

IEC University,
Baddi Distt Solan, Himachal Pradesh

Department of Journalism and Mass Communication

SYLLABUS OF
BACHELOR OF ARTS (JOURNALISM AND MASS
COMMUNICATION)



SCHOOL OF JOURNALISM AND MASS COMMUNICATION
IEC UNIVERSITY, BADDI SOLAN
HIMACHAL PRADESH
PIN-174103, INDIA

IEC University, Baddi
SCHEME OF STUDY & EVALUATION FOR
Bachelor of Arts (Journalism and Mass Communication) PROGRAM
SEMESTER I-VI

SEMESTER –I

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
(Theory)												
1	ENG-101	Professional Communication	3	0	0	30	15	0	45	30	75	3
2	BAJMC-101	Current Affairs-I	3	0	0	40	20	0	60	40	100	3
3	BAJMC-102	Principles of Mass Communication	3	1	0	40	20	0	60	40	100	3.5
4	BAJMC-103	Reporting and Editing-I	3	1	0	30	15	0	45	30	75	3.5
5	BAJMC-104	Press Laws and Ethics	3	0	0	40	20	0	60	40	100	3
6	FC-101	Fundamentals of Computer & Pc Software	3	0	0	30	15	0	45	30	75	3
(Practical/Training/Project)												
1	BAJMC-103P	Reporting and Editing-I	0	0	2			15		10	25	1
2	FC-101P	Fundamentals of Computer & PC Software LAB	0	0	2			15		10	25	1
3	ENG-101P	Professional Communication Lab	0	0	2			15		10	25	1
TOTAL			18	02	06	210	105	45	315	240	600	22

SEMESTER-II

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
(Theory)												
1	BAJMC-201	Current Affairs-II	3	0	0	40	20	0	60	40	100	3
2	BAJMC-202	State and Politics	3	1	0	40	20	0	60	40	100	3.5
3	BAJMC-203	Social History- Socio Economics Milieu of India Since Independence	3	1	0	40	20	0	60	40	100	3.5
4	BAJMC-204	Mass Communication and Processes	3	1	0	30	15	0	45	30	75	3.5
5	BAJMC-205	Design and Graphics	3	1	0	30	15	0	45	30	75	3.5
6	EVS-101	Environmental Sciences and Technology	3	0	0	40	20	0	60	40	100	3
(Practical/Training/Project)												
1	BAJMC-204P	Mass Communication and Processes	0	0	2			15		10	25	1
2	BAJMC-205P	Design and Graphics	0	0	2			15		10	25	1
Total			18	4	4	220	110	30	330	240	600	22

SEMESTER –III

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
(Theory)												
1	BAJMC-301	Current Affairs-III	3	0	0	40	20	0	60	40	100	3
2	BAJMC-302	Photo Journalism	3	1	0	30	15	0	45	30	75	3.5
3	BAJMC-303	Reporting and Editing-II	3	1	0	30	15	0	45	30	75	3.5
4	BAJMC-304	History of Broadcasting in India	3	0	0	40	20	0	60	40	100	3
5	BAJMC-305	Radio Journalism and programme formats	3	1	0	30	15	0	45	30	75	3.5
6	BAJMC-306	Development Communication	3	1	0	40	20	0	60	40	100	3.5
Practical/Training/Project)												
1	BAJMC-302P	Photo Journalism	0	0	2			15		10	25	1
2	BAJMC-303P	Reporting and Editing-II	0	0	2			15		10	25	1
3	BAJMC-305P	Radio Journalism and Programme Formats	0	0	2			15		10	25	1
TOTAL			18	04	06	210	105	45	315	240	600	23

SEMESTER-IV

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
1	BAJMC-401	Current Affairs-IV	3	0	0	40	20	0	60	40	100	3
2	BAJMC-402	Corporate Communication	3	0	0	40	20	0	60	40	100	3
3	BAJMC-403	TV Journalism & Programme Formats	3	0	0	30	15	0	45	30	75	3
4	BAJMC-404	TV Production : Idea to Screen	3	0	0	30	15	0	45	30	75	3
5	BAJMC-405	Basics to Camera, Lights and Sound	3	0	0	30	15	0	45	30	75	3
6	BAJMC-406	Advertising Concepts and Principles	3	0	0	30	15	0	45	30	75	3
(Practical/Training/Project)												
1.	BAJMC-403P	TV Journalism & Programme Formats	0	0	2			15		10	25	1
1	BAJMC-404P	TV Production : Idea to Screen	0	0	2			15		10	25	1
2	BAJMC-405P	Operation Handling of video Equipments	0	0	2			15		10	25	1
3	BAJMC-406P	Advertising Concepts and Principles	0	0	2			15		10	25	1
Total			18	0	08	200	100	60	300	240	600	22

