

MAHARSHI DAYANAND UNIVERSITY ROHTAK

B.A (Journalism and Mass Communication)

B.A (J.M.C) - Semester System

w.e.f. Session 2015-16

Scheme of Examination

First Semester		Theory	Internal
		Marks	Assessment
Paper - I	Introduction to Communication - I	80	20
Paper - II	Communicative Hindi - I	80	20
Paper - III	Communicative English-I	80	20
Paper - IV	Essentials of Writing	80	20
Paper - V	Computer Applications - I	80	20
Second Semester			
Paper - VI	Introduction to Communication- II	80	20
Paper - VII	Communicative Hindi - II	80	20
Paper - VIII	Communicative English-II	80	20
Paper - IX	Creative and Journalistic Writing	80	20
Paper - X	Computer Applications - II	80	20

SEMESTER – I

Paper - I Introduction to Communication - I

Max. Marks:80

Unit - I

- * Introduction to Communication.
- * Concept and definition of Communication.
- * The process of Communication.
- * Elements and functions of Communication.

Unit - II

- * Human Communication.
- * Essentiality of Communication in Social Groups.
- * Communication and Socialization.
- * Communication and Culture.

Unit - III

- * Intrapersonal Communication.
- * Interpersonal Communication.
- * Oral, Written and Visual Communication.
- * Verbal and Non-Verbal Communication.

Unit - IV

- * Group Communication.
- * Mass Communication - Introduction, Concept and Definition.
- * Elements of Mass Communication.
- * Differences between Personal, Group and Mass Communication.

SEMESTER – I

Paper - II Communicative Hindi-I

Max. Marks: 80

Unit - I (इकाई - एक)

(भाषा)

- * हिन्दी भाषा का संक्षिप्त विकास क्रम।
- * राजभाषा, राष्ट्रभाषा, संपर्क भाषा।
- * हिन्दी की लिपि एवं बोलियों का संक्षिप्त परिचय।
- * शब्दकोष: उपयोगिता एवं महत्त्व।

unit- २ (इकाई - दो)

(शब्द एवं वाक्य संरचना)

- * हिन्दी में शब्द संरचना एवं प्रयोग: संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द।

- * व्याकरणिक कोटियाँ (वचन, लिंग, वृत्ति, आदि)

unit - ३ (इकाई - तीन)

- * प्रमुख मुहावरो एवं लोकोक्तियों का प्रयोग।

- * छंद एवं अलंकारों का प्रयोग।

- * हिन्दी भाषा की शैली - साहित्यिक, संस्कृत निष्ठ, हिन्दुस्तानी, उर्दू मिश्रित, आधुनिक सामान्य शैली (प्रचलित शब्दावली आधारित)

unit - 4 (इकाई - चार)

- * प्रयोजनमूलक हिन्दी - परिभाषा एवं स्वरूप।

- * कार्यालयी हिन्दी - संक्षेपण, पल्लवन, टिप्पण।

- * संचार भाषा - अर्थ और अवधारणा - श्रव्य (रेडियो), दृश्य-श्रव्य (टी.वी.), मुद्रित (प्रिंट) तथा विज्ञापन-स्वरूप और भाषा।

SEMESTER – I

Paper - III Communicative English-I

Max. Marks: 80

Unit - I

- * Nouns, Pronouns - All types.
- * Verb and Verbs Structure.
- * Adverbs, Adverbial Phrases.

Unit - II

- * Sentences - Simple, Complex and Compound.
- * Articles.
- * Punctuation.
- * Prepositions and Prepositional Phases.

Unit - III

- * Adjectives and Adjectival Phrases.
- * Common Errors - Correction of Common Errors, Correct Forms out of Alternative Choices, Rewriting Sentences as Directed.
- * Conjunctions.

Unit - IV

- * Compound Words.
- * Words often mis-spelt, Similar Sounding Words.
- * Antonyms, Synonyms.
- * One-word Substitutes.
- * Prefixes, Suffixes.
- * Singular/Plural.

SEMESTER – I

Paper - IV Essentials of Writing

Max. Marks: 80

Unit - I

- * Introduction to Writing - Purpose and Scope.
- * Basic Elements of Writing.
- * Creative Writing - Definition.

Unit - II

- * Essential of Good Writing.
- * Word Order and Writing Sentences.
- * Punctuation and Paragraph.
- * Content and Style.

Unit - III

Forms of Writing: Introduction.

Prose, Poetry, Letters, Essays, Story, News, Articles, Features etc.

