

Faculty of Mass Communication

Pacific University

BA Journalism & Mass Communication

SEMESTER – II

1. New Media & Cyber Journalism (BJM-201)
2. Print Journalism & Technology (BJM-202)
3. Advertising & Public Relations (BJM-203)
4. Environmental Studies (BJM-206)
5. Practical - Anchoring & Presentation (BJM-205)

NEW MEDIA & 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 & 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 Distributors, 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

Advertising Principles & Practices- Wells Williams

Advertising Principles & Practices- Wells Williams

Advertising Principles & Practices- Wells Williams

Semester-II

ENVIRONMENTAL STUDIES

Environmental Studies (Subject Code: BCM-111)

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.
- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 2 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3: Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.

Unit 4: Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).
- Disaster management : floods, earthquake, cyclones and landslides.

Unit 5: Environmental Policies, Practices & Human Communities and the Environment

- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest

Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.
- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.

Suggested Readings:

1. Choudhary & Pandey Apex Publishing House Environmental Studies
2. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
3. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
4. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
5. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
6. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
7. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
8. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
9. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
11. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
12. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
13. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
14. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
15. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
16. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
17. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
18. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
19. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
20. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
21. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

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BA 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, Theory 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 & 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, Awards- Oscar, National film awards, awards by private media channels.

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.

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 – program scheduling terms

Unit-2

Pre-Production Perspective – The Producer – The Writer – Scripts, step by step – Plot development language – Miscellaneous Terms – TV commercial terms

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 – words of command, jargons – visual signals

Unit-4

The Language of Lighting – Fundamental objectives – Types of lighting – Lighting equipment – Miscellaneous terms

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 Books:

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

Role of different agencies in Development: World agencies- UNO, World bank, WHO, UNICEF. National agencies- NABARD, SIDBI, RBI, NITI Aayog, Five years planning commissions. Government, Public Sector, NGO's, National and International bodies in Development, Major Current government development schemes : - MANREGA, PMGSY.

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

Journalism: Introduction to Photo Journalism, Importance, Functions, Ethics, role of photography in news.

UNIT -II

History of Photo Journalism, Photography for newspaper & Magazine, role of photo editor, photo editing.

UNIT -III

Different types of photographs – Action Photography, Food Photography, art photography Documentary Photography, Syndicates, wildlife, Environment, Sports, landscape, Industrial disasters, War, Political and Social photography.

UNIT- IV

News values for pictures, photo features; essential qualities for photo Journalism, impact of photo journalism.

UNIT- IV

Camera - Its functions, types of camera, types of lenses, role of lighting in photography, composition, filters and rule of 1/3.

Reference Books:

Print Journalism: A Critical Introduction

Fundamentals of Reporting and Editing

Magazine Journalism

Unit-1

Understanding Magazine: History of Magazines – Definitions - Newspaper supplement and Magazines - 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 (iv) leisure time and entertainment 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 - converting innovative ideas to articles.

Unit-3

Writing for Magazines: What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from Observation to insight, interviewing techniques, writing bright, special skills for specialized areas. Creative writing, crisp language. Writing. Types of features and leads.

Unit-4

Editing a Magazine: Editorial objectives, knowing the reader and staying a step ahead of the reader; content study, 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.

Reference Books:

Mass Communication in India: Keval J. Kumar