SEMESTER-V

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
1	BAJMC-501	Current Affairs-V	3	0	0	40	20	0	60	40	100	5
2	BAJMC-502	Event Management	3	0	0	30	15	0	45	30	75	3
3	BAJMC-503	Organization and Management	3	0	0	40	20	0	60	40	100	3
4	BAJMC-504	Research Methodology	3	0	0	40	20	0	60	40	100	3
5	BAJMC-505	Cyber Journalism	3	1	0	30	15	0	45	30	75	3.5
6	BAJMC-506	Public Relations	3	1	0	40	20	0	60	40	100	3.5
(Practical/Training/Project)												
1	BAJMC-502P	Event Management	0	0	2			15		10	25	1
2	BAJMC-505P	Cyber Journalism	0	0	2			15		10	25	1
Total			18	2	4	220	110	30	330	240	600	23

SEMESTER-VI

Course			Periods			Evaluation Scheme					Course Total	
Sr. No	Code	Title	L	T	P	Sessional Marks				Exam marks	Marks	Credits
						MSE	CA	P	Total	ESE		
1	BAJMC-601	Training and Research	0	0	0	0	0	0	0	100	600	22
Total			0	0	0	0	0	0	0	100	600	22
Total Credits												134

COMPONENTS OF EVALUATION

The components of Evaluation for each course will be as under:

For Non-Practical Subjects:

- (a) Continuous Assessment (CA), ----- 20 Marks in the form of:
 - (i) Assignments (15 Marks)
 - (ii) Attendance (05 Marks),
- (b) Mid-Term Exams (MSE), ----- 40 Marks
 - (i) First MSE to be held after completion of 35% - 40% course coverage,
 - (ii) Second MSE to be held after completion of 70% - 80% course coverage
- (c) End- semester Exams (ESE), ----- 40 Marks.

IEC University

BACHELORS OF JOURNALISM & MASS COMMUNICATION (THREE YEARS DEGREE COURSE) (SEMESTER-I)

Professional Communication Course code: ENG-101

UNIT- I

COMMUNICATION - Meaning of Communication , Importance of Communication & Process of Communication , Types of communication, Channels of Communication, Barriers of Communication , Role of Communication in Society ,Process of listening, Difference between hearing and listening, Feedback skills.

UNIT- II

Reading Skills: Characteristics of reading, Types of reading, Purpose of reading, Process of reading, Rules for faster comprehension, Approach to reading, SQ3R, Comprehension (Unseen passage).

UNIT- III

ORAL COMMUNICATION - Introduction, principles of successful oral communication, two sides of effective oral communication, Non-verbal communication- Body language, personal appearance, posture, gesture, facial expression, eye contact, proxemics, haptics.

WRITTEN COMMUNICATION - Principles of effective writing, writing technique, Paragraph writing , Business letters: Placing an order , Complaint Letter, Adjustment Letter

UNIT- IV

Grammar: Patterns & Parts of speech, Subject, Predicate , One word substitution, Idioms and Phrases, Capital letters(use), Abbreviation, Antonyms, Synonyms, Word formation: prefix, suffix.

Reference Books:

1. Bhattacharya, Inderjit, an Approach to Communication Skills. Dhanpat Rai Co., (Pvt.) Ltd. New Delhi.
2. K.K. Sinha, Business Communication, Galgotia Publishing Company, New Delhi, 1999.
3. Loveleen Kaur, Communicative Skills, Satya Prakashan, New Delhi.
4. Sanjay Kumar and Pushplata, Communication Skills, Oxford University Press.

Current Affairs-I **BAJMC-101**

This paper would cover:

- Current news, event of last six months.
- News pertaining to national, international politics, sports, business and other issues of importance.
- All the general issues of national importance in detail like female foeticide, global warming, depleting water level, issues related to media, RTI etc..
- Terminology or jargon from various newspaper pages, published in last six months. These terms can be from various fields like politics, economics, science & media.
- Abbreviations, personalities in news, achievers etc.

PRINCIPLES OF MASS COMMUNICATION **BAJMC-102**

Unit-I

Fundamentals of Communication: Meaning & Elements/components of human Communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Objectives, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.

Unit-II

Process of Communication: Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (Message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).

Unit-III

Forms of Communication:

- (a) Intra Personal Communication
- (b) Interpersonal Communication
- (c) Group Communication (Public, Crowd, Small Group)
- (d) Mass Communication
- (e) Verbal, Non-Verbal Communication & Body Language

Unit-IV

Theories of Communication:

- (a) Hypodermic Needle Theory
- (b) Two-step & Multi-step Theory
- (c) Uses & Gratification Theory

Unit-V

Models of Communication: SMR Model, SMRc Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gate Keeping Model.

Suggested Readings:

1. Communication : C.S. Rayadu,(Himalaya Publishing House,Mumbai)
2. Perspective Human Communication : Aubrey B.Fisher (Macmillan Publishing Co. New Delhi)
3. Communication–Concepts & Process: Joseph A. Devito
4. Lectures on Mass Communication : S.S. Ganesh
5. The Process of Communication : David K. Berlo
6. Communication Facts & Ideas in Business : L. Brown (Prentice Hall)

Reporting and Editing-I **BAJMC-103**

Unit-I

Reporting: Principles of reporting, functions and responsibilities, writing news- lead - types of leads; body - techniques of re-writing - news agency copy.

Unit-II

Reporting: Reporting techniques - qualities of a reporter - news-elements, sources - types - pitfalls and problems in reporting - attribution - off-the-record - embargo - pool reporting; follow-up.