Unit - IV

CVs and Job Applications

- * Function of CV.
- * Writing CV (Organizing the Material, Tailoring CVs for Different Jobs).
- * Formal Letters of Job Applications.

SEMESTER –I

Paper - V Computer Applications - I

Max. Marks: 80

Unit - I

- * Introduction to Computers - History and Generations of Computers.
- * Origin and Growth of Computer.
- * Use of Computer in Human Life.

Unit - II

- * Types of Computers.
- * Various Parts and Functioning of Computers.
- * Computer - Hardware and Software.

Unit - III

- * Introduction to Operating Systems.
- * Memory - Real and Virtual; ROM and RAM.
- * Working with Text, Important Commands.

Unit - IV

- * MS-Word, MS-Office - Applications.
- * MS-Excel.
- * MS-PowerPoint.
- * Introduction to PageMaker, Quark Express.

SEMESTER – II

Paper - VI Introduction to Communication - II

Max. Marks: 80

Unit - I

- * Communication Models : Meaning and Definition.
- * Aristotle's Model.
- * Laswell's Model.

Unit - II

- * Shannon - Weaver's Model.
- * Osgood's Model.
- * Wilbur Schramm's Model.
- * Importance and Utility of Models.

Unit - III

- * George Gerbner's Model.
- * Westley and Maclean's Model.
- * Newcomb's Model.

Unit - IV

- * Communication Chain and Dynamics.
- * Barriers to Communication.
- * Communication - Reach and Access.
- * Theories of Communication - Introduction, Types

SEMESTER – II

Paper - VII Communicative Hindi - II

Max. Marks: 80

Unit - I (इकाई - एक)

- * ध्वनि (स्वर, व्यंजन), वर्ण अक्षर, शब्द, पद, पदबंध शब्द-अर्थ संबंध।

- * उच्चारण एवं वर्तनी दोष।

- * गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम।

- * शुद्ध उच्चारण एवं वर्तनी का अभ्यास।

unit - २ (इकाई - दो)

- * मीडिया में भाषा का उपयोग एवं महत्त्व।

- * मीडिया की भाषा की प्रकृति एवं विशेषताएं।

- * समाचार लेखन में प्रयुक्त भाषा।

- * समाचारों व विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द।

Unit - ३ (इकाई - तीन)

- * मीडिया की भाषा में नए प्रचलन/प्रयोग।

- * मीडिया की भाषा की विकार एवं समस्याएं।

- * मीडिया - पारिभाषिक शब्द।

Unit-4 (इकाई - चार)

- * मीडिया लेखन - समाचार, फीचर, आलेख।

- * सृजनात्मक लेखन - परिचय - गद्य, पद्य, लघु कथा, कहानी।

SEMESTER – II

Paper - VIII Communicative English-I

Max. Marks: 80

Unit - I

(Functional Grammar)

- * Tenses: Simple, Present, Past, Progressive, Future (All Types).
- * Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses.

Unit - II

(Models and Voices)

- * Models and Use of Shall, Should and Will.
- * Voice - Active and Passive Voice.
- * Direct and Indirect Sentences.

Unit - III

(Vocabulary)

- * British and American Usage.
- * Derivatives.
- * Important Phrases and Idioms.
- * Technical Terminology, Especially Media-Mass Communication Related.

Unit - IV

(Compositional Skills)

- * Letter Writing.
- * Paragraph Writing.

* Precis Writing

* Report Writing.

SEMESTER – II

Paper - IX Creative and Journalistic Writing

Max. Marks: 80

Unit - I

- * Creative Writing - Definition and Forms:
- * Beyond News Writing.
- * New Trends in Creative Writing.

Unit - II

- * Essential Elements of Creative Writing.
- * Difference - Essay and Article
Article and Feature.
- * Feature - Types of Feature.
- * Qualities of Good Feature and Feature Writer.

Unit - III

- * Editorial Writing - Style, Types and Importance.
- * Essentials of Article Writing.
- * Types of Articles.
- * Letters to Editor.

Unit - IV

- * Reviews - Book, Film
- * Art and Cultural Review.
- * Travel Reportage.
- * Life Style Writing - Fashion, Food, New Trends.

SEMESTER – II

Paper - X Computer Applications - II

Max. Marks: 80

Unit - I

- * Page Setup, Formatting Technique
- * DTP (Desk Top Publishing)
- * Introduction - Word Processing, CorelDraw, Photoshop.
- * Basic Elements of Computer Network

Unit - II

- * Introduction - Internet as Medium of Communication.
- * Brief History of Internet.
- * Features of Internet.
- * Internet Protocol, Domain Name.

