

Department Of Journalism and Mass Communication

(PIBS)

Pacific University

BA Journalism & Mass Communication

SEMESTER – II

- 1 New Media & Cyber Journalism (BJM-201)
- 2 Print Journalism and Technology (BJM-202)
- 3 Advertising & Public Relations (BJM-203)
- 4 General Awareness (BJM-204)
- 5 Practical: Camera & Lighting (BJM-205)

New Media and Cyber Journalism

Unit-1

Introduction to New Media, Introduction to the Internet, Concept of Netizens, World Wide Web (WWW), Search Engines, Tools of multimedia journalist.

Unit-2

News on the web: online newspapers, online magazines, blogs, E- Paper and major news portals. Web Journalism: Definitions. Characteristics and future of online media/journalism and its advantages.

Unit-3

Social Media and Citizen Journalism - Social networking; Introduction to social profile management products: Facebook, LinkedIn, wikis, blogs, instant messaging. Social publishing: Flickr, Instagram, Youtube. Citizen Journalism roles and responsibilities.

Unit-4

Writing for New Media- Content writing, editing, reporting and its management- Structure of a web report. Basic rules do's and don'ts of web media.

Unit-5

Reading online newspaper: basic features, menu, tool, tags etc. Introduction to Front Page, Tools & Menu. Cyber Crime and Cyber Laws.

Reference Books:

Online Journalism: A Basic Text by RAY

Cyber Media Journalism: Emerging Technologies by JAGDISH CHAKRAVARTY

Online Journalism: Principles and Practices of News for the Web by JIM FOUST

Print Journalism and Technology

Unit I: Print Journalism: Introduction, meaning and definition of journalism, brief history of journalism, journalism in India.

Unit II: Role of journalism, society and economic role, glossary of journalism terms, trends in modern journalism.

Unit III: Definition of news, types of news, news structure, elements of news, functions of news, news sources, impact of news.

Unit IV: Lead: definition, how to write lead, types of lead, headlines: definition, types of headlines, types of news writing – inverted pyramid.

Unit V: News room structure, desk management, editor: role and responsibilities, Sub-editor/copy editor, Reporter: roles, ethics and standards, qualities of reporter.

Reference Books:

News Reporting- B N Ahuja and S SChhabra.

News Editing & Reporting - MadhurSelvaraj, Dominant Publishers and Distributers, New Delhi.

Professional Journalism - M.V. Kamath, Vikash Publishers House Pvt Ltd, New Delhi

Advertising & Public Relations

UNIT-I

Advertising: Definition and Concept of Advertising. History Growth and Development of advertising in Indian context. Types of Advertising. Functions of Advertising.

UNIT-II

Various Media of Ad: Print Media (Newspaper, Magazine), Electronic (TV, Radio), outdoor media, Direct mail, promotional media and others media vehicles.

UNIT- III

Advertising, Propaganda, Publicity and PR. Ad Agency- Structure and function. USP, Advertisement Layout and elements, Copy writing for Print, Radio and T.V. Advertisement.

UNIT-IV

Public Relations: Definition and Concept of PR. Role and functions of PR. Various types of public. PRSI code of ethics

UNIT-V

PR campaign planning. Tools of PR for external and internal communication. Skills and Qualities of PRO. Corporate Communication. Lobbying, Public opinion.

Reference Books:

Advertising Principles & Practices- Wells Williams

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General Awareness

UNIT –I

Salient features of Indian constitutions. Structure of Parliament – Lok Sabha, Rajya Sabha, President, Vice president, Prime minister, Structure of Assembly - Vidhan Sabha, Chief Minister, Governor, Panchayati Raj – Fundamental rights.

UNIT –II

Introduction of Indian Political Parties, Election Procedure in India, local bodies (Nagar palika, parishad, nigam), Indian Census, RTI

UNIT –III

Current Affairs, Who is who? Administrative Divisions and District Administration of Rajasthan.

UNIT IV

Rajasthan – Introduction of Rajasthan, 1857 revolution, Kisan Andolan, different god and goddess, customs, costumes, rituals.

