

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

B.J.M.C. - SEMESTER SYSTEM

FIFTH AND SIXTH SEMESTER

W.E.F. SESSION - 2013-2014

SCHEME OF EXAMINATION

(Fifth Semester)

<u>PAPER NO.</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL ASSESSMENT</u>
Paper XXI	Reporting	80	20
Paper XXII	Public Relations	80	20
Paper XXIII	Introduction to Electronic Media	80	20
Paper XXIV	Media Laws & Ethics	80	20
Paper XXV	Media Management	80	20

SCHEME OF EXAMINATION

(Sixth Semester)

<u>PAPER NO.</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL ASSESSMENT</u>
Paper XXVI	Editing	80	20
Paper XXVII	Advertising	80	20
Paper XXVIII	Introduction to New Media	80	20
Paper XXIX	Media and Society	80	20
Paper XXX	Production Portfolio-II	100	

SEMESTER – V

Paper XXIII

INTRODUCTION TO ELECTRONIC MEDIA

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – V

Paper XXIV

MEDIA LAWS AND ETHICS

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – V

Paper XXI

REPORTING

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – V

Paper XXII

PUBLIC RELATIONS

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – V

Paper XXV

MEDIA MANAGEMENT

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – VI

Paper XXVII

ADVERTISING

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – VI

Paper XXVI

EDITING

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – VI

Paper XXVIII

INTRODUCTION TO NEW MEDIA

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – VI

Paper XXIX

MEDIA AND SOCIETY

Max. Marks- 80

Time: 3 Hours

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT- 4

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

SEMESTER – VI

Paper XXX

PRODUCTION PORTFOLIO-II

Max. Marks- 100

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

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