

MAHATMA GANDHI UNIVERSITY KOTTAYAM



B.VOC. DEGREE PROGRAMME

**In
Broadcasting and Journalism**

**REGULATION
SCHEME AND SYLLABUS**

(2019 ADMISSION ONWARDS)

REGULATION AND SCHEME FOR B.VOC. PROGRAMME UNDER MAHATMA GANDHI UNIVERSITY

We are facing unprecedented challenges – Skill and knowledge, the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more ‘skilled’ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sector of education, health care manufacturing and other services. Potentially, the target group for skill development comprises all those in the labour force, including those entering the labour market for the first time, those employed in the organized sector and also those working in the unorganized sector. Government of India, taking note of the requirement for skill development among students launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

The University Grants Commission (UGC) has launched a scheme on skills development

based higher education as a part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India’s economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme will be a judicious mix of skills, professional education related to concerned vocation and also appropriate content of general education.

The **Mahatma Gandhi University** gave a strong momentum to the initiatives of UGC-NSQF in the very beginning itself. This University provides opportunities to its

affiliating colleges since Academic Year 2014-15 to start skill based vocational Graduate programmes strictly under the guidelines of UGC and NSQF.

1. TITLE

These regulations shall be called “**MAHATMA GANDHI UNIVERSITY REGULATIONS FOR B.VOC PROGRAMME 2018**”.

2. SCOPE

Applicable to all regular B.Voc Programme conducted by the University with effect from 2018 admissions onwards, except for B.Voc. Programmes, having scheme and syllabus already approved by MGU under 2014 regulation and scheme.

During the academic year 2019-20 admission onwards, all regular B.Voc Programme

in affiliating colleges under MG University should strictly follow *Mahatma Gandhi University Regulations For B.Voc Programme 2018*.

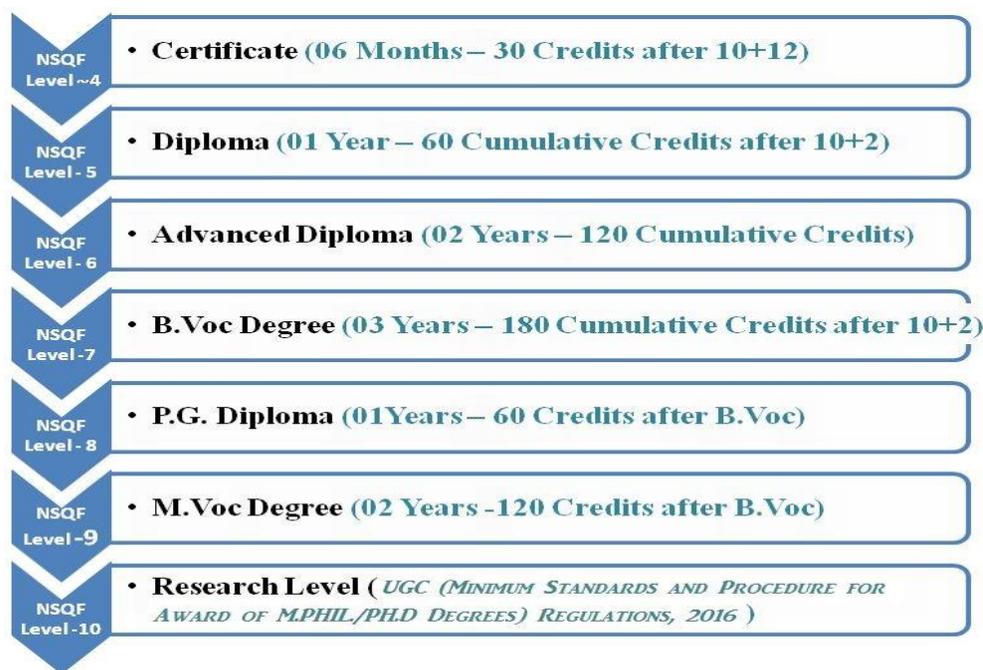
3. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

Eligibility for admissions and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the University and UGC in this regard, from time to time.

4. Type of Courses and Awards:

There will be full time credit-based modular programmes, wherein banking of credits for

skill and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enables the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

5. Curricula and Credit System for Skill Based Courses

In order to make education more relevant and to create ‘industry fit’ skilled workforce, the institutions recognized under B.Voc Degree programme offering skill based courses will have to be in constant dialogue with the industry and respective Sector Skill Councils (SSC’s) so that they remain updated on the requirements of the workforce for the local economy. These

institutions should also preserve and promote the cultural heritage of the region, be it art, craft, handicraft, music, architecture or any such thing, through appropriately designed curriculum leading to gainful employment including self-employment and entrepreneurship development.

The curriculum in each of the semester/years of the programme(s) will be a suitable mix of general education and skill development components. The General Education Component shall have 40% of the total credits and balance 60% credits shall be of Skill Component.

The institution(s) shall prepare draft curriculum as per the UGC guidelines for Curricular Aspects Assessment Criteria and Credit System for Skill based Vocational Courses and place it for vetting by the UGC Advisory Committee constituted under these guidelines.

The Curriculum shall be finally approved by the Board of Studies (BoS) and Academic Council of the University / Autonomous College. The Universities where BoS for Vocational subjects has not yet been constituted, the curriculum may be considered by the BoS in allied subject area or an ad-hoc BoS may be constituted till the time regular BoS is notified in the university. The BoS should consider the programme wise curriculum based QP for skill component and relevant general education subjects *i.e.* the curricula for programmes in one broad subject area may vary from institution to institution in case the different progressive QPs are mapped with the programmes being offered. The choice of different progressive Job roles for a course may also be enabled under CBCS.

6. Structure of the Programme

6.1 Skill Development Components - 60% Weight age

6.2 General Education Component - 40% Weight age

The B.Voc Programme should comprise 60% Skill Development Components (60 % of total Credit) and 40% General Education Component (40% total Credit) as per guidelines of UGC and NSQL.

As an illustration, awards shall be given at each stage as per Table 1 below for cumulative credits awarded to the learners in skill based vocational courses.

Table 1

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
7	108	72	180	Six Semesters	B.Voc Degree
6	72	48	120	Four semesters	Advanced Diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

7. SCHEME AND SYLLABUS

7.1. B.Voc Programme should include (**a**) General Education Component, (**b**) Skill Education

Component

7.2. The B.Voc Programme should followed Credit and Semester System of MGU.

7.3. A separate minimum of 30% marks each for internal and external (for both theory and AOC) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, **Grade P** is required for all the individual courses. If a candidate secures **F**

Grade for any one of the courses offered in a Semester/Programme, **only F grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted period.

8. Assessment and Evaluation by MG University.

General Education Components and Skill Development Components shall be assessed and evaluated by MG University as per University Norms and UGC-NSQF guidelines.

9. Assessment and Certification by Sector Skill Council (SSC)

The affiliated colleges should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned SSC having the approval of National Skill Development Corporation of India (NSDC).

10. EXAMINATIONS

9.1 The evaluation of each paper shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

9.2. The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All the courses (theory & AOC), grades are given **on a 7-point scale** based on the total percentage of marks, (*ISA+ESA*) as given below:-

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F(Fail)	0
	Ab (Absent)	0

10. CREDIT POINT AND CREDIT POINT AVERAGE Credit Point

(CP) of a paper is calculated using the formula:-

$CP = C \times GP$, where C is the Credit and GP is the Grade point

Semester Grade Point Average (SGPA) of a Semester is calculated using the

formula:- $SGPA = TCP/TC$, where TCP is the Total Credit Point of that semester.

Cumulative Grade Point Average (CGPA) is calculated using the formula:- $CGPA =$

TCP/TC , where TCP is the Total Credit Point of that programme.

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core

Course is calculated using the formula:-

$$GPA = \frac{TCP}{TC}, \text{ where } TCP \text{ is the Total Credit Point of a category of course.}$$

TC is the total credit of that category of course

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average
4 to below 5	P	Pass
Below 4	F	Failure

Components of Internal Evaluation – AOC	Marks
Attendance	5
Record	5
Skill Test	5
Lab Performance / Punctuality	5
Total	20

*Marks awarded for Record should be related to number of experiments

recorded and duly signed by the teacher concerned in charge.

All three components of internal assessments are mandatory.

11.1 PROJECT EVALUATION

a) Marks of external Examination : 80
b) Marks of internal evaluation : 20

Components of Internal Evaluation	Marks
Punctuality	5
Experimentation/Data Collection	5

Skill Acquired	5
Report	5
Total	20

*Marks for dissertation may include study tour report if proposed in the syllabus.

Components of External Evaluation	Marks
Dissertation (External)	50
Viva-Voce (External)	30
Total	80

(Decimals are to be rounded to the next higher whole number)

11.2 INTERNSHIP

After the completion of every even semester, the student will undergo a minimum of two weeks Internship Programme in an Industry, having a good exposure in the concerned skill (Established at least two years prior), capable of delivering the skill sets to the students.

At the end of the Internship, the students should prepare a comprehensive report.

11.3 Attendance Evaluation for all papers

Attendance Percentage	Marks
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks

90% & above	5 Marks
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(Decimals are to be rounded to the next higher whole number)

11.4 ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

11.5 INTERNAL ASSESSMENT TEST PAPERS

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

11.6 GRIEVANCE REDRESSAL MECHANISM

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students, a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: Department Level:

The Department cell chaired by the HOD, Department Coordinator, Faculty Advisor and Teacher in-charge as members.

Level 2: College level

A committee with the Principal as Chairman, College Coordinator, HOD of concerned Department and Department Coordinator as members.

Level 3: University Level

A Committee constituted by the Vice-Chancellor as Chairman,

Pro-Vice-Chancellor, Convener - Syndicate Standing Committee on Students Discipline and Welfare, Chairman-Board of Examinations as members and the Controller of Examination as member-secretary.

The College Council shall nominate a Senior Teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of first semester

The internal evaluation marks/grades in the prescribed format should reach the University before the 4th week of October and March in every academic year.