Unit-V

Rajasthan - Social Structure, History, Art and Culture, Literature, Tourism, Civilization, Fairs & Festivals.

Reference Books:

Bharat- 2011

JagranYear Book- 2011

Lakhya- Rajasthan Varshiki

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BJMC (Bachelor of Journalism & Mass Communication)

SEMESTER – IV

- 1 Media Management (BJM-401)
- 2 Introduction to Film Studies & Production (BJM-402)
- 3 Radio Journalism and Production (BJM-403)
- 4 TV Production (BJM-404)
- 5 Practical: TV News Presentation (BJM-405)

Media Management

Unit – I

Management of Media:

Meaning, Nature & Process of Media Management

Planning for Media:

Concepts, Elements, Planning process for Newspaper, Magazine, Television news channels and Radio

Unit – II

Organisation of Media:

Concept, Nature, Structure of Media Organisation, Centralisation & Decentralisation of Media Authority.

Media Staffing:

Concept, Need and Process

Unit – III

Media Decision Making:

Process, Types

Direction for Media Management:

Nature, Concept & Elements, Techniques of Directing Media persons

Unit – IV

Media Co-ordination:

Meaning, importance and Process

Motivation:

Concepts, Process, Theories: Maslow and X & Y, Motivating Media people, Types of Incentives.

Unit – V

Leadership:

Concept, Styles and attributes of good Media manager as a Leader.

Media Control:

Concept, Process, Elements of Effective Media Control System.

Suggested Readings:-

1. L. N. Prasad
2. Tripathi & Reddy S. Chand.
3. R. L. Nolakha Principles of Management- Ramesh Book Depot, Jaipur

Introduction To Film Studies And Production

Unit-1 Types of cinema- child cinema, scientific cinema, mainstream cinema, art movies, short films, documentaries, animated movies.

Unit-2 Governing bodies of cinema in India and abroad- NFDC & Censor Board. Criteria of selection of locations, factors need to be consider effective script writing. Copyright violation, social acceptability, points to be keep in mind while film budgeting.

Unit-3 Different film festivals – International festivals, Goa festival, Cannes festival, National child film festival.

Unit-4 Film production – agencies involved in film making and their functions - Producers, finances, directors, cinematographer, script writer, dialogue writer, lyricists, musicians, editors, spot boys, graphics designers, dubbing artistes, talents, actors, actress, lead role players, make up man, costumes, set designer.

Unit-5 Film distribution – theatres, single theatres, multiplexes, TV promotions, premieres, advertising and publicity.

Suggested Reading-

- 1 The Oxford Guide to film Studies- By John Hill
- 2 An introduction to film studies- Jill Nelmes
- 3 Film studies – A global Introduction –By Glyn Davis

Radio Journalism and Production

UNIT1

Brief history of broadcasting in India –characteristics of radio – objectives of radio – AIR code – stages in programme production – writing for radio – news features – interviews –audience profile – special audience programmes - women – children – youth – industrial workers – farm and home programmes

UNIT 2

Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques –AM and FM broadcasting

UNIT3

Audition – microphone talents – mikes – Outdoor broadcast – Covering special events –Festivals – Sports - Radio Bridge

UNIT4

Who is who in radio – station director _ Asst . Station Director – Programme Executive– Transmission Executives – Announcer – Other crew

UNIT5

Autonomy – PrasaraBharathi – commercial broadcasting – Non-lapsable Fund (NLF) –local Radio concept – Radio and the people - Change agent.

Suggested Reading:

1. P.C.Chatterji: Broadcasting in India. New Delhi: Sage.
2. U.L.Barua: This is All India Radio.
3. MehraMasani: Broadcasting and the People.
4. H.R.Luthra: Indian Broadcasting.
- 5.G.C.Awasthi: Broadcasting in India.

TV Production

Unit-1

Programming – Two Production Categories - Advertising types of programs - Programs by content - Format – Music and Drama types.

Unit-2

Pre-Production Perspective – The Producer – The Writer – Scripts, step by step – Plot development language.