Unit-III

Reporting - Crime, courts, health, civil administration, civic society, culture, politics, education beats.

Unit-IV

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

Unit-V

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy Testing, Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions

Unit-VI

Headlining - Principles, types and techniques, Leads

Suggested Readings:

1. Reporting & Communication Skill- V.S. Gupta.
2. Reporting – B.N. Ahuja
3. Editing – B.N. Ahuja
4. On editing- NBT
5. Handbook on Journalism & Mass Communication- B.R. Gupta.

Press Laws and Ethics
BAJMC-104

Unit-I

Press, Law, Society & Democracy

Unit-II

Constitutional Safeguards to Freedom of Press, Fundamentals Rights and Duties

Unit-III

Press Commissions & their Recommendations, Press Council Act

Unit-IV

Law of Libel & Defamation, Contempt of Court, Official Secret Act, Right to Information

Unit-V

Social Responsibility of Press, Ethics, Self-Regulation & Freedom of Expression , Latest Trends in Print Media, Concept of Paid News

Suggested Readings:

1. Mass Media Laws & Regulations : C.S. Rayudu, S B Nageshwar Rao
2. Press in the Indian Constitution : R.K. Ravindran
3. Principles & Ethics of Journalism : Dr. Jan R. Hakemuldar, Dr. Fay AC de Jouge, P.P.Singh

Fundamentals of Computer & PC-Software
(FC-101)

UNIT-I

Introduction to Computers: Definition of Computer; Components of Computer; Characteristics of Computers; History evolution of Computers; Generation of computers; Classification of Computers- According to Purpose, According to Technology, According to Size and Storage Capacity; Human being VS Computer; Difference between Computer and Calculator.

UNIT-II

Input Devices: Mouse, Keyboard, Light pen, Track Ball, Joystick, MICR, Optical Mark reader and Optical Character reader. Scanners, Voice system, Web, Camera. Output Devices: Hard Copy Output Devices; Line Printers, Character Printers, Chain Printers, Dot-matrix Printers, Daisy Wheel Printer, Laser Printers, Ink jet Printers, Plotters, Soft Copy device-Monitor, Sound card and speakers. Memory and Mass Storage Devices; Characteristics of Memory Systems; Memory Hierarchy; Types of Primary Memory; RAM and ROM; Secondary and Back-up; Magnetic Disks, Characteristics and classification of Magnetic Disk, Optical Disk, Magnetic Tape.

UNIT-III

Documentation Using MS-Word -Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto -text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-MailMerge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template.

UNIT-IV

Electronic Spread Sheet using MS-Excel -Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation.

UNIT-V

Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.

TEXT BOOKS

1. Sinha, P.K. & Sinha, Priti, Computer Fundamentals, BPB
2. Dromey, R.G., How to Solve it By Computer, PHI

REFERENCE BOOKS

1. Balagurusamy E, Computing Fundamentals and C Programming, Tata McGraw Hill.
2. Norton, Peter, Introduction to Computer, McGraw-Hill
3. Leon, Alexis & Leon, Mathews, Introduction to Computers, Leon Tech World
4. Rajaraman, V., Fundamentals of Computers, PHI
5. Ram, B., Computer Fundamentals, Architecture & Organization, New Age International (P) Ltd

Practical

Reporting and Editing-I (BAJMC-103P)

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Cameras, Lens and other Accessories
4. Different kind of Shots
5. Photo editing
6. Photography for Advertising
7. Photo - Feature
8. Field assignments and their evaluation.

Fundamentals of Computers & PC Software LAB

(FC-101)

Documentation Using MS-Word - Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template.

Electronic Spread Sheet using MS-Excel - Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts,

Advance features of Linking and Consolidation, Filtering, Table, Validation, Goal Seek, Scenario.

Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.

(Common for BBA, BCA, BJMC & BFD) ENG-101P

- a) **Group Discussion**
- b) **Just a minutes session: Speaking Extempore for one minutes on given topics**
- c) **Reading aloud of newspaper headlines and important articles.**
- d) **Improving pronunciation through tongue twisters.**
- e) **Mannerism or Etiquette.**
- f) **Mock Interview**

Semester- II
BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

Current Affairs-II
BAJMC-201

This paper would cover:

- Current news, event of last six months.
- News pertaining to national, international politics, sports, business and other issues of importance.
- All the general issues of national importance in detail like female foeticide, global warming, depleting water level, issues related to media, RTI etc..
- Terminology or jargon from various newspaper pages, published in last six months. These terms can be from various fields like politics, economics, science & media.
- Abbreviations, personalities in news, achievers etc.

STATE & POLITICS
BAJMC-202

Unit-I

Defining Politics:

- _ as a art of government
- _ as public affairs
- _ as consensus
- _ as power

Unit-II

The State- What is State? Nature of State & distinction between State, Society & Government.

Unit-III

Role of the State- Minimal States, Developmental States, Socio-Democratic States, Collective States & Totalitarian States. The threat to the State-The process of globalisation, privatisation & localization.

Unit-IV

Making of Modern India : Freedom Struggle and its impact

Unit-V

Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary- Supreme Court, High Court and District Courts.

