

Study & Evaluation Scheme

of

B.Voc.

(JOURNALISM & MASS COMMUNICATION)

[Applicable w.e.f. Academic Session - 2021-22 till revised]

[As per NEP given by UGC]



Sikkim Alpine
University

Sikkim