Unit-3

Live TV Production – Advantages of Live TV – Control room personnel – The studio floor crew – Behind-the-scenes personnel – Equipment and terms – Production steps.

Film TV Production - Advantages of Film TV – On the Set – Behind the Scene – Types of Film Scene.

Unit-4

The Language of Lighting – Fundamental objectives – Types of lighting – Lighting equipment.

Film Editing – Of time and space – Terms in Film Editing – Cutting room equipment – Editing procedure.

Unit-5

The Camera – Terms of film camera mechanism – The lens – Camera movement – types of camera shots – Film camera speed and tricks – camera terms

Reference Book:

Television Production by Harry Wayne McMahan

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BJMC (Bachelor of Journalism & Mass Communication)

SEMESTER – VI

- 1 Development Communication BJM-601
- 2 Photo Journalism BJM-602
- 3 Magazine Journalism BJM-603
- 4 Practical: Anchoring & presentation BJM 604
- 5 Project work BJM 605

Development Communication

UNIT-I

Development: Meaning, Concept, and process of development. Developed and developing countries: characteristics, differences, Gap between their societies. Problems and issues in development.

UNIT-II

Models and theories of development: The Linear Stages of Growth Models, Structural change Models, International dependence Models, Neo Classical Counter-Revolution Models, New Growth Theory, Modernization and Dependency Theory, Diffusion of innovation, etc.

UNIT-III

Development communication: definitions- nature, scope, merits and limitations. Case studies of some projects related to DC (eg. E.Governance in Andhra Pradesh, E.Choupal in Maharashtra, Village Knowledge Centre in Podicherry, Local Press-A Bhopal Study, Maruti-A Symbol). Development support communication: an overview, Communication and Human development, literacy, population control, Sanitation, Gram panchayat, HIV awareness, Family Planning, Communal harmony.

UNIT-IV

Development journalism: Concept, origin and growth of developmental journalism, Development news. Role of Media in DC.

Reference Books: Vikas Sanchar- Dr. Arjun Tiwari

Photo Journalism

UNIT- I

Introduction of Photo Journalism, Camera: its functions, introduction to different types of camera, mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Introduction to different types of lenses, lighting, angles & composition.

UNIT –II

Role of photo journalists in a newsroom, communicating with the desk and briefing. Principles and ethics of photojournalism, Intellectual Property Rights & Copyrights.

UNIT -III

Different types of photography – action Photography, food Photography, art photography, documentary photography, wildlife, environment, sports, landscape, war, political and social photography. Photography for newspaper & Magazine.

UNIT- IV

News values for pictures, photo features, elements of visual news story telling.

UNIT- V

Introduction to photo-editing: techniques and software such as Adobe Photoshop. Use and misuse of technology, understanding of printing pattern requirement, CMYK, and RGB pattern.

Reference Books:

Print Journalism: A Critical Introduction

Fundamentals of Reporting and Editing

Magazine Journalism

Unit-1

Understanding Magazine: History of Magazines – Definitions - Types of magazines - (i) weekly/fortnightly news magazines (ii) national and regional magazines (iii) special interest magazines – women's, men's, children's, teen, cine, science and Technology, business, consumer Magazines; and academic or scholarly magazines (v) little magazines (vi) PR magazines and House journals (vii) Literary Magazines - New trends like glossy magazines - Online and Web magazines.

Unit-2

Content Management: Understanding the target audience and positioning of the magazine - Choosing interesting subjects - imaginative selection of topics –Reporting for magazine.

Unit-3

Writing for Magazines: What makes a magazine story different from newspaper reporting? Magazine writing styles, format and approaches. Interview writing, special skills for specialized areas. Creative writing, crisp language, Types of features and leads.

Unit-4

Editing a Magazine: Editorial objectives, balancing content, creativity in editing. Corrections and verification; writing effective titles. Photos , illustrations and other graphics.

Unit-5

Magazine Management: Structure of editorial department. Magazine Production- layout and Design, Magazine editor, Magazine brand identity.

Reference Books:

Mass Communication in India: Keval J. Kumar