Unit - III

- * Internet Functions.
- * World Wide Web.
- * E-Mailing
- * Important Internet Sites.

Unit - IV

- * Search Engines on Internet.
- * Web-Surfing.
- * Social media sites: Facebook, Orkut, Twitter, etc.
- * Blogging.

B. A (JOURNALISM AND MASS COMMUNICATION)

B. A (J.M.C) – SEMESTER SYSTEM

THIRD AND FOURTH SEMESTER

W.e.f. session 2015-2016

SCHEME OF EXAMINATION

THIRD SEMESTER

Paper No.	Paper Name		Theory Marks	Internal Assessment
PAPER XI	SOCIOLOGY		80	20
PAPER XII	POLITICAL SCIENCE	80	20	
PAPER XIII	INTRODUCTION TO MASS COMMUNICATION	80	20	
PAPER XIV	NEWS WRITING-I		80	20
PAPER XV	PRINT PRODUCTION	80	20	

FOURTH SEMESTER

PAPER XVI	PSYCHOLOGY	80	20	
PAPER XVII	ECONOMICS		80	20
PAPER XVIII	PRINT MEDIA	80	20	
PAPER XIX	NEWS WRITING-II		80	20
PAPER XX	PRODUCTION PORTFOLIO-I	100	---	

SEMESTER III

PAPER XI

SOCIOLOGY

Max. Marks-80

Time- 3 Hours

UNIT-I

- Nature, Scope and Importance of Sociology
- Relation of Sociology with other Social Sciences
- Significance of Studying Sociology for media Students

UNIT-II

- Group, Community, Institution, Society
- Social Inter Dependence
- Family, Kinship, Caste, Class, Clan, Tribe, Marriage

UNIT-III

- Social Change-Concept, Process
- Types of Social Change
- Agents of Social Change
- Concept of Socialization. Role of Media in Socialization

UNIT-IV

- Characteristics of India Society
- Major Social Problems in India
- Important Social Issues in India

SEMESTER III

PAPER XII

POLITICAL SCIENCE

Max. Marks-80

Time- 3 Hours

UNIT-I

- Concept, Definition of Political Science
- Relations of Political Science with other Social Sciences
- Importance of Political Science for the Media Students

UNIT-II

- Introduction to Political Thought
- Nature and Significance of Political Thought
- Nation, State, Government, Power and Authority

UNIT-III

- Concepts- Rights and Liberty, Equality and Justice
- Concepts- Democracy
- Governance, People Participation in Democratic process

UNIT-IV

- Basic Features of Indian Constitution
- State and Institutions in India: Legislature, Executive and Judiciary
- Indian Political System, Political Parties in India. Election Process in India.

SEMESTER III

PAPER XIII **INTRODUCTION TO MASS COMMUNICATION**

Max. Marks-80

Time- 3 Hours

UNIT-I

- Nature, Definition and Scope of Mass Communication
- Process of Mass Communication
- Characteristic Features of Mass Communication

UNIT-II

- Elements of Mass Communication
- Functions of Mass Communication
- Process of Mass Communication

UNIT-III

- Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc.
- Role of Mass Communication
- Traditional/ Folk Media

UNIT-IV

- Mass Media and Society
- Mass Media and Democracy
- Mass Media and Culture
- Major Theories of Mass Communication- Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development Media Theory.

SEMESTER III

PAPER XIV

NEWS WRITING - I

Max. Marks-80

Time- 3 Hours

UNIT-I

- Concept, Definition and Constituent elements of News
- News Values, Dynamics of News Values
- Truth, Objectivity, Diversity and Plurality in News

UNIT-II

- News : Structure and Content
- News Style- Inverted Pyramid, Chronological
- Source of News, Verification of News

UNIT-III

- Headlines- Types, Functions, Importance
- Techniques of Writing Headlines
- Writing News for Newspapers

UNIT-IV

- Types of News- Hard News, Soft News
- Writing News Stories, News Features, Interview
- News Analysis, Back Grounders

SEMESTER III

PAPER XV

PRINT PRODUCTION

Max. Marks-80

Time- 3 Hours

UNIT-I

- Introduction to Printing Process
- Typography and Graphic Art
- Type of Composition- Manual, Mechanical, Lino, Mono, Hudlow, Photo

UNIT-II

- Basic Principals of Layout Designing
- Tools of Layout Designing
- Desk Top Publishing (D.T.P.)

