traditional media; Strategies for designing messages for print Community radio and development Television programmes for rural India (Krishi Darshan);

Unit 4
Using new media technologies for development; Cyber media and development – e-governance, e-choupal, national knowledge network, ICT for development narrowcasting; Critical appraisal of mainstream media’s reportage on rural Problems and issues.

Suggested Readings:


Media & Development: M.R. Dua & V.S. Gupta

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**JMC 232- Media Laws and Ethics**

**Unit 1**

Freedom of speech and expression (Article 19(1) (a) and Article 19(1)(2) ; Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights, Vernacular Press Act, Gagging Act. Copyright Act (India)

**Unit 2**


**Unit 3**


**Unit 4**

Suggested Readings:

Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009

JMC 233 - Media and Cultural Studies

Unit I
Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School: The Culture Industry- Enlightenment as Mass Deception

Unit II
Culture, Ideology, and Hegemony: The Ruling Class and the Ruling Ideas, The Concept of “Ideology”, Political economy of mass communication and A propaganda model, cultural identities and media representation

Unit III
The Politics of Representation: Representation of nation, class, caste and gender issues in Media, Texts and signs in media and culture, production and consumption Of media and culture, Subcultures, Audiences in media and cultural studies

Unit IV
Media and Technologies- Folk Media as a form of Mass Culture, New Media and Cultural forms; Demassification, Media convergence and participatory culture
Suggested Readings:


JMC 234- Introduction to Video production-I (Practical)

Camera Operation; Cameras controls, shooting techniques. Lighting techniques, rules & principles of quality lighting, creative use of back-lighting, Placement of lights & lighting equipment and sets both on location/studio. Operation of audio recording equipment, Creative use of sound effects & music tracts.

JMC 235- Development Communication (Practical)

Documentary on Social/rural development and issues, Field visit, communication for development with peoples and News coverage related to development.
Semester V

JMC 321 Advertising: Concepts and Principles

Unit 1
Introduction to Advertising, Meaning, Definition and functions, Origin and development, Growth of advertisement in India, Benefits of advertising: To Seller, Buyer & Media. David Oglivy 7 commandments of advertising.

Unit 2
Advertising Objectives, Place of Advertising in Marketing mix, AIDA formula, DAGMAR Model, Ethics in Advertising, Apex Bodies in Advertising, DAVP and Bureau of outreach communication, AAAI, ASCI and their codes.

Unit-3
Advertising media, Types of Advertising- Commercial & Non-commercial, Product & Consumer, Classified, Display and Display Classified, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising, Comparative advertising.

Unit-4
Advertising Agency- Structure and Functions Nation and International advertisement agency, Media scheduling and planning, Role & Effects of Advertising, Advertising & Society, Public service advertising, advertising campaign, advertising as a tool of communication.

Suggested Readings:
JMC 322- Media and Event Management

Unit 1
Media Management: Concept, Origin of Media Management; Fundamentals of management; SWOT analysis, various forms ownership: Sole proprietorship, Partnership, Company, Cooperatives, Trusts and Societies, Performance evaluation (TAM, TRP, BARC and HITS)

Unit 2
Media Management, Structure of news media organizations in India; Role responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines, Media Ownership- TRAI recommendations, Changing Media Ownership, Management of Govt. departments under I&B Ministry.

Unit-3
Event Management: Introduction, Event Marketing, 5 Cs of Events, Events as a Marketing Communication Tool, Brand Building, Marketing Plan, Relationship Building, Target Audience. Positioning in Events.

Unit-4
Definition and scope of event management, Conferences, Trade Fair, Fashion Shows, Corporate Meeting, Political events, Budgeting and Buffer, Concept of clean zone, Role, Objectives & importance of exhibitions, Advantage of exhibition over other devices, Importance of direct contact. PR for an exhibition, Role of the Press in promotion of an event, Print & Display material, Stand Design.