11.7 EXTERNAL EXAMINATION

The external examination of all semesters shall be conducted by the University at

the end of each semester.

- Students having a minimum of 75% average attendance for all the courses

only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the **semester** along with the next batch after obtaining readmission.

- Benefit of attendance may be granted to students attending

University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

- Those students who are not eligible even with condonation of shortage of

attendance shall repeat the course along with the next batch.

- There will be no supplementary exams. For reappearance/improvement, the

students can appear along with the next batch.

- Student who registers his/her name for the external exam for a semester will

be eligible for promotion to the next semester.

- A student who has completed the entire curriculum requirement, but could

not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.

- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

12. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of

knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper. A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions. **12.1 Pattern of questions for External examination – Theory paper**

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer type	12	10	2	20
Short answer (Not to exceed 60 words)	9	6	5	30
Long essay	4	2	15	30
TOTAL	25	18		80

12.2 Pattern of questions for external examination – AOC

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment- Short Answer Type	8	5	4	20
Skill Assessment- Practical	1	1	60	60
TOTAL	9	6		80

12.3 Mark division for external AOC/ LAB examination

Record	Theory/ Procedure/ Design	Activity/ Neatness	Result	Viva	Total
10	10	20	10	10	60

13. **RANK CERTIFICATE**

The University publishes rank list of top 10 candidates for each programme after the publication of 6th semester results. Rank certificate shall be issued to candidates who secure positions from 1st to 3rd in the rank list. Candidates who secure positions from fourth to tenth in the rank list shall be issued position certificate indicating their position in the rank list.

Candidates shall be ranked in the order of merit based on the CGPA scored by them. Grace marks awarded to the students should not be counted fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

14. **Mark cum Grade Card**

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned
- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total) of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.
- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade ●
Cumulative Credit Point Average (CCPA)

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme and shall include the final grade/marks scored by the candidate from Ist to 5th semester, and overall grade/marks for the total programme.

15. READMISSION

Readmission will be allowed as per the prevailing rules and regulations of the university.

There shall be **3 level monitoring** committees for the successful conduct of the scheme.

They are:

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior-most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept. – Co- Ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro–Vice – Chancellor , Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member-secretary.

16. TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary.

PROGRAMME SUMMARY OF B.VoC-B&J

SEMESTER 1

Course Code	Course title	Total Hours	Hrs/ Week	Credit	Marks	
					Internal	External
BOCG101	Listening and Speaking skills in English (T)(General)	60	4	4	20	80
BJGT102	Communication & Media (T) (General)	60	4	4	20	80
BJGT103	History of Media (T) (General)	60	4	4	20	80
BJST104	Fundamentals of Journalism (T) (Skill)	90	6	6	20	80
BJSP105	Introduction to computers (P) (Skill)	90	6	6	20	80
BJSP106	Visits to Media centers: Case study and report presentation (P) (Skill)	90		6	20	80

SEMESTER 2

Course Code	Course title	Total Hours	Hrs/ Week	Credit	Marks	
					Internal	External
BOCG201	Writing and presentation Skills in English (T) (General)	60	4	4	20	80
BJGT202	Photography and Picture Editing (T) (General)	60	4	4	20	80
BJGT203	Reporting & editing for print (T) (General)	60	4	4	20	80
BJSP204	Designing & Photo Editing (P) (Skill)	90	6	6	20	80
BJST205	Print media production (T) (Skill)	90	6	6	20	80
BJSP206	Hands-on-training in photography & print media skill (P) (Skill)	90		6	20	80

SEMESTER 3

Course Code	Course title	Total Hours	Hrs/ Week	Credit	Marks	
					Internal	External
BJGT301	Introduction to broad casting and new media (T) (General)	60	4	4	20	80
BJGT302	Advertising (T) (General)	60	4	4	20	80
BJGT303	Media writing, reporting & anchoring skills (T) (General)	60	4	4	20	80
BJSP304	Fundamentals of Audio-video editing (P) (Skill)	90	6	6	20	80
BJST305	Lighting (T) (Skill)	90	6	6	20	80

BJSP306	Training & reporting (P) (Skill): <ul style="list-style-type: none"> ● Media writing & reporting ● Advertisement creation ● Anchoring skills 	90		6	20	80
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SEMESTER 4

Course Code	Course title	Total Hours	Hrs/ Week	Credit	Marks	
					Internal	External
BJGT401	Media ethics and law (T) (General)	60	4	4	20	80
BJGT402	Advanced writing and reporting for broadcast and web (T) (General)	60	4	4	20	80
BJGT403	Television Production (T) (General)	60	4	4	20	80
BJST404	Content management and PR (T) (Skill)	90	6	6	20	80
BJST405	Radio Production (T) (Skill)	90	6	6	20	80
BJSP406	Training in Radio Production (P) (Skill)	90		6	20	80

SEMESTER 5

Course Code	Course title	Total Hours	Hrs/Week	Credit	Marks	
					Internal	External
BOCG501	Environmental Studies (T) (General)	60	4	4	20	80
BJGT502	Communication research and methods (T) (General)	60	4	4	20	80
BJGT503	Media Management (T) (General)	60	4	4	20	80
BJST504	Film Appreciation (T) (Skill)	90	6	6	20	80
BJST505	Documentary production (T) (Skill)	90	6	6	20	80
BJSP506	Training in Television Production (P) (Skill)	90		6	20	80

SEMESTER 6

Course Code	Course title	Total Hours	Hrs/Week	Credit	Marks	
					Internal	External
BRCTG601	Project Management and Entrepreneurship (T) (General)	60	4	4	20	80
BJGP602 BJGP602-1 BJGP602-2 BJGP602-3 BJGP602-4	Elective (P) (General) 1. Beat Reporting 2. SEO Tools 3. Graphic Designing 4. Photojournalism	90	4	4	20	80
BJGT603	Media analysis (T) (General)	60	4	4	20	80
BJSP604	On Job Training (P) (Skill)	180		12	20	80

BJSP605	Project & report & viva (P) (Skill)	90		6	20	80
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SEMESTER 1

BOCG101 LISTENING AND SPEAKING SKILLS IN ENGLISH (T)

(General)

MODULE – I

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Sample activities:

- 1- Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc
- 2- Read out a passage and ask the students to identify the stressed and unstressed syllables.

MODULE – II

Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement -

Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation

–Abbreviations-concord- collocations-phrasal verbs- idiomatic phrases

Sample activities:

- 1- Ask students to write a story/report/brochure, paying attention to the grammar.

MODULE – III

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

Sample activities:

- 1- Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)
- 2- Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.

MODULE– IV

Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

Sample activities:

- 1- Conduct group discussion on issues on contemporary relevance.
- 2- Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.
- 3- Conduct mock interviews in class.
- 4- Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.

MODULE – V

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

Books for Reference:

- 1- V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan,. Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.
- 2- Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.

For Further Activities

1. A Course in Listening and Speaking I & II, Sasikumar, V.,Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. Study Listening: A Course in Listening to Lectures and Note-taking Tony Lynch New Delhi: CUP,2007.
3. Study Speaking: A Course in Spoken English for Academic Purposes. Anderson, Kenneth, Joan New Delhi: OUP, 2008

BJGT102 COMMUNICATION AND MEDIA (T) (General)

MODULE 1: Introduction to Communication

Definition, Functions and processes of communication & Barriers

Forms of communication (Verbal, non-verbal, paralanguage, iconic, semiotic etc.)

Levels of communication (transpersonal, interpersonal, intrapersonal, group, public, mass comm)

Communication as Subversion (silence, satire, subterfuge)

MODULE II Determinants and Shifting Paradigms

Culture and Communication

Semiotics and Communication

Ideology and Communication

Digital Communication (SMS, E mail, Facebook, Whats App)

MODULE III Mass Media and Mass Communication

Normative Theories and the Public Sphere

Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence)

Encoding and Decoding

Effective Communication (noise, codes, culture, technology)

Roll of leading mass communicators

MODULE IV Models of Communication

· Publicity Model

· Ritual Model

· Convergence Model

- Reception Model
- Shannon and Weaver Model
- Wilbur Schramm Model
- Riley and Riley Model
- Harold D Lasswell Model
- Westley and Mc Lean Model
- Katz and Lazarsfeld Model
- Theodore Newcomb Model
- Transactional model of communication

Books for Reference

- a. Bel, B.et al.(2005) Media and Meditation, Sage, New Delhi.
- b. Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall
- c. Baran and Davis, Mass Communication Theory.
- d. Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.
- e. Fiske, John 1982, Introduction to Communication Studies, Routledge.
- f. Gupta, Nilanjana ed.(2006) Cultural Studies, World view Publishers.
- g. MeQuail, Dennis.2000, (fourth Editionb) Mass Communication Theory, London, Sage.
- h. Miller, Katherine, (2004), Communication theories:perspectives, processes and contexts, McGrow Hill
- i. Michael Ruffner and Michael Burgoon, Interpersonal Communication.
- j. Narula, Uma(2001), Mass Communication- Theory and Oractice, Har-Anand Publications, New Delhi
- k. Saraf, BabliMoitra. “In Search of the Miracle Women: Returning the Gaze.” Translation and Interpreting Studies(TIS),

- l. Vol.Nos.1&2, Spring Fall 2008
- m. Small, Suzy.2003”SMS and Portable Text” in Sarai Reader 03:Shaping Technologies.
- n. Williams, Kevin.Understanding Media Theory.

BJGT103 HISTORY OF MEDIA (T)(General)

MODULE I History of Print Media

Media and Modernity: Print Revolution, Telegraph, Morse code Yellow Journalism, Evolution and History of the Press in India: Colonial Period, National Freedom Movement.

Stalwarts of Indian Press: Gandhi, Ambedkar, Bal Gangadhar Tilak, Raja Ram Mohun Roy and Ganghadar Bhattacharya.