UNIT-III

- Newspaper Make Up
- Magazine Lay-out
- Basic Elements and Principles- Design Lay Out, Graphics

UNIT-IV

- Visual Communication and Colours
- Use of Multi-Media
- Creativity and Visualization

SEMESTER IV

PAPER XVI

PSYCHOLOGY

Max. Marks-80

Time- 3 Hours

UNIT-I

- Introduction to Psychology, Concept, Definition
- Nature and Scope of Psychology, Relation of Psychology with other Social Sciences
- Significance of Psychology for Media Students

UNIT-II

- Application of Psychology
- Elements of Human Behavior
- Attitude, Positive and Negative Attitude

UNIT-III

- Cognitive Process- Perception, Learning and Thinking
- Intelligence- Nature and Theories
- Intelligence and Creativity

UNIT-IV

- Motivation- Needs, Drives and Motives
- Theories of Motivation, Role of Media in Motivation
- Personality, Socio-Cultural Determinants of Personality

SEMESTER IV

PAPER XVII

ECONOMICS

Max. Marks-80

Time- 3 Hours

UNIT-I

- Economics- Introduction, Definition
- Nature and Scope of Economics, Relation of Economics with other Social Sciences
- Significance of Economics for Media Students

UNIT-II

- Principals of Demand and Supply
- Understanding Union Budget, Inflation
- Economic Growth and Development

UNIT-III

- Basic Features of Indian Economy
- Planning Process- Planning Commission, Five Year Plans
- State of Indian Agricultural Sector, Industry Trade and Commerce

UNIT-IV

- Population Growth and Economic Development
- Globalization, Liberalization, Privatization, Swadeshi Consumerism- Concepts
- Current/Important Economics Issues

SEMESTER IV

PAPER XVIII

PRINT MEDIA

Max. Marks-80

Time- 3 Hours

UNIT-I

- Origin of Indian Print Media
- Role of Press in Indian Freedom Movement
- Journalism as a Mission, Role of Print Media in Social Reformation

UNIT-II

- Indian Print Media- Its Role Post Independence
- Role of Press in Democratic Processes
- Press Council of India, Press Commission(S)

UNIT-III

- News Agencies- History, Function, Role, PTI, UNI, VAARTA, BHASHA
- National Press, Regional Press
- Emergence of Hindi Print Media

UNIT-IV

- Emerging Trends in Indian Print Media
- Introduction to Magazines- News Magazines, Women's Magazines, Sports Magazines, Business Magazines
- Important Newspapers of India

SEMESTER IV

PAPER XIX

NEWS WRITING - II

Max. Marks-80

Time- 3 Hours

UNIT-I

- Basics of Writing for Radio
- Elements of Radio Writing- Content and Form
- Writing News for Radio, News Bulletin

UNIT-II

- Radio Features
- Radio Talk, Radio Interview
- Script Writing- Radio Programmes

UNIT-III

- Basics of Writing for Television
- Writing News for Television
- Script Writing- T.V. Programmes

UNIT-IV

- Writing for New Media- Basics
- Essential of Writing for Advertising, Copy Writing, etc.
- Essential of Writing for Public Relations, Writing Press Release(s), etc.

SEMESTER IV

PAPER XX

PRODUCTION PORTFOLIO – I

Max. Marks-100

Each candidate will submit a Portfolio of their production work listed below:

Sr. No.	Item	No. of Items
1.	Letter to Editor	5
2.	News Item(s)	5
3.	Article on Social Issue	2
4.	Film Review/Book Review	2
5.	Creative Writing (Poem/Personality Feature/Humorous Piece, etc.)	1
6.	Bio-data with Forwarding Letter	1
7.	Interview	1
8.	Editorial	2

Note: The candidates are required to submit a portfolio of their production work as listed above by the end of the semester. The Production Portfolio must be submitted in A-4 size bond paper neatly typed either in Hindi or English or both. The Production Portfolio will be assessed by an External Examiner after a Viva Voce.



B. A (JOURNALISM AND MASS COMMUNICATION)

B..A (J.M.C) - SEMESTER SYSTEM

FIFTH AND SIXTH SEMESTER

W.E.F. SESSION - 2015-16

SCHEME OF EXAMINATION

(Fifth Semester)

<u>PAPER NO.</u> <u>ASSESSMENT</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL</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>ASSESSMENT</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL</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(Practical)	

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
100(Practical)

M.Marks-

<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.