Suggested Readings:
Lucy Kung, Strategic Management In Media, Sage, 2008.
Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
Anna Bhattacharyajee, The Indian Press – Profession to Industry.
P.R. Tools, Concepts Tools and Strategies- NN Sarkar
Handbook on Public Relations- D.S. Mehta
JMC323-Communication Research and Methods

Unit 1


Unit 2

Survey; Meaning, Concept, Planning, Organizing & Conducting survey, Public Opinion and Readership Survey. Basic methods of Media Research; Qualitative, Quantitative, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Historical research.

Unit 3

Sampling; Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data Questionnaire, Questionnaire, Schedule, Interview, Case study, Observation, Surveys, Online Polls, Published work.

Unit 4

Measuring Impact, Evaluation, Monitoring, and Feedback, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical); Writing Citations, Bibliography; Writing the research report

Suggested Readings:

JMC324- TV and Video Production

Unit –I
Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses–functions and its types. Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject – camera relationship.

Unit –II
Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

Unit III
Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

Unit IV
Developing Programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Reference Books
Handbook of Television Production – Herbert Zettl
Television Field production and reporting – Fred Shook
Writing and Producing Television news – Eric. K.Gormly
Television Production – Gerald Millerson
Media Writing: Samuelson
Modern Radio Production: Carl Hansman Donnel. Broadcast Technology: Srivastava
JMC325- Introduction to Video Production-II
(Practical)

Post-production editing. Familiarizes with: Story treatment, Scripts, Storyboards, Budgets, Floor plan, sets, make-up, costume, Jewelry, Lights, Audio, Graphic Rehearsals, Shooting schedules, Post-Production editing

Semester VI

JMC 331- New Media and Web Journalism

Unit 1
Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Communication and Information technology, Computer- mediated-Communication (CMC); Information Super Highway,

Unit 2
Internet- its Beginnings and Protocols, World Wide Web, Web browsers and bookmarking, URL, Search Engine working, Hyperlinking, RSS, Social networking, Podcast, OTT, Artificial Intelligence, Pop-ups

Unit 3
Introduction to web journalism - features of web journalism - Approaches to web journalism, Features & Articles on the Web, interviewing on the Web, Linear and Non-linear writing, Writing Techniques, Linking, Multimedia, Storytelling structures; Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog

Unit 4
Networked Journalism, Alternative Journalism; Activism and New Media, Networked Society, Online Communities, Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Open Source, Digital archives, New Media and Ethics
Suggested Readings:


**JMC 332 – Public Relations and Corporate Communication**

**Unit I**

Evolution and History of Public Relations, PR and Allied Disciplines: Publicity, propaganda, public affairs, lobbying, etc., Definitions of PR, Symmetrical and Asymmetrical theories of PR, PR tools; interpersonal, mass media and selective media, Publics in PR, Campaign planning

**Unit II**

Writing for PR: Internal publics, house journals, bulletin boards, open houses, and suggestion boxes, video magazines, press release/Backgrounder, press brief, Rejoinders, Media relations: Organizing press conferences, Facility visits, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

**Unit III**

Concept of Corporate Communication, Meaning and definitions of corporate Communication, Corporate communication versus PR and advertising,

**Unit IV**

Corporate identity and image, Corporate image repair, Corporate Social Responsibility (CSR), Corporate Culture, Case studies of crisis Management, Laws and Ethics in PR and Corporate Communication, (defamation, copyright) Role of technology in PR/CC
Suggested Readings:

Public Relations – Jaishree Jethwaney

JMC 333- Media and Contemporary Issues

**Unit I**

**Unit II**

**Unit III**

**Unit IV**
Current Issues (especially of last six months): Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media e.g. Paid News, Fake news, National Data Sharing and Accessibility Policy (NDSAP)
**JMC 334 Synopsis presentation/Project**

**Synopsis presentation** - Students will select an area of research and prepare synopsis.

**Project Work** – to be assigned by the course teacher based on students’ area of interest.

1. Collection of data
2. Analyzing data
3. Writing the report

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**JMC 335 Industrial Training/Internship**

The students will attend minimum 30 days of internship/training in any media organization in their area of interest. The attendance for 30 days will be compulsory which will be issued from the training provider. The attendance pro forma will be issued from the department. The attendance and report of the training will be submitted in the department after the completion of the training.