Media in The Post-Independence Era: Emergency and Post Emergency Era

Changing Readership, Print Cultures, Language Press

MODULE II Sound Media

Emergence of radio Technology,

The coming of Gramophone

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Penetration of radio in rural India-Case studies

Patterns of State Control; the Demand for

Autonomy FM: Radio Privatization Music:

Cassettes to the Internet

MODULE III Visual Media

The early years of Photography, Lithography and

Cinema From Silent Era to the talkies

Cinema in later decades

The coming of Television and the State's Development Agenda

Commercialization of

Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of Prasarbharati.

MODULE IV NEW MEDIA

Evolution and growth of internet

New media Terminologies and definitions

Student Presentation

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. A case study of radio programmes like Faujibhaiyon keliye and behnoka karyakram and kutchmahila radio
3. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology.
 3. Compare the history of Cinema with the history of other visual media.
 4. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.
 5. Presentations on the importance of archiving. The state of archives of Indian cinema, Newspapers, music and photographs.
 6. A discussion on digital archives.

BJST104 FUNDAMENTALS OF JOURNALISM (T) (Skill)

Objective:

This course aims at imparting basic understanding in journalism. The course will help the students easily understand the news, news values, news structure and editorial hierarchy in news organization particularly in newspapers.

MODULE I: Introduction to Journalism

What is journalism? Principles and functions of journalism. Journalism as a profession- roles and responsibilities of a journalist. Ethics of journalism. How to start a publication?

MODULE II: Newspaper Organization

Organizational structure of a newspaper: business, mechanical and editorial departments.

Editorial hierarchy- responsibilities and qualities of chief editor, news editor, chief sub editor, bureau chief, reporters – freelance journalism.

MODULE III: Newspaper Content

Contents of a newspaper – definition and types of news- news determinants – features – editorial –interviews – reviews – cartoons – columns readers – letters. Photojournalism.

MODULE: News Reporting

The news process: From the event to the reader- Meaning, definition and nature of news, space, time. Brevity & Deadlines, five WS and 1H, inverted pyramid, sources of news, use of archives, use of internet.

Reporting practices: news story structure – inverted pyramid style, hourglass style. Lead and body – beats press conferences – meet the press – news releases - news sources – principles of reporting.

MODULE: News Editing

Principles of editing – role and responsibilities of a subeditor – editing process – headlines and headlining - newspaper layout and design. Style book. Typesetting and printing methods: DTP and offset printing.

Books for Reference

1. K.M Shrivastava: 'News reporting and editing', Sterling publishers Pvt. Ltd.
2. M.V Kamath: 'Professional Journalism', Vikas publishing House.
3. Vir Bala Aggarwal: 'Essential of Practical Journalism', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: 'News Writing and Reporting for Today's Media', McGraw Hill.
5. Julian Leiter, 'The Complete Reporter', Macmillan.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd.
7. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: 'The Art of Editing', Macmillan Publishing Co.Inc.
8. Bruce Westly: News Editing.
9. M.L. Stein. and Susan F Paterno: 'The News Writer's Hand book', Surjeet Publications.
10. Franklin: 'Key Concepts in Journalism Studies', Vistaar Publications

BJSP105 INTRODUCTION TO COMPUTERS (P) (Skill)

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.

Topic	No. of lectures
Computer Basics	10
Networking Basics	05
Introduction to internet	05
Text and Documents Editing and Presentation, Microsoft Word	06
MS Excel	03
Powerpoint	06
Introduction to designing	10
Page Layouts (Pagemaker, InDesign and Quark Express)	10
Photoshop	10
Introduction to Corel Draw	10

Practicals: Related practical exercise in all topics dealt with, in theory section

BJSP106 VISITS TO MEDIA CENTRES (P) (Skill)

- Visit media centres (Print, Audio, Video)
- Case study on any one media
- Reporting and Presentation of Case studies

SEMESTER 2

BOCG201 WRITING AND PRESENTATION SKILLS IN ENGLISH

(T) (General)

MODULE – I

Letter Writing: Letters - letters to the editor - resume and covering letters -parts and layout of business letters-business enquiry letters offers, quotation-orders and execution-grievances and redressal-sales letters-follow-up letters-status enquiry-collection letters-preparation of power of attorney for partnership-job application letters-resume-CV-reference and recommendation letters-employment letters.

MODULE II

Other types of Academic and business Communication(written): Seminar papers- project reports - notices - filling application forms - minutes, agenda-reports-essays.

MODULE – III

Presentation Skills: Soft skills for academic presentations - effective communication skills –structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

**Compulsory activity: PowerPoint presentations to be conducted by each student in class*

MODULE IV

Non-verbal Communication-Body Language-Kinesics, Proxemics-Para language- Channels-Barriers-Principles of effective communication

MODULE V

Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette- professional networking online (LinkedIn, E-factor etc.)

Compulsory activity: Each student should create a blog and/or profile in LinkedIn.

Books for Reference:

- 1- Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.
- 2- Antony Thomas, Business Communication and MIS, Pratibha Publications.
Bhatia R.C. Business Communication
- 3- Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
- 4- Sharma R.C, KRISHNA Mohan, Business Communication and Report writing
Leod, M.C., Management Information system

BJGT202 PHOTOGRAPHY AND PICTURE EDITING (T) (General)

MODULE 1: Introduction to Photography

A Brief History of Photography - Camera Obscura to the Daguerreotype process.

Technical History of photography - Persistence of Vision, Camera Obscura, A Brief Glimpse into the Dark Room Development of a Photograph.

The Photographic Process (The Silver Halide Photography Process to Digital Photo Process).

Modernization of Photography and its use in Mass Media.

Smart Phone Photography (Importance of Smartphone Photography).

MODULE 2 : Introduction to DSLR

Various Camera Modes and their uses, ISO settings, White Balance, Drive Modes, Lens

Focal Length, Exposure Compensation, Focusing Options, Depth of Field (Depth of Focus), Indoor & Outdoor Photography, Event & Candid Photography, Macro Photography, Portraiture Photography, Landscape Photography, Action Photography, Product Photography, Fashion Photography.

MODULE 3: Understanding Composition and Lighting Techniques

Natural light and Artificial Light

The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.

Basic Techniques of Lighting (Including: Front, Side, Back, Defused, etc.)

Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes

Lighting Equipment (Soft boxes, Skimmers, Reflectors)

Filters and Use of a Flash Unit

Basic Photo Composition Rules (Including: Rule of 3rds, Leading Lines, Framing Subjects etc.)

MODULE 4: Understanding of Digital Photo Editing

Introduction to Photo Editing and Digital Manipulation

Basic Photo Editing (Using Adobe Photoshop) Knowledge of Pixels, Mega Pixels, DPI,

PPI, Special Photoshop Creative Ideas involving use of layers, High Dynamic Range (H.D.R.)
Photography

Brightness, Contrast, Mid tones, Highlights, Colour tones

BOOKS FOR REFERENCE

- 1 Basic Photography - Michael Longford London, Focal Press, 2005.
- 2 Ways of Seeing - John Berger London, Penguin, 2009.
- 3 Digital Camera Technique - Jon Tarrant Focal Press, 2002.
- 4 On Photography - Susan Sontag, 1997
- 5 Camera Lucida - Reflections on Photography- Roland Barthes.
- 6 All about Photography by Ashok Dilwali, National Book trust, New Delhi, 2010.
- 7 Practical photography by O.P. SHARMA HPB/FC, 14 March 2003.
- 8 The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.
- 9 "Best Ever Photography tips by Richard I Arison, Lonely Planet.
10. Adobe Photoshop Classroom in a Book : Adobe Creative Team.

BJGT203 REPORTING AND EDITING FOR PRINT (T) (General)

MODULE 1: Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports;

MODULE 2: Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead:

importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

MODULE 3: The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures,

selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

MODULE 4:

Trends in sectional news. Week-end pull-outs, Supplements, Backgrounders/columns/columnists

MODULE 5: Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Neutrality and bias in news

Books for Reference

1. The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
2. Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
3. News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,
McGraw Hill Publication
4. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
5. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
6. The Newspaper's Handbook, Richard Keeble, Routledge Publication
7. Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co.
Publishers
8. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
9. Mass Communication Theory, Denis McQuail, Sage Publications
10. Reporting for the Print media'. (2nd ed) .;Fedler, Fred. Harcourt, BruceJovanovich Inc., NY. 1979

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, tests, debates and tests may be held regularly.

BJSP204 DESIGNING & PHOTO EDITING (P) (Skill)

MODULE 1 - Introduction to Photo Editing Designing

History and Principles of designing, Balance, Proportion, Rhythm, Emphasis, Unity etc. Gestalt principles

Features and application of photo editing software, image sizes and resolutions, creating new images, placing images, Tool selections colour modes, adjusting colour display for cross platform variations, working with layers, features of layer masks and clipping path, blending modes, transforming, quick fixes, using bridge to tag and organize photos.

MODULE 2 - Photo Drawing Software's

Features and applications of drawing software, interface and toolbox, common tasks, creating basic shapes reshaping objects, applying colour fills and outlines, text tools, text formatting, embedding objects into text, text wraps, text object links.

MODULE 3 - Introduction to Vector & Raster

Features and applications of vector and raster images, resolution in images, illustrator environment, working with colours Creating original works of digital art that use photo manipulation, Introduction to typography, History of type, Type classification, Designing with type, Legibility and readability

MODULE 4 - Designing Workflow & Project

Features and applications of Magazine designing, Branding, Posters, Brochures and commercials

Design Project - Design various type of Posters, Event, Commercial, Branding, Magazine etc.

It must reveal the application of design principles and talent of the student

BOOKS FOR REFERENCE

- 1 Adobe Photoshop Classroom in a Book - Adobe Creative Team
- 2 Design and Aesthetics - Jerry Palmer & MacDodson Routledge, London, 1995
- 3 Design Methods - John Christopher Jones Wiley, 1992
- 4 Designing with Type - A Basic Course in Typography - James Craig, William Bevington, Susan E. Meyer
- 5 The elements of Graphic design - Alex W. White
- 6 The Graphic Communication - Russell N. Barid Holt, Rinehart and Winston, 1987

BJST205 PRINT MEDIA PRODUCTION (T)(Skill)

MODULE 1 : Trends in Print Journalism

Agenda setting Role of Newspapers – Ownership, Revenue, Editorial Policy, Citizen Journalism, Investigative Journalism; Sting Operations and Journalism; Ethical debates in Print Journalism; Impact of Technology on Newspapers and Magazines

MODULE 2: Specialized Reporting

Business, Economics; Parliamentary/Political; Agricultural/ Rural; International Affairs; Entertainment.