Unit-VI

Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. UPSC.

Suggested Readings:

1. Foundations of Politics : Andrew Heywood (Mac Millan Foundation)
2. State & Politics in India : Edited by Parth Chatterjee (Oxford University Press)
3. Betrayal of Indian Democracy : M B Chande (Atlantic Publishers) India-2000
4. Om Heritage Bhartiya Vidya Bhawan's series of Publications.

Social History- Socio Economics Milieu of India since Independence BAJMC-203

Unit -1**1. Economy:**

- a) Meaning, Definitions
- b) Market, Command and Mixed Economy
- c) Economic Growth and Development

Unit-II

2. **Nature of Indian Economy:** Low per-capita income, inequitable distribution of income & poverty, Predominance of agriculture, Rapid population growth, Low-level of Human Development, Unemployment , scarcity of capital, Fiscal imbalance, Balance of payment, Disequilibrium, Inflation, Technological backwardness.

Unit-III

3. **Economic Reforms:** Recent economic & structural reforms, Recent trends towards privatization & disinvestment of public sector undertakings, their impact on Indian economy, Social impact of economic reforms, five years plans, strategy of economic development in india, Strategy of Mahalanobi's substitution theory.

Unit-IV

4. **India & the World Economy:** Globalisation, towards a new World Economic Order, Setting up of WTO, India & WTO, WTO–trespassing the Sovereignty of Nation States.

Unit-V

1. **Aspects of our Heritage:** Language & Literature, Philosophy, Religion, Arts, Sciences, Society–Our Social Heritage, Indian Culture.

Suggested Readings:

1. The Problems of Indian Economy : S.K. Misra & V.K. Puri
2. Modern Economics : Jack Harvey
3. The Indian Economy : Robert Lucas
4. Indian Economy under Reforms : Nagesh Kumar
5. Social Reforms : P.V. Rajeev
6. An Introduction to Sociology : Hen Browne

Mass Communication and Processes

BAJMC-204

Unit- I

1. **Mass Communication:** Meaning & definitions, Characteristics & features, Scope the concept of Mass & Mass Culture of Mass Communication.

Unit-II

2. **Mass Communication and other forms of Mass Communication:** Interface between Intra personal & Mass Communication.

Unit- III

3. **Functions of Mass Communication:** To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media.

Unit-IV

4. **Theories of Mass Communication:**

- (a) Authoritarian Theory (b) Libertarian Theory
- (c) Social Responsibility Theory (d) Soviet Communist/Workers Theory.

Unit-V

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films, Records, Internet
- (b) Advertising, Public Relations & Public Affairs
- (c) Traditional & Folk Media

Suggested Readings

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Communication Technology & Development I.P.Tiwari
3. Mass Communication in India Keval J Kumar
4. Here's the News Paul de Maesener
5. Cinema & Television Jacques Hermabon & Kumar Shahani
6. Mass Communication Journalism in India D S Mehta
7. Mass Media Today Subir Ghosh
8. The Communication Revolution Narayana Menon
9. The Story of Mass Communication Gurmeet Singh
10. Mass Communication Theory Denis McQuail
11. Mass Culture, Language & Arts in India Mahadev L Apte
12. You & Media: Mass Communication & Society David Clark
13. Towards a Sociology of Mass Communication Denis McQuail
14. The Myth of Mass Culture Alan Swingewood
15. Introduction to Communication Studies John Fiske

DESIGN AND GRAPHICS

BAJMC-205

Unit-I

Elements of Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance

Unit- II

Basic elements and principles of Graphics, Design Lay-Out and Production; Typeface families Kinds - Principles of Good Typography; Spacing - Measurement – Point System.

Unit-III

Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo DTP, Use of Computer Software, Character generation

Unit-IV

Multimedia, Use of Multi-Media, Latest Trends in Multimedia

Unit-V

Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making. Types of Papers.

Suggested Readings:

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

ENVIRONMENTAL SCIENCES AND TECHNOLOGY

EVS-101

SECTION 1: INTRODUCTION

Definition and Scope: Importance, Public awareness and education.

Natural Resources: Introduction, Renewable and non-renewable, Forest, water, mineral, food, energy and land resources, Conservation of resources, Equitable use of resources.

Human population and the environment: Population growth, Environment and human health, Human rights, HIV/AIDS, Value education, Women and child welfare.

SECTION 2: ECOLOGY

Ecosystems: Concept, Structure, Function, Energy flow, Ecological pyramids, Forest, grassland, desert and aquatic ecosystems - Introduction, characteristic features, structure and function.

Biodiversity: Genetic, Species and ecological diversity, Threats to biodiversity, Conservation of Biodiversity

SECTION 3: SOCIAL ISSUES & ENVIRONMENTAL LEGISLATION

Social Issues: Sustainable development, Water conservation, Climatic change, Concept of Green Computing, and Green Building

Environmental Laws: Environmental ethics, EIA, Environmental protection acts and issues.

SECTION 4: POLLUTION & WASTE MANAGEMENT

Pollution: Definition, Causes, effects and control measures of the pollution – Air, soil, Noise, Water, Marine and Thermal and Nuclear Pollution.

SECTION 5: Disaster management & Solid waste management

Disaster management: Flood, Earthquake, Cyclone, Landslide, Volcanic Eruption.

Solid waste management: Waste Management hierarchy; Collection, transportation and storage of MSW; Treatment and disposal of MSW

Suggested Readings:

Text Books:

- Environmental Studies by J.P.Sharma.
- Environmental studies by Smriti Srivastava.

Reference Books:

- Environment and Ecology by H.Kaur.
- Environmental Studies by Ranjit Daniels.

Practical

MASS COMMUNICATION AND PROCESSES

BAJMC–204P

1. Micro Communication Lab on Communication Dynamics

Simplicity & Complexity

Has the message been received?

Use of Emphasis

Formality

Humour

Emotion

Staying in control

2. Communication Skills/Perception

Speaking

Listening

Writing

Reading

3. Verbal, Communication

Verbal Language

Public Speaking

4. Non-Verbal Communication

Body movement

Eye movement, posture

Silence

Sign language

5. Methodology

Each student will prepare & present six minutes presentation on the given topic

Face the Audio System/Camera

Record & Pre-listen/Pre-view

Pre-review

This Exercise will be repeated three times

Design & Graphics

BAJMC–205P

1. Visualizing concepts and ideas

2. Designing, Lay outing and Illustrations

3. Graphic Designing exercises

4. Composition

5. Designing of Lay-outs for various magazines/newspapers

6. Developing story books

7. Designing of Cover-Page

8. Designing pamphlets, folders, flash cards, flip charts

9. Such other exercises as the faculty incharge may deem fit

10. Evaluation of all such assignments

11. Visit to printing press of various kinds

Semester III

BACHELOR of Arts (JOURNALISM AND MASS COMMUNICATION)

Current Affairs-III BAJMC-301

This paper would cover:

- Current news, event of last six months.
- News pertaining to national, international politics, sports, business and other issues of importance.
- All the general issues of national importance in detail like female foeticide, global warming, depleting water level, issues related to media, RTIetc..
- Terminology or jargon from various newspaper pages, published in last six months. These terms can be from various fields like politics, economics, science& media.
- Abbreviations, personalities in news, achievers etc.

PHOTO JOURNALISM BAJMC-302

Unit-I

History of Photography, Camera Components – Shutter Speed, Aperture, Focal Length.

Unit-II

Types of Camera – SLR, TLR, DSLR, Large Format, Polaroid. Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye

Unit-III

Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field.

Unit-IV

Types of Shots & Angles & Composition, Photo Editing Techniques – Cropping, Editing, photocomposition, camera film types.

Unit-V

Qualities of a Good Photo Journalist. Qualities of Good Photograph, Photo Features, Ethical Aspects of Photo Journalism, Glossary of Photography.

Reporting and Editing-II

BJMC-303

Unit-I

1. **News Bureau:** Functions of news bureau, special beats like embassies, ministries, public sector undertakings, National headquarters of political parties.

Unit-II

2. **Parliamentary Reporting:** Coverage of the proceedings of Parliament and state legislature, municipal corporations and Panchayats.

Unit-III

3. **Specialised Reporting:** Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programmes reviews.

Unit-IV

4. **Edit Page:** Its structure and purpose, Edits and middle, special articles, columns and letter to editor.

Unit-V

5. **Specialised Writing/Editing:** Supplements, pullouts, features, interviews, news analysis, backgrounders.

Unit-VI

6. **Editing Skills:** Editing of broadsheet, Tabloid, Magazine.

Suggested Readings:

1. News Writing – George A. Hough
2. Editing – B.N. Ahuja
3. Reporting – B.N. Ahuja
4. Reporting & Editing – V.S. Gupta

History of Broadcasting in India

BAJMC-304

Unit-I

A. **Radio as a Mass Medium:** Strength & weaknesses, Characteristics & edge over other media, Radio technology, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording, Editing, Transmitter, Computer.

Unit-II

B. **History of Broadcasting:** Radio came to India, Expansion of Radio, Development with five year plans.

Unit-III

Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.

Unit-IV

C. Policies & Principles: Radio's role in Nation building, Public broadcast & Commercialisation, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast

Unit-V

Privatisation & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy.

Suggesting Readings:

1. Broadcast Journalism– Jan R Hakemuldaer, PP Singh
2. Satellite Invasion– S.C Bhatt
3. Broadcasting in India–H.R. Luthra
4. Broadcasting in India–P.C Joshi
5. Mass Communication in India–Kewal J. Kumar

Radio Journalism & Programme Formats BAJMC-305

Unit-I

A. Principles For Formatting: Variety is the password, Menu for everybody, Music has the priority, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, Knowing the target, Channel Identity, Special audience.

Unit-II

B. Writing for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes,.

Unit-III

Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, Copy Writing.

Unit-IV

C. Concept of Good Presentation: Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence.

Unit-V

Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.

Suggested Readings:

1. T.V Journalism – KM Srivastva
2. Radio Production– Robert Macleish
3. Broadcast Journalism- PC Chatterjee

Development Communication

BAJMC-306

Unit- I

1. Development- Concept & Process

- (a) Definition & Meaning
- (b) Concept of development
- (c) Concept in Third World Context
- (d) Basic needs model
- (e) Priority areas in development
- (f) Process of development

Unit-II

2. Development & Communication-Concepts & Theories

- (a) Development a bottom-up approach
- (b) Communication a trickle-down approach
- (c) Four Approaches-
Development Communication
Communication for development
Communication support for development
Development support for communication

Unit-III

3. Development Communication

- (a) Concept, significance of development communication
- (b) Roadblocks, future of development communication

Unit-IV

4. Media & Development

- (a) Mass Media as tool for development
- (b) Problems with use of media for development
- (c) Creativity in media presentation of development issues
- (d) Role & performance record of each medium-Print, Radio & TV in Indian context.

Unit-V

5. Development Issues & Concepts

- (a) Concepts
Sustainability
Poverty Reduction
Social Relation (Inequality)
Human Development
Participation
Institutional Development
Structural Adjustment
Environmental Protection

Suggested Readings:

1. Media & Development : M.R. Dua & V.S. Gupta
2. Mass Communication & Development : Dr. Baldev Raj Gupta
3. Mass Communication in India : Keval J. Kumar
4. Modern Media in Social Development : Harish Khanna
5. The Changing Conceptions of Development, :
An Article by S.L. Sharma in the Journal of
National Development, Vol. 1, 1980.
6. Lectures on Mass Communication : S. Ganesh

Practicals**Photo Journalism
BAJMC-302P**

1. Portfolios
2. Different Shots
3. Different Angles
4. Photo Shoot etc

**Reporting & Editing-II
BAJMC-303P**

1. Exercises in bureau beats-political, diplomatic
2. Visit to Parliament, State Legislature and coverage of their proceedings
3. Assignments of covering sports events, business reporting
4. Writing book reviews, film reviews, TV programmes, theatre performances
5. Re-writing the copies of stringers, editing political and foreign copy.
6. Exercises in on-line editing
7. Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.

**Radio Journalism & Formats
BAJMC-305P****1. Identifying & Working with equipment:**

- _ Microphones, its type & usage
- _ Recording equipment & handling
- _ Recording, Dubbing & Editing in Studio
- _ Working with Computer

2. Production Techniques of Programme:

- _ Recording of voice
- _ Selection & use of Effects & Music
- _ Dubbing & Editing
- _ Preparation of Final Programme

1. Production of Commercial/Drama, Feature/News Reel/Music

Semester-IV
BACHELOR of Arts (JOURNALISM AND MASS COMMUNICATION)

Current Affairs-IV
BAJMC-401

This paper would cover:

- Current news, event of last six months.
- News pertaining to national, international politics, sports, business and other issues of importance.
- All the general issues of national importance in detail like female foeticide, global warming, depleting water level, issues related to media, RTI etc..
- Terminology or jargon from various newspaper pages, published in last six months. These terms can be from various fields like politics, economics, science & media.
- Abbreviations, personalities in news, achievers etc.

Corporate Communication
BAJMC-402

Unit-I

Corporate communication: Advent, role, strategic importance

- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Making presentations, preparing for meetings, writing speeches
- Selection of media for corporate communication

Unit-II

Groupware

- Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks
- High speed management – concept and relevance

Unit-III

HRD Practices

- (Recruiting and training, service with a smile) Recruitment, Selection & Training.

Unit-IV

Privatization of PR

- Advent of image advisories and lobbying companies and their functions: Client servicing: Counseling, conference management, crisis management, public affairs, issue support, Managing the politicians, Customer satisfaction

Unit-V

Direct Marketing

- Concept, mailers, catalogues direct marketing on cable and television, network marketing.

Business Communication

- Importance, Objective, Correspondence-formal and informal letters, notices, office correspondence, PR letters, Reports, Business magazines
- Type of Communication- Downward, Upward, Horizontal and Common Barriers.

Unit-VI

Brand Management:

- Definition, concepts and evolution
- Component of a brand
- Strategy & structure- brand equity and corporate brands

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
2. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delh

TV Journalism & Programme Formats **BAJMC-403**

Unit-I

Television for journalism, understanding the medium.

Unit-II

What is a script – basics of scripting a video programme (idea, proposal, treatment, synopsis, storyboard, script development, shooting script etc.), data collection and research for scripting, key elements of good script (structure, clarity, coherence, flow of ideas, interest, etc.), scripting for non-fiction, news and news related programmes (Voice Over/ Narration).

Unit-III

Types of scripts – documentary, short video film, TV commercial, corporate video, vox populi, magazine programmes, video profile, travel documentary, TV serials, multimedia programme.

Unit-IV

Writing for visuals, Piece to Camera, Presentation, Reporting, Interview, Reportage

Unit-V

Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

Suggested Readings:

1. Radio & TV Journalism : KM Srivastva
2. TV Production : Gerald Millerson
3. Broadcast Journalism: PP Joshi

TV Production: Idea to Screen

BAJMC-404

Unit-I

Selection of the Programme Topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic

Unit-II

Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Unit-III

Video Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.