MODULE 3: Production of A Newspaper

Principles of layout and design: Layout and Format, typography, copy preparation. Design process – size, anatomy, grid design. Plotting text: headlines, editing pictures, captions, advertisements. Page making: (print and electronic copy) front page, editorial page, supplements.

MODULE 4: Technology and Print

Technology and page making techniques: layout, use of graphics, photographs. Printing process: Traditional, modern Desk Top Publishing (DTP): Software for Print (Quark Express, coral draw, Photoshop, Adobe, InDesign, etc.). Picture editing and caption writing.

MODULE 5: Advanced Newspaper and Magazine Editing

Classification of newspapers and magazines. Current trends in Newspapers and Magazines with respect to content. Photographs and cartoons in Newspapers and Magazines.

Books for Reference

1. Editing: A Handbook for Journalists – T.S.George, IIMC, New Delhi, 1989.
2. News Reporting and Editing – Shrivastava, K.M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism – M.V.Kamath, Vikas Publications
4. Groping for Ethics in Journalism – Eugene H.Goodwin, Iowa State Press.
5. Journalism: Critical Issues – Stuart Allan, Open University Press.
6. Modern Newspaper Practice – Hodgson, F.W. Heinemann London, 1984.
7. Principles of Art And Production – N.N.Sarkar. Oxford University Press.

BJSP206 Hands-On-Training (P) (Skill)

Two Weeks Training and Reporting

- Photography
- Print media skills

SEMESTER 3

BJGT301 INTRODUCTION TO BROADCASTING AND NEW MEDIA (T) (General)

Objectives

- To familiarize the students with the basic elements of broadcasting.
- To motivate the students to take up further studies and careers in broadcast media.

MODULE I: Introduction to broadcasting

Definition of broadcasting; broadcast technology, defining new media, Jargons, Digital media, new media, online media et al: Information society, Technological determinism, Computer mediated communication (CMC); Network society. Internet and its beginnings, online communities, user generated content and web 2.0: network journalism, alternative journalism: social media in context, activism and new media.

MODULE II: Introduction to Audio-Visual Communication

Elements of audio visual communication – evolution of sound –Theory of sound – components of sound- basics of acoustics – audio elements – voice- music– sound effects – role of silence

Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – visual language – fundamentals of graphics

MODULE III: Radio & TV

Characteristics of Radio and Television- Organizational structure of radio and television stations and their characteristics- Piracy, Copyright, Copy left and Open source, Digital archives, New Media and ethics- Linear and non-linear writing; Contextualised Journalism; Writing techniques; Linking multimedia; Story telling structures.

Radio as a military/naval communication instrument; radio becomes part of mass media; growth of radio up to 1950s; advent of television; revival of radio in the fragmented postmodern society, Private FM &community radio.

MODULE IV: Evolution of TV

Evolution and growth of television till date – Doordarshan, SITE, terrestrial, cable, satellite and DTH broadcast; history of Malayalam television.

MODULE V: Evolution New media

Evolution and growth of new media, Characteristics, Advantages and disadvantages, Media Convergence, New media Technologies, Website planning and visual design; content strategy and audience analysis; brief history of blogging; creating and promoting a blog.

Books for Reference

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
3. D S Mehta : Mass Communication and Journalism in India.
4. Dr. J V Vilanilam : Mass Communication in India.
5. Andrew Beck & Peter Bennet : Communication Studies.
6. Rogers and Singhal : India's Communication Revolution.
7. G.C.Aswathy : 'Broadcasting in India'.
8. MehraMasani : 'Broadcasting and the People' Vincent Miller. Understanding Digital Culture.Sage Publications, 2011.
9. Lev Manovich. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. 2001. Pg 19-48.
10. Siapera, Eugenia. Understnding New Media.Sage, 2011.Introduction.
11. Baym, Nancy K. Personal Connectors In The Digital Age. Polity, 2011. Chapter 3
12. Goldsmith, Jack and Tim Wu. Who controls the internet? Illusions of Borderless World. US: Oxford University Press, 2006.
13. O'Reilly, Tim. What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-2.0html>.

14. Grossman. "Iran Protests: Twitter, the Medium of the Movement."
15. Lenmann, Nicholas. Amateur Hour: Journalism without Journalists. 2006.

BJGT302 ADVERTISING (T) (General)

Objectives

- * To provide students with an understanding of key areas of advertising.
- * To provide the basis for career choices in advertising.
- * To provide training in ad copy writing for different media.

MODULE I

Definition, features, evolution and functions of advertising, kinds of advertising, advertising Agencies, trends in global advertising pattern.

MODULE II

Media planning – market analysis- product research- media reach and frequency – scheduling – segmentation – positioning media mix and support media planning Ad campaign.

MODULE III

Brand awareness and attitudes, identity brand equity brand, image brand, loyalty and, Rossiter Percy Model.

MODULE IV

Print ads – principles and components television, advertising – principles, components and production, radio advertisement – principles components and production, internet advertisement – principles and components.

MODULE V

Visualization copywriting for print, radio, television and online advertisements.

MODULE VI

Effects of advertising, Advertising and cultural values, economic, social and ethical issues of advertising

Professional organizations and code of ethics – ABC, ASCI, AAAI and others.

Books for Reference

1. S.A Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: national Book Trust.
3. J.V. Vilnilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners,
New Delhi: Sage Publications.
4. George Belch, Advertising and Promotion, Tata Mc Graw Hill.
5. S.H.H. Kazmi and Satish Batra, Advertising and Sales Promotion, Excel Books.
6. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education. 7. S.N. Murthy and U bhojana, Advertising; An IMC Perspective

BJGT303 MEDIA WRITING, REPORTING OR ANCHORING

SKILL (T) (General)

MODULE 1: Media writing

News, News judgment, News values/qualities. Changing concepts of news. Basic news story. Fairness and language of news, story ideas, story organization, information selection. Story organization story forms written and online sources. On-line and library research. Public relations writing.

MODULE II: Introduction to reporting

Functions and responsibilities. News elements vis-à-vis Reportage. Qualities of a Reporter Reporting Types and Techniques- news gathering technique, Reporting-Accident, Courts, Society, Culture, Politics, Sports and Education. Reporting- Conferences /Seminars/Workshops.

MODULE III: Anchoring

Anchoring: target audience and research in public speaking. The voice and the Microphone: breathing & articulation, voice and its function, Pitch/tone/intonation infection, fluency.

- Voice Over : Rhythm of speech, Breathing, Resonance, VO for TV commercials/corporate videos.

- Body language, studio autocue reading & Recording the voice

- Talk show Host/Moderator-legal pitfalls (What NOT to Say)

MODULE IV: Reporting from the field

Peace to camera-meaning importance and use. Ox Pop-meaning use. Techniques of TV interview.

MODULE V

Media ethics, plagiarism.Fabrication, Multi cultural sensitivity.

Media Law, Libel, Privacy, Privilege, Accuracy, Correction.

Books for Reference

1. Herbert Zettl, Television Production Handbook.
2. Allen, Robert c and Hill Annette Hill, The Television Reader, Routledge,
Ed-2004
3. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
4. Debates and Talk Shows on National and Private Channels (as teaching material)

BJSP304 FUNDAMENTALS OF AUDIO - VIDEO EDITING (P) (Skill)

MODULE 1 - Introduction to Audio Editing

What is sound – Sound characteristics, Pitch, Tone, Loudness, Psychoacoustics, Audio

Recording Techniques and Technologies, mics, sound mixers/synthesizers, audio recording devices, Noise.

Audio recording – Basic functions of a microphone, types of microphone, cables and connectivity.

Introduction to audio editing software – File formats, Data selection, Audio formats,

MP3s, basics of audio editing, conversion of files from one format to another, Post

Synchronization, Play back, Piolet Track, Dubbing, Sound Recording and Re-recording, Mixing Sound, Art of Mixing

MODULE 2 – Videography & Video Editing

Moving pictures, Terminology, Shot selection, Storyboards, Shot lists, Video Camera operation,

Various Formats, Basic Shot size, Angles, Multi Camera Shooting, Green Screen

MODULE 3 – Video Editing Practical

Overview of Premiere, File formats and other settings, The interface, Video and audio tracks, Basic timeline editing, In and Out points, The Trim monitor, Markers, Lift and Extract, Linking and unlinking footage, Specialized editing tools, Sunc lock and lock track, Changing speed, Freeze frames & frame holds, Subclips, Using still images, Putting clips into motion, Keyframes, Keyframe Interpolation, Effects basics

MODULE 4 – Video Editing Principles & Project

Form and Function with regard to Editing, Montage Concepts, Relational / Constructive Editing
Advanced Montage/Principles.

Concept of Continuity, Physical Continuity Psychological Continuity, Concept of Imaginary Line.

Unity of Time and Space, Filmic Time and Space, Unity of Time and Space in Cinema & Television.

Mis-en-Scene/ Mis-en-Shot-Mis-en-Scene in Theatre, Mis-en-Scene in Cinema & Television, Editing
Photographic Materials Editing Electronic Images.

Video Editing Project –Trailer Editing and Interview Shooting and Editing

It must reveal the application of Audio and Video Editing and talent of the student

BOOKS FOR REFERENCE

- 1 Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows By Stump, David Focul Press.
- 2 Adobe Premiere Pro CC Classroom in a Book.
- 3 Visual Storytelling, (2nd ed.). by Osgood,R.J.&Hishaw,M.J.(2013).
- 4 An Actor Prepares – Stanislavsky.
- 5 Creating A Role – Stanislavsky.
- 6 Building A Character - Stanislavsky.
- 7 Film Sense - M.Eisenstein.
- 8 What Is Cinema (Vol. I & II) - Andre,Bazin.

BJST305 LIGHTING (T) (Skill)

MODULE I

Lighting: types of Lighting- directional and diffused light, Color temperature, light sources- sunlight, measuring light, artificial light, broken spectrum sources, day light fluorescent tube, warm-white fluorescent, color balanced fluorescent lamps and other types of discharge lights. TV set and video monitor color balance, colour bars, light intensity, light meters-reflected and incident, controlling light intensity, inverse square law.

MODULE II

Lighting techniques- continuous action Lighting, studio set Lighting, cameo Lighting, silhouette Lighting, chroma key area Lighting, controlling eye and boom shadows. Contrast, Three point Lighting, Lighting ratios, Lighting plot. Style of lighting-naturalism, pictorialism and expressionism.

MODULE III

Lighting equipment: Spot light/Fresnel spot, bank, Cye light, fluorescent, external reflector, sun gun, internal lamps, reflector boards, cutter, diffuser, barn form HML, Dimmer, parch boards, circuits.

MODULE IV

Pipe grid, Motorized grid, mounting instruments, operation of studio light and safety precautions, location survey, using colored gels. Lighting in the field, ENG/EFP Lighting, Interview Lighting.

MODULE V

Objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting (Back, Front, full, semi, etc.,)

Books for Reference

- Motion Picture and Video Lighting, Blain, Focal Press, 1996
- Film and Video Terms and Concepts: Ferncase, Richard K. Boston: Focal Press, 1995
- Television Production Handbook: Zettl, Herbert Published 2005, Thomson Wadsworth
- TV Production: Gerald Millerson Published 1993, Focal Press

PROJECT

- Students will have to submit scripts for a short film and a documentary ·
- Students will have to arrange the light for indoor programmes

BJSP306 TRAINING AND REPORTING (P) (Skill)

Duration: 15 days

- Media Writing and reporting
- Advertisement Creation
- Anchoring skills.

SEMESTER 4

BJGT401 MEDIA ETHICS AND LAW (T) (General)

MODULE 1: Ethical Framework and Media Practice

Freedom of Expression (Article 19(1)(a) and Article 19(1)(2)); Freedom of Expression and Defamation – Libel and Slander; Issues of Privacy and Surveillance in Society; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence.

Student Presentations: - Photocopied Material for Study Packs in India; Aaron Swartz. Attack on Freedom of Artists and authors.

MODULE 2: Media Technology and Ethical Parameters

Live Reporting and Ethics; Legality and Ethicality of Sting Operations, Phone Tapping etc,

Ethical Issues in Social Media, (IT Act 2000, Sec 66A and the verdict of The Supreme Court); Discussion of Important Cases – eg – Operation Westend. Some related laws – Relevant sections of Broadcast Bill, NBA Guidelines

Student Presentations: -Teelka’s Westend; School Teacher Uma Khorana case.

MODULE 3: Representation and Ethics

Advertisement and Women; Pornography; Related Laws and Case Studies – Indecent Representation of Women (Prohibition Act), 1986 and Rules 1987; Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.

Student Presentations: - Students will submit on above mentioned topics.

MODULE 4: Media and Regulation

Regulatory Bodies, Codes and Ethical Guidelines; Self-Regulation; Media Content – Debates on Morality and Accountability; Taste, Culture and Taboo; Censorship and Media Debates

MODULE 5: Media and Social Responsibility

Economic Pressures; Media Reportage of Marginalized Sections – children, Dalits, Tribals,

Gender; Media Coverage of Violence and Related Laws – Inflammatory Writing (IPC 353), Sedition – incitement to Violence, hate Speech; Relevant Case Studies – Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists.

Books for Reference

1. Thakurta, Paranjay Guha. Media Ethics. Oxford University Press, 2009
2. Barrie Mc Donald and Michael Petheran. Media Ethics. Mansell, 1998.
3. Austin Sarat. Where Law Meets Popular Culture (Ed). The University of Alabama Press, 2011
4. Vikram Raghavan. Communication Law in India. Lexis Nexis Publication. 2007.
5. Iyer Vekat. Mass Media Laws and Regulations in India. AMIC 2000
6. William Mazzarella. Censorium: Cinema and The Open Edge of Mass Publicity.
7. Raminder Kaur, William Mazzarella. Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
8. Linda Williams. Hard Core: Power, Pleasure and the “Frenzy of the Visible.”

BJGT402 ADVANCED WRITING & REPORTING FOR BROADCAST &

WEB (T) (General)

Course Description:

In this course, the learner will expand his/her knowledge of broadcast news writing and reporting for on air and online. He/she will develop sources, as well as generate, research, pitch and complete news reports on deadline. He/she will learn to produce newscasts to air on TV and webcasts for a channel. He/she will develop a greater understanding of the critical role of ethical broadcast and web journalists in Indian society, the concepts and theories of news, plus the importance of accuracy, fairness and deadlines.

Students who successfully complete this course should be able to:

- Demonstrate knowledge and use of fundamentals of broadcast and web writing, including concepts and theories
- Work ethically, truthfully and accurately
- Think critically, creatively and independently
- Research and evaluate information based on industry standards
- Write accurately, clearly, concisely in styles and formats for on air and online
- “Write to” audio and video, combining information, sound bites and natural sound
- Generate and pitch story ideas, turning them into well written broadcast and web reports
- Have an understanding of media ethics
- Understand the importance of diversity in broadcast and web news
- Develop a clear sense of “newsworthiness”
- Meet deadlines
- Apply appropriate tools and technologies
- Understand the Freedom of Information Act and the Texas Public Information Act
- Understand and appreciate the critical role of journalists in Indian society

Reading requirements:

Textbook: *Aim For The Heart: Write, Shoot, Report and Produce for TV and Multimedia*, Tompkins. Second Edition. 2012. CQ Press, Washington, DC

BJGT403 TELEVISION PRODUCTION (T) (General)

Unit I Television in India

News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact
Satellite TV and Private TV Channels 24 X 7 News

Unit II Television News Gathering The Camera – News for TV Finding the Story and Sources
Packaging Ethical issues in TV Journalism

Unit III Formats and Types for TV programmes,

Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects, Positioning the Camera for TV shots

Unit IV The Construction of Real Life Presenting

Reality News/Debates/ Opinions, Breaking News Interviews The Soap Constructing Reality in Reality Shows, Consuming Television Measurement of Viewership: TAM, TRP etc

Books for reference

1. 1.Boyd, Andrew. Broadcast Journalism, Oxford.Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.

2. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
3. Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
4. Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
6. Trevin, Janet, Presenting on TV and Radio, Focal Press. Yorke, Ivor, Television News (Fourth Edition), Focal Press.

BJST404 CONTENT MANAGEMENT AND PR (T) (Skill)

Unit 1

Introduction to content management, Content Management System (CMS), Features of CMS, Advantages of CMS, Brief introduction to various CMS, Website strategy and planning, site mapping, content planning

Unit 2: Introduction to Joomla

CAM model (Categories, Articles, Menus) approach to creating content for Joomla environments. Special attention will also be spent on the administration and management of users and media.

- Installing Joomla
- Exploring the Admin Interface
- Content creation using the CAM model
- Content customization: images, video, audio, tags, formats, etc.
- Adding and displaying menus
- Linking menus to articles and other features

- Creating customized Joomla templates
- Modifying Joomla CSS and HTML parameters
- Tweaking the Joomla backend
- Mobile considerations

Unit 3: Introduction to WordPress

- WordPress.org vs. WordPress.com
- Installing WordPress
- Exploring the admin interface
- Content creation: Posts vs. pages
- Content customization: images, video, audio, tags, formats, etc.
- Creating customized WordPress themes
- Modifying WordPress CSS and HTML parameters
- Mobile considerations

Unit 4: Introduction to Drupal

- Installing Drupal 8
- Exploring the admin interface
- Content creation: nodes, basic content, site information
- Content customization: images, video, audio, tags, formats, etc.

- Creating customized Drupal themes
- Modifying Drupal CSS and HTML parameters
- Mobile considerations

Unit 5:

What is PR- Definitions of PR, Types of Public, ABC of PR, Purpose of PR, Elements of PR, What PR can and cannot do, History of PR, PR in India and current scenario, Impact of public opinion on PR.

Tools of PR, PR Campaigns- objective, planning, execution and evaluation, The PR professional-qualities and qualification

Ethics in PR, PR as a management function, Corporate PR, Objectives of corporate PR, Planning and execution of Corporate PR objectives, PR in Industry, PR in Public Sector, PR in Private sector, Government and PR, PR in manufacturing industries

Reference Text

- Applied Public Relations and Communication by K.R. Balan
- Handbook of Public Relations & Communications by Philip Lesley
- Public Relations by Edward L. Bernays
- The Fall of Advertising & The Rise Of PR by Al Ries & Laura Ries

BJST405 RADIO PRODUCTION (T) (Skill)

Objectives: This course is intended to explore the art of radio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats.

MODULE 1: Growth of Radio

Evolution of radio- Amateur and HAM to FM and digital, Radio broadcasting in India, Radio democracy- participatory, communication, distress and disaster.

MODULE II: Radio Frequency Spectrum

AM-FM-shortwave long wave-satellite radio internet radio frequency-pitch-amplitude-timbre.

MODULE III: The Grammar & Aesthetics of Radio:

Radio formats: simple & complex-radio talk, drama, chat shows, phone in/phone out programmes running commentary, news bulletins, interview, talk show, discussion, jingles, public service advertisements and other radio commercials, features and documentaries, Radio magazines

Special abilities required for each format writing for radio.

MODULE IV: Broadcast production techniques

Working of a production control room & studio, Types and Functions-Acoustic, input and output chain, studio console: recording & mixing. Theory of sound, sound formats, programme, Rerecording-radio studio, various types of microphones-speakers-headphones-recording software. Sound effects-special effects mixing and dubbing.

MODULE V: Personnel in the production process

Role and responsibilities of radio broadcaster-announcer disc, jockey radio, host 'on air' techniques performance. Art of interviewing-speed-breathing, emphasis and pitch

MODULE VI: Stages of Radio Production

Pre-production-idea, research, radio script story boarding, proposal writing, budget, floor plans, pilot- Production-Creative use of sound Listening recording, using archived sounds, (execution, requisite, challenges) Editing, creative use of sound editing.

Books for Reference

1. Aspinall, R.(1971) Radio Production, Paris:UNESCO.
2. Flemming, C.(2002) The radio Handbook, London:Routledge.

3. Keith, M.(1990) Radio Production, Art & Science, London:Focal Press.
4. McLeish R.(1988) Techniques of Radio Production, London: Focal Press
5. Nisbelt A (1994) using microphones London,focal press
6. REESE.D.E & GROSS L.S 1997 Radio production work London.Focal Press
7. SIEGEL E H 1992 Creative radio production, London Focal Press
8. Indicative Reading List
9. Chatterjee, P.C.The adventures of Indian Broadcasting, Konark.
10. Luthra, H.R.Indian Broadcasting, Publication Division.
11. McLiesh, Robert.Radio Production, Focal Press
12. Saxena,Ambrish, Radio in New Avatar-AMTO FM, Kanishka publishers, New Delhi.

BJSP406 TRAINING IN RADIO PRODUCTION (P) (Skill)

Credit 5

Hours 75

Training in radio production unit for 2 weeks & reporting

SEMESTER 5

BOCG501 ENVIRONMENTAL STUDIES (T) (General)

AIM

- To bring in proper awareness among the students on Environmental Issues

OBJECTIVES

- To built a pro-environmental attitude and a behavioural pattern in society based on sustainable lifestyles
- To impart basic knowledge on pollution and environmental degradation.

MODULE 1

(15 hrs)

Introduction to Environment Science: Development and Environment

Human Population and the Environment: Population growth, variation among nations-Population explosion –Case Studies.

Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

Natural systems

Earth –structure, soil formation- factors affecting, soil types

Atmosphere – structure and composition

Hydrosphere – Oceans, rivers, estuaries, Lakes etc.

Physical environment of aquatic systems

Resource utilization and its impacts on environment

Renewable and non-renewable resources

Forest resources: Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota.

Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance- Case studies – Sardar Sarovar

Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources,

Case studies – sand mining, metal mining, coal mining etc.

Food resources: World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

Land resources: Land as a resource, land degradation, soil erosion and desertification.

MODULE 2

(15 hrs)

Ecosystems

Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecological pyramids.

Ecological interactions Types, characteristic features, structure and function of the following ecosystem: Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification, Ecology and Biogeochemistry. Threats and Management

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. People's participation in biodiversity conservation- Biodiversity Register; Global Climate change and Biodiversity.

MODULE 3

(15 hrs)

Environmental Pollution

Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures.

Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards; control measures.

Soil pollution: sources and impacts

Noise pollution: sources, impacts on health, management strategies

Thermal pollution and Nuclear pollution - sources and impacts

Solid wastes – types, sources, impacts on Environment.

Municipal Solid waste Management: Essential steps- source segregation, collection, Processing and Disposal of residues.

Environmental Pollution - case studies

Natural and anthropogenic Disasters and their management: floods, earthquake, cyclone and landslides.

MODULE 4

(15 hrs)

History of environment protection

Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20

Brundtland commission Report, Sustainable development

Environmental movements in India

Global initiatives for Environmental protection

Environmental education –basics

Tblisi conference,

Environment Management Systems

Environment Information Systems

Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social Issues and the Environment

Environmental movements

From Unsustainable to Sustainable development-Urban problems related to energy-

Water conservation- Rain water harvesting; Watershed management

Environmental ethics: Issues and possible solutions.

Environmental Economics

Green house effect and Climate change

Natural and Anthropogenic disasters

Disaster Management

Wasteland reclamation-Consumerism and waste products-

Environmental Laws – General introduction; Major laws in India. Environment Protection Act-Air (Prevention and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public awareness

TEXT BOOK

Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education

- Erach Bharucha for University Grants Commission

Further activities

- Field work
- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural/ Solid waste dump yards
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

BJGT502 COMMUNICATION RESEARCH AND METHODS (T) (General)

MODULE 1 – Introduction to Communication Research

Definition, Role and Function

Basic and Applied Research

Role of Theory in Research

Ethical issues and Questions

MODULE 2 – Some Research Methodologies

- Quantitative – Qualitative Methods
- Content analysis
- Archival Methods
- Ethnographic Methods

MODULE 3 – The Survey: Readership, Audience, Consumers

- Survey: Schedule, Sample
- Focus Groups, Questionnaire Design
- Field work, Telephone polls, Online polls
- Primary and secondary data
-

MODULE 4 – Presenting Research

- Writing a proposal – research question, thesis statement
- Tools of data collection
- Data Analysis: Statistical =coding and tabulation, non – statistical descriptive and historical

- Bibliography and citation.

MODULE 5 – Ethnographic and other methods

- Readership and audience surveys
- Ethnographies, Textual analysis
- Ethical perspectives of mass media research.

Books for reference

1. Research Methodology : C.R Kothari
2. Mass media research : Roger D.Wimmer & Joseph R. Dominick
3. Theory & Research in Mass Communication : David K. Perry
4. The content Analysis Guide Book : Kimberi A. Neuendorf

BJGT503 MEDIA MANAGEMENT (T) (General)

MODULE 1: Introduction to Management

Concept, origin and growth of media management, Fundamentals of management. Insight, practices, issues and challenges; Ethical–legal perspectives

MODULE 2 – Media Industry: Issues and Challenges

Media industry as manufacturers – manufacturing consent, news and content management; Market forces, performance evaluation (TAM, TRP, BARC, and HITS) and market shifts; changing ownership patterns

MODULE 3 – Structure of news media organization in India

Role responsibilities and hierarchy; Workflow and need of management; Shift patterns, circulation and guidelines.

MODULE 4 – Media economics, Strategic management and marketing

Understanding media economics – Economic Thought, Theoretical foundations, issues and concerns of media economics; capital inflow, Budgeting; Financial management and personnel management; Strategic management; Market forces

MODULE 5 – Case studies

Visionary leadership – Media entrepreneurs, Qualities and functions of media managers; Indian and international media giants – Case studies.

Books for reference

1. Vinitha Kohli Khandeka, Indian media Business, Sage.
2. Pradip Ninan Thomas. Political Economy of Communication in India. Sage.
3. Lucy Kung. Strategic Management in media. Sage.
4. Dennis F.Herrick. Media Management in The Age of Fiants. Surjeet Publications.
5. Jennifer Holt and Alisa Peren. Ed. Media Industries – History, Theory and Method. Wiley – Blackwell.
6. John M.Iavine and Daniel B.Wackman. Managing Media Organizations.

BJST504 FILM APPRECIATION (T) (Skill)

MODULE 1: Evolution of Cinema

Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers' actuality shots to the present digital trends; film as an art, industry and political propagandist

MODULE II: Visual Language

Language of cinema – elements of visual composition; visual space; balance; contrast; depth of field; mis-en-scene; shot, scene and sequence; image sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sounds, music and dialogue delivery

MODULE III: Editing

Basics of film editing – the principles of editing and its functions; evolution of montage theory

MODULE IV: Film movements

Major film movements – German expressionism; Italian neo-realism; French new wave;

the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies

MODULE V: Indian Cinema

Indian cinema – brief history; great masters of Indian cinema –Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement

MODULE VI: Malayalam Cinema

Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works

Books for reference

1. Andrew Dixx (2005), *Beginning Film Studies*, New Delhi, Viva
2. Gerald Mast (1985), *A Short History of the Movies*, Oxford, OUP
3. Arthur Asa Berger (1998), *Seeing is Believing: An Introduction to Visual Communication*, New York, Mayfield
4. Rudolf Arnheim (1957), *Film as Art*, Los Angeles, University of California Press
5. Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge
6. Bill Nichols (1976), *Movies and Methods*, Los Angeles, University of California Press
7. Joseph V. Mascelli (1965), *The Five C's of Cinematography*, Los Angeles, Silman James Press
8. Bruce Mamer, *Film Production Technique*, New York, Thomas Wadsworth
9. Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press
10. Louis G. (2004), *Understanding Movies*, New York, Simon & Schuster Co. 11. Badwen, LizAnne(1976), *Oxford Companion to Film*, New York, OUP
12. Paul Rotha& Richard Griffith (1960), *Film Till Now*, New York, T-Wayne

13. Gerald Mast (1979), *The Comic Mind: Comedy and the Movies*, Chicago, University of Chicago Press

14. Siegfried Kracauer (1959), *From Caligari to Hitler*, New York, Noonday

15. Jay Leyda (1960), *Kino: History of the Russian and Soviet Film*, New York, MacMillan

16. Andre Bazin (1971), *What is Cinema (2 Volumes)*, Los Angeles, University of California Press
17. Erik Barnow & S. Krishna Swamy (1963), *The Indian Film*, New York,

Columbia University Press

BJST505 DOCUMENTARY PRODUCTION (T) (Skill)

MODULE 1: Introduction to documentary:

- Understanding the documentary
- Six modes of documentary representation-participatory, expository, observational, performative, reflexive and poetic.
- Ethics and presentations

MODULE II: Documentary Production:

- Pre-production- Researching in documentary
- Mode of research-Library, Archives, Location, Life stories ethnography-
- Writing a concept: telling a story
- Script writing, treatment
- Writing a proposal and budgeting

MODULE III: Production: People and technique :

- The documentary crew, equipment, scripting, sound for documentary
- Video documentary-location search, technologies & techniques: documentary camera, shooting style, shooting schedule, shot breakdown & call list, production details and logistics production team, meetings, checklist, editing style.

MODULE IV: Post Production

Grammar of editing, transaction:

Scenic realism & sound effects, visual effects language, duration, marketing of DUD & issues of piracy.