Unit-IV

Media Research Methodology: Writing support materials (Teacher guidance notes), Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

Suggested Readings:

1. TV Production: Gerald Millerson
2. Media Writing: Samuelson
3. Modern Radio Production: Carl Hansman Donnel.

Basics to Camera, Lights and Sound

BAJMC-405

Unit-I

Camera:

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

Unit-II

Lighting:

- (a) Lights and lighting
- (b) Basics of lighting, Techniques
- (c) Different types of lights used in videography
- (d) Use of filters & reflectors

Unit-III

Basics of cinematography – elements of composition, image size, camera and subject movements, creative use of light and colour, 5 C's of cinematography (camera angles, continuity, cutting, close - ups & composition)

Unit-IV

Sound:

- (a) What is sound? Unit of sound, Voicing
- (b) Types of microphones, use of audio mixers for recording & editing of sound

Suggested Readings:

- 1. Single Camera Video: Michael H. Adams
- 2. Modern Radio Production: Carl Hansman
- 3. Broadcast Technology: Srivastava

Advertising Concepts & Principles **BAJMC-406**

Unit-I

1. Introduction to Advertising

- (a) Definition
- (b) Origin & development
- (c) Growth of advertising in India
- (d) Scope (Effects on Economy/Industry)
- (e) Facets of advertising (As an act of commerce, as hidden persuader)

Unit-II

2. Purpose of Advertising

- (a) Need for advertising
- (b) Functions of advertising
- (c) Benefits of advertising: To Seller, Buyer & Media

Unit-III

3. Types of Advertising

- (a) Commercial & Non-commercial
- (b) Product & Consumer
- (c) Classified & Display
- (d) Retail & Wholesale
- (e) Regional, National & Co-operative
- (f) Govt. advertising
- (g) Comparative advertising

Unit-IV

4. Advertising as a Communication Tool

- (a) Communication Process & Advertising
- (b) Communication Principles, Theories applied to advertising.

Unit-V

5. Role & Effects of Advertising

- (a) Negative & Positive Effects
- (b) Advertising & Society
- (c) Advertising & Development
- (d) Role of Advertising in National Economy
- (e) Social/Public Advertising

Suggested readings :

1. Indian Broad Casting : H.R. Luthra (Publications Division)
2. Television Techniques : Hoyland Beltinger (Harper & Brothers)
3. Advertising Made Simple : Frank Jefkins (Rupa & Co.)
4. Ogilvy on Advertising : David Ogilvy (Pan Books)
5. Advertising Management : Aaker, Myers & Batra
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Practical TV Journalism & Programme Formats BAJMC-403P

Television for journalism, Understanding the medium. What is a script – basics of scripting a video programme (idea, proposal, treatment, synopsis, storyboard, script development, shooting script etc.), data collection and research for scripting, key elements of good script (structure, clarity, flow of ideas, interest, etc.), scripting for non-fiction, news and news related programmes (Voice Over/ Narration).

Types of scripts – documentary, short video film, TV commercial, corporate video, vox populi, magazine programmes, video profile, travel documentary, TV serials, multimedia programme Writing for visuals, Piece to Camera, Presentation, Reporting, Interview, Reportage.

Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

TV Production: Idea to Screen BAJMC-404P

Focuses on a production of TV programme from conceptualisation through post-production editing.

Familiarizes with:

- _ Story treatment, Scripts, Storyboards, Budgets, Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals,
- _ shooting schedules,
- _ Post-Production editing.

Operation Handling of Video Equipments BAJMC-405P

Camera:

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Lights:

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Proper placement of lights & lighting equipment for principle subjects and sets both on location and in the studio.

Sound:

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracts.

Advertising Concepts and Principles BAJMC-406P

1. The students have prepare a electronic or print advertisements
2. Case studies on World Advertisements.

Semester- V
BACHELOR of Arts (JOURNALISM AND MASS
COMMUNICATION)

Current Affairs-V
BAJMC-501

This paper would cover:

- Current news, event of last six months.
- News pertaining to national, international politics, sports, business and other issues of importance.
- All the general issues of national importance in detail like female foeticide, global warming, depleting water level, issues related to media, RTI etc..
- Terminology or jargon from various newspaper pages, published in last six months. These terms can be from various fields like politics, economics, science & media.
- Abbreviations, personalities in news, achievers etc.

Event Management
BAJMC-502

Unit – I

Event Management: Role of events for promotion, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava).

Unit – II

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Unit – III

Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

Unit – IV

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Unit – V

PR for an exhibition, Role of the Press in promotion of an event, Publicity inputs or visible aids, for promoting an event, Print & Display material, Stand Design.

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

Organization and Management

BAJMC-503

Unit-I

I. Media organization: Meaning, Nature, Forms, Structure and Functions; Role and Importance of Media Organizations

Unit-II

II. Management: Definition, Nature and Management Functions; Planning – Definition, Process and Importance; Organisational Structure and Design – Responsibility, Authority and Accountability; Span of Control; Centralisation and Decentralisation.

Unit-III

III. Human Resource Planning & Process – Recruitment, Selection, Orientation, Training and Career Development.

Unit-IV

IV. Foundations of Behaviour – Attitudes, Personality, and learning; Leadership – Importance and major types; contemporary issues in leadership – empowerment, gender leadership, leadership style across the culture; Motivating employees.