MODULE V: Practical Exercise

- Writing a Concept - Telling a story, proposal, budgeting, structure & scripting documentary, shooting, editing.
 - Producing a Documentary

Books for reference

1. Erik Barnow and Krishnaswamy Documentary
2. Charles Musser “Documentary” in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
3. Michael Renov “The Truth about Non Fiction” & “Towards a poetics of Documentary” in
4. Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London:
5. Routledge: 1993, 1-36
6. Trissa Das How to Write a Documentary
7. Double Take by PSBT
8. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

1. Lumière Actualities Edison Actualities
2. Michael Blackwell (Bernardi, 2013)
3. Zoe Dunning (Turchin, 2012)
4. Ralph Rush (Bernardi, 2014)
5. Man With a Movie Camera (Vertov, 1929)
6. Nanook of the North (Flaherty, 1922)
7. Triumph of the Will (Riefenstahl, 1935)
8. Land Without Bread (Buñuel, 1932)
9. The Spanish Earth (Ivens, 1937)
10. Night and Fog (Resnais, 1955)
11. Hearts and Minds, Peter Davis, 1974)
12. Letter to Jane (Jean-Luc Godard and Jean-Pierre Gorin, France, 1972)
13. This is Spinal Tap (Rob Reiner, U.S., 1984)
14. Fahrenheit 9/11 (Moore, 2004)
15. Standard Operating Procedure (Morris, 2008)
16. Grizzly Man (Herzog, 2005)
17. The Act of Killing (Oppenheimer, 2012)

BJSP506 TRAINING IN TELEVISION PRODUCTION (P) (Skill)

- Production of a TV programme (5 minutes) ·
- Presentation and evaluation of its quality.

SEMESTER 6

BRCTG601 PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT (T) (General)

Objective:

- To have an introduction to media entrepreneurship
- To inspire the students to start an entrepreneurship of their own interest

MODULE I

Introduction to Entrepreneurship

Meaning and importance

Qualities of an entrepreneur, Functions of an entrepreneur

MODULE II

Classification of Entrepreneurship

Production sector, Service sector, Dealership

Networking and franchising. Micro Small Medium Enterprises (MSME). Steps to establish an enterprise

MODULE III

Project Identification and Management

Identification of project- Sources of project idea, Sources of business idea, Legal protection in India

Trademark, Copyright patent, Financing, Subsidy

MODULE IV

Project formulation and report

Formation of a project, Stages in project formulation- Preparation of a project report, Content, Project appraisal

Reference:

1. Anjan, R. Managing New Ventures, Concepts and Cases in Entrepreneurship, New Delhi, PHI Learning Private limited.
2. Bhide A, The Origin and Evolution of New Businesses, New York, Oxford University Press.
3. Brandt, S. C. (1997). Entrepreneurship: The 10 Commandments for Building a Growth Company. New Delhi: Mc Millan Business Books.
4. Manjunath, N. (2008). Entrepreneurship & Management. Bangalore: Sanguine Technical Publishers.
5. Khanka S S- Entrepreneurial Development- S Chand and Sons
6. Desai, Vasant- Small Scale Business and Entrepreneurship- Himalaya Publications
7. AP Padnekar, Entrepreneurship, Himalaya Publishing House, Mumbai.

BJGP602-1 ELECTIVE1: BEAT REPORTING (P)

(General)

Objective

To make the pupils aware of different beats that constitutes to the content of newspapers. The students are made able to grasp the different guidelines related to each beat to report the news stories more efficiently.

MODULE I: Introduction to beat reporting

Glossary of Journalism- Beat- definition- Introduction to beat reporting- different beats-

Keeping contacts- News agency reporting, press conferences, interviews, speeches, meetings.
Local reporting, city reporting.

MODULE II

Reporting politics, Parliamentary reporting- Education reporting- Entertainment reporting- Sports reporting, Lifestyle Journalism, Technology reporting

MODULE III

Police- spokespersons- Crime- reporting accidents, robbery, kidnap, fire, assaults

Guidelines of reporting each crime story. Investigative Journalism, Sting Operations

MODULE IV

Hospitals. Health, rural and agricultural reporting. Business Journalism introduction

MODULE V

Court- Reporting court proceedings. Media trial. How to report court proceedings

Books to Reference

1. M.V Kamath: 'Professional Journalism', Vikas publishing House.
2. Vir Bala Aggarwal: 'Essential of Practical Journalism', concept publishing Company.
3. Bruce Itule, and Douglas Anderson: 'News Writing and Reporting for Today's Media',
4. Julian Leiter, 'The Complete Reporter', Macmillan.
5. Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
6. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

BJGP602-2 ELECTIVE2: SEO TOOLS (P) (General)

Objectives:

- To get an introduction to Search Engine Optimization
- To optimize each page of your website
- To monitor your search rankings and site traffic

MODULE 1: Introduction to SEO

Introduction to SEO, SEO Analysis of Website, Keyword Research, Keyword Finalize, Search Engine Optimization Strategy Analysis, Initial Ranking analysis

MODULE 2: On page SEO Optimization

Website Structure Optimization, Content Optimization, Image Optimization, HTML code optimization, Meta tag creation & optimization, HTML Sitemap creation, Web master tools, Analytics Setup & Monitoring, Robots.txt Optimization, RSS Feed Generation

MODULE 3: Off Page SEO Optimization:

Google Base Optimization (Google My Business), Reputation building, Book marking, SEO Content writing, Quality link building, Article submission, Press Release Creation, Blog commenting, Forum posting

MODULE 4: Social Media Optimization & Marketing

Social bookmarking, Social Networking Profiles creations, Social Networking Profile Optimizations, Content Sharing Optimization, Video Optimizations, Social media advertising (PPC), Blogging, Blog Optimization, **Search Engine Marketing**: Slide submission, pay per click (PPC) campaigns, Search Engine Marketing Research, Video Marketing, Image marketing

MODULE 5: Reputation Building

Authority building, Trust building, Relationship building, Mentions, Tagging, Profile optimization, Profile building , **Conversion Optimization**: Conversion analysis, Conversion Tracking, Conversion Creation, Conversion building, CTR Improvements tactics, ROI conversion optimization

Books to References:

- AARON MATTHEW WALL: Search Engine Optimization Book
- <https://softloom.com/seo-training-syllabus/>

BJGP602-3 ELECTIVE3: GRAPHIC DESIGNING (P) (General)

OBJECTIVE

- To understand basic elements and principles in design
- To understand graphic designing and layout

MODULE I

Basic elements and concepts of visual design - Line, texture, colour, form - Composing an image. Introduction to colour - Colour classification - Additive and subtractive - Dimensions of colour like hue, Value - Meaning of colour - Psychological use of colours. Introduction to typography - History of type - Type classification - Designing with type - Legibility and readability.

MODULE II

Principles of design – Balance, Proportion, Rhythm, Emphasis, Unity etc. Gestalt principles

MODULE III

Digital Image- Pixels – Bit Depth – DPI – LPI - Resolution - File Formats (Print and screen

Formats - GIF, JPEG, TIFF, etc.) - Compression: Lossy - Lossless - Raster and Vector Images - Colour: Colour modes-CMYK-RGB - Process colour - Spot Colour - Colour systems. Duotones - Tritones - Quadrtones etc.

MODULE IV

Raster graphic software: Interface – Creating Documents – Toolbar – Panels and palettes -

–concept of layers-selection tools - Pen – Brush - Transform Tools - Dodge Tool – Colour

Sampler – Gradient Tool – Marquee Tool –Custom Shapes –Type – Clone Stamp Tool –Magic Wand Tool etc

MODULE V

Design Projects: Design various type of posters: propaganda , event, commercial etc. It must reveal the application of design principles. Image Editing Project: photo restoration technic- Colour correction methods- treatment of RAW files and its processing etc.

REFERENCE

1.Adobe Photoshop Classroom in a Book : Adobe Creative Team

2.Stop Stealing Sheep and Find Out How Type Works : Erik Spiekermann, EM Ginger

3.Designing with Type: A Basic Course in Typography : James Craig, William Bevington, Susan E. Meyer

4.The elements of Graphic design : Alex W. White

BJGP602-4 ELECTIVE4: Photojournalism (P) (General)

Objective:

This course is designed to introduce newsgathering and visual reporting skills, including those in Broadcast, Print, and Photography, and to develop understanding of visual storytelling for the journalist. The learner will learn how to capture and edit video for news reports, and to understand television news standards and visual storytelling concepts.

Reading requirements:

Textbook: *Videojournalism – Multimedia Storytelling* Kenneth Kobre, 2012.

Students will be graded on their knowledge and understanding of the language of video storytelling, the quality of the video and audio recorded, the use of natural sound, editing techniques, and meeting deadlines.

- Adobe Premiere3 Pro Tutorials 1-6,12 (Adding, adjusting audio).
- How to use a digital SLR camera.
- Camera Composition. Chapter 5. ● Camera Sequencing. Chapter 10. ● Shooting Assignment #1 ● Camera basics – pass test in class.
- Shooting scenes. Chapters 6,7.
- Interviewing. Chapters 1, 2 &11.
- Interviewing practice in class.
- Shooting Assignment#2
- Determining topic for Final Project.
- Begin shooting/writing for Final Project.
- Editing Assignment#2
- Shooting Assignment#3
- Begin recording audio/editing for Final Project.
- Editing Assignment #3
- Continue editing Final Projects.

BJGT603 MEDIA ANALYSIS (T) (General)

Objective:

- To provide a clear understanding of various media text
- To make the students capable of critically analysing each media text in various aspects

MODULE 1: Introduction

Introduction to Media Analysis: media text, media literacy, Principles of media education, Various perspectives of media analysis

MODULE 2: Psychoanalysis

Psychoanalysis: Id, Ego, Super Ego, Various defence mechanisms, Oedipus Complex,

Sexuality, Libido, Anima & Animus, Dream Analysis, Archetype, Collective Unconscious **MODULE**

3: Marxist Analysis:

Marxist Analysis: The base and Superstructure, Class Conflict, Materialism, False Consciousness and Ideology, Alienation, Bourgeois & Proletariat, Hegemony

MODULE 4: Semiotic Analysis

Semiotic Analysis: Semiotics, Signs, Hyperreality, Connotation and Denotation, Synchronic and Diachronic, Syntagmatic analysis, Paradigmatic, Intertextuality, Metaphor and Metonymy, Codes.

MODULE 5: Sociological Analysis

Sociological Analysis: Alienation, Anomie, Anomie, Bureaucracy, Class, Culture, Deviance, Lifestyle, Marginalization, Postmodernism, Race, Gender, Socialization, Stereotype, Values`

Books to References:

1. Arthur, Asa Berger. Media Analysis Techniques. New Delhi: Sage Publications, 1976.
2. Berger John. Ways of Seeing. London: BBC,1972
3. Berger, Arthur Asa. Media Analysis Techniques. San Francisco: Sage Publication, 2005.
4. Gillian, Rose. Visual Methodologies. New Delhi: Sage Publications, 2001
5. Howells, Richard. Visual Culture. Cambridge: Polity Press, 2005.
6. Mirzoeff, F. An Introduction to Visual Culture, London: Routledge.
7. Tony Thwaites and Lloyd Davis. Introducing Cultural and Meida Studies. London: Paalgrave, 2002.

BJSP604 ON JOB TRAINING (P) (Skill)

On the job training in a Multimedia Production Unit (4 weeks) & reporting

BJSP605 PROJECT, REPORT & VIVA (P) (Skill)

To design and develop a TV/radio/print production of professional quality. Description of the project to be finalized by the committee of instructors.

Model Question Papers

LISTENING AND SPEAKING SKILLS IN ENGLISH

Section A

Answer any 10 questions. Each question carries 2 marks.

1. Describe an auto rickshaw.
2. What is intensive reading?
3. What is the difference between a definite article and an indefinite article?
4. What is rising tone?
5. What is an index?
6. What is a phrasal verb?
7. Who is a good reader?
8. What is an embedded question?
9. Write a few phrases which can be used to express mild disagreement.
10. What are the three functions of conjunctions?
11. What are grammatical words?
12. What are people skills?

Section B

Answer any 6 questions. Each question carries 5 marks.

13. What is telephone etiquette?
14. Who is an active listener?
15. Prepare a vote of thanks to be presented for the residents' association meeting.
16. Write short note on conjunctions.
17. What are the features of fluent speech?
18. You are a project leader. Introduce the members of your team to a visiting dignitary.
19. Write a short note on reading for a purpose.
20. What are the steps in cancelling and rescheduling appointments?
21. Describe the qualities of your college to your friends.

Section C

Answer any 2 questions. Each question carries 15 marks.

22. Discuss the importance of social media' with two other participants in a group discussion.

23. a) Write a conversation with your panchayat member, complaining about the lack of streetlights.
b) Write a model interview you make with an actor.
24. Write a note on subject-verb agreement.
25. What are the roles and functions in a group discussion?

First Semester BVoc Broadcasting and Journalism
Communication & Media

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Semiotic communication
2. SMS
3. Virtual community
4. Encoding
5. Transpersonal Communication
6. Effective Communication
7. Grapevine
8. ICT
9. Smart classroom
10. Opinion leaders
11. Social Networking sites
12. Media

(10x2 = 20) **Section**

B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Communication Process
14. Lasswell's model of communication
15. Digital Communication
16. ENG and EFP
17. 7C's of effective communication

18. List out 5 functions of media
19. State your opinion on agenda setting role of media

20. Mention the levels of communication
21. Write a note on Public service broadcasting

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Describe any 5 models of communication
23. List out the characteristics of mass communication
24. Write a note on normative theories of communication
25. List out the specialities of any 3 leading mass communicators

(2x15=30)

First Semester B.Voc Broadcasting and Journalism

Fundamentals of Journalism

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Layout and design
2. Beat
3. Desk
4. Proofreading
5. Union Minister for Information and Broadcasting
6. Mammen Mappila
7. Frontline
8. Letters to the editor
9. INS
10. The highest read newspaper in India
11. Style and Style book
12. Morgue

(10x2 = 20)

Section B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Byline
14. Cartoonscape
15. How can a newspaper convey its opinion on a particular issue?
16. How can a reader convey his/her opinion on a particular issue?

17. Explain space and white space in newspaper
18. Mathrubhumi
19. Human interest stories
20. Gatekeeper
21. Give 5 contemporary definitions of news.

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Detail the qualities of a reporter
23. Rising importance of local news
24. Role of internet in journalism
25. Explain in detail the principles, qualities and functions of editor

(2x15=30)

First Semester BVoc Broadcasting and Journalism

History of Media

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Yellow Journalism
2. Morse Code
3. Media
4. Lithography
5. Prasar Bharti
6. New Media
7. AM & FM
8. SITE
9. Indian Press Act
10. Soap Opera
11. Bengal Gazette
12. Journalistic Contributions of Dr. B.R. Ambedkar

(10x2 = 20) **Section**

B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Evaluate New Trends in Print Media
14. History Of Press in India
15. Explain Mahatma Gandhi's and Ambedkar's view on Journalism
16. Evolution of Internet
17. Detail the origin and evolution of press in Kerala
18. Problems encountered by language press
19. Objectives and functions of Press Council
20. History of radio broadcasting in India
21. History of Television in India

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Compare the use of radio in India in past, present and future
23. Explain the characteristics of Internet in detail
24. Compare and contrast any two mass media in India during emergency and post emergency era
25. Critically analyze any four major cinema movements in different parts of the world.

(2x15=30)

S2- New Scheme

WRITING AND PRESENTATION SKILLS IN ENGLISH

Section A

Answer any 10 questions. Each question carries 2 marks.

1. What is a resume?
2. What is a group discussion? 3. What is a project report
4. What is proxemics?
5. What is a letter of enquiry?
6. What is a flip chart?
7. What is a seminar?
8. What is a power of attorney?
9. What is netiquette?
10. What are narrative essays?
11. What are the components of a typical seminar paper?
12. What is para language?

Section B

Answer any 6 questions. Each question carries 5 marks.

13. What are the important points to be considered while sending collection letters?
14. What is a channel of communication? What are the different types of channel of communication?
15. Write a letter to the editor about the street dog menace in your city.
16. You want to sell your book collection. Prepare a notice to be put up in the college notice board.
17. Write a short note on Kinesics.
18. Prepare an agenda for the monthly board meeting of your firm.
19. What are the points to be remembered while filling an application form?
20. You are the owner of a supermarket. Write a letter inviting quotations from a wholesale dealer.
21. Write a short note on visual aids that are often used in presentations.

Section C

Answer any 2 questions. Each question carries 15 marks.

22. You are Ravi/Jaya. Prepare an application letter and a resume for the post of an assistant engineer.
23. Write an essay arguing for or against single sex educational institutions.
24. What are the barriers to effective communication? How can we overcome them?
25. Write a descriptive essay about your favourite place.

Second Semester BVoc Broadcasting and Journalism Photography and Picture Editing

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Persistence of Vision
2. Camera Obscura
3. Vanishing Point
4. Directional Light
5. Macro Photography
6. Silhouettes
7. Use of a Flash Unit
8. Digital Manipulation
9. Filters

10. What are Soft light and Hard light?
11. Color palette
12. Image sensors

(10x2 = 20) **Section**

B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Silver Halide Photography Process
14. Significance of Smartphone Photography?
15. Various Camera Modes and their uses

16. What is Rule of 3rds? Detail your answer with a neat diagram.
17. Basic Photo Composition Rules
18. What is white balance? Mention its significance too.
19. Basic Techniques of Lighting
20. 3 point lighting. You may use a neat diagram.
21. Natural and artificial light

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Give your views on the need of photo manipulation with suitable examples.
23. List out at least 5 types of photography with examples.
24. "Photo editing is inevitable in media field now a days." Critically comment on the statement.
25. Mention at least 5 Lighting Equipment with its usage.

(2x15=30)

Second Semester B.Voc Broadcasting and Journalism

Print Media Production

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Opinion of the newspaper
2. Citizen Journalism
3. Masthead
4. R K Lakshman
5. Main revenue of a newspaper
6. Tehelka Magazine
7. DTP
8. Central Minister for external affairs

9. Typography
10. Byline
11. Define caption and write an example
12. Gatekeeping

(10x2 = 20)

Section B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Adobe Indesign
14. Dummy Sheet
15. Design and Layout
16. Difference between readership and circulation
17. ABC
18. Importance of news agencies
19. Information, entertainment, sensation
20. Functions of headlines
21. Hourglass style of news writing with example

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Rural reporting
23. Local reporting
24. Discuss the significance of world page in the mainstream newspapers
25. How technology affected print media? Elucidate current trends in newspapers and magazines

(2x15=30)

Second Semester B.Voc Broadcasting and Journalism

Reporting and Editing for Print

Time:3 hrs

Maximum Marks:80

Section A

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Beat
2. What is news?
3. News agency
4. Advertorial
5. Objectivity
6. Cartoons
7. Feedback of the newspaper
8. Typography

9. Credit line
10. Malayala Manorama
11. P Sainath
12. Describe pull outs

(10x2 = 20)

Section B

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Briefly explain the challenges of a cub
14. How to write an editorial
15. Explain the functions of a bureau chief
16. Explain question lead with an example
17. Briefly describe the main sources of news
18. Briefly describe press conferences
19. Depict inverted pyramid style of news writing with suitable example
20. Explain about your favourite supplement
21. Explain your perception of neutrality and bias in news stories

(6x5 = 30)

Section C

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. You are assigned to interview your favourite writer. Explain how you will prepare for the interview and point out the questions to be asked
23. What are the different types of interviews, explain with examples
24. State your opinion on media trial with suitable examples
25. What is beat? Explain any five beat reporting with suitable examples

(2x15=30)