Unit-V

V. Control Tools and Techniques: Financial, Operational and Behavioural Controls.

Unit-VI

VI. Establishing a media organisation – Steps involved, Process, importance of entrepreneurship and sources of finance.

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, *Management*, Prentice Hall of India.
2. Anna Bhattacharyajee, *The Indian Press – Profession to Industry*.
3. M. V. Desai & Sewanti, *Beyond Those Headlines: Insiders on the Indian Press*.
4. Ashok V. Desai, *Economic Aspect of Indian Press*.
5. Jane Willis, *Surviving in the Newspaper Business*.
6. Conard C Fink, *Strategic Newspaper Management*.
7. H. R. Luthra, *Indian Broadcasting*.

Research Methodology

BAJMC-504

Unit-I

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

Unit-II

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

Unit-III

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Unit-IV

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

Unit-V

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback.

Unit-VI

Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post-Testing.

Suggested Readings:

1. Social Research: S.R. Vajpayee
2. Doing Your Research Project: Judith Bell
3. Research Methodology–Methods & Techniques: C.R. Kothari
4. Research Methodology in Social Sciences: Sandhu & Singh
5. Communication & Research for Management: V.P. Michael
6. Research in Mass Media: S.R. Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write about It: Clifford Hawkins & Marco Sorgi

CYBER JOURNALISM BAJMC-505

Unit-I

Introduction to Internet journalism – Internet as a medium of communication, history of internet, characteristics of online journalism (immediacy, interactivity and universality), difference between websites and portals

Unit-II

Citizen journalism on the Web – blogs, podcasts, search engines, online sites of leading media organizations/web servers/administrators, Internet service providers ,Online reporting – language and style of on – line journalism, tools for news gathering, floating pyramids in cyberspace, screen – chunk and scroll – page formats, characteristics of journalistic, writing on the web (conciseness, scan ability, objectivity, TOC, section summaries, bullets, numbered lists, keywords, additional headlines, shorter paragraphs, summary decks, pull quotes/callouts, story shell style, side bars, infoboxes, slide show, photo gallery, etc).

Unit-III

Web programming tools – HTML/XML, hypertext, links, finding information on the Web, directories and search engines

Unit-IV

Design of online site – linear and non-linear presentations, integration of design, graphics and visual computing, picture editing software, page design tools, typography and colour.

Unit-V

Ethical issues in online journalism – obscenity and privacy, copyright and libel, cyber laws

Unit-VI

Cyber technology trends – an overview of current trends in information technology, the ICE concept, digital convergence.

References

1. Reddick, Randy Elliot King (1997), The Online Journalist, Harcourt College Publishers, New York
2. Jane Dorner (2002), Writing for the Internet, OUP, New York
3. Francis Botto (1999), Dictionary of Multimedia and Internet Applications, John Wiley & Sons, NY.
4. Domnick, Barry & Fritz (2004), Broadcasting, Cable, The Internet and Beyond: An Introduction to Modern Electronic Media, Surjeet Publication, New Delhi
5. Alan Evans et al (2010), Informatics: Technology in Action, Pearson Education, New
6. Cyberspace Aur Media : Sudhir Pachauri
7. Fundamentals of Information Technology : Deepak Bharihoke
8. Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari
9. IT in the New Millenium : V.D. Dudeja

PUBLIC RELATIONS**BAJMC-506****Unit-I**

Role of Public Relations in Corporate Image Building, Functions of Public Relations

Unit-II

PR as distinguished from Marketing, Sales Promotion & Advertising, PR Techniques, Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct

Unit-III

Functions of PR Department & Manager-Advantages & Disadvantages, PR consultancy-Its advantages & disadvantages, PR programme planning, Evaluating results of PR work

Unit-IV

Press Relation & its principles, The News Release-Seven point formula & its importance, Writing techniques, Press Event & Organising them

Unit-V

Internal PR-Media & Techniques, Employee Relations, Exhibition PR & its Planning, Uses & kinds of Exhibition PR, Role of Photography In PR, Importance of Marketing Research for the PR Practitioner.

Suggested Readings:

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Practical Public Relations – Sam Black
5. Business Public Relations – S.R. Sardana
6. Public Relations – Jaishree Jethwaney

Practical**EVENT MANAGEMENT****BAJMC-502P**

Designing & Development of print & display material for an exhibition along with publicity & Promotional material for the event.

CYBER JOURNALISM**BAJMC-505P****INTERNET:**

- _ Hardware & Software,
- _ Web Search Engines,
- _ Searching
- _ Creating E-mail Accounts
- _ Sending & Receiving Mails
- _ Downloading sites
- Social Media
- Blogging

Semester VI**BACHELORS of JOURNALISM AND MASS
COMMUNICATION****Training and Research****BAJMC-601****Training and Research:-**

Since BA (JMC) is six semesters (three year) course, each student of BA (JMC) sixth Semester is required to attend compulsory training in a reputed institute related to Media Industry and also have to prepare a research report about the work done during that period of time. By the end of the sixth semester each student will submit his/her research report in the department. Viva Voce will be conducted by the external examiner appointed by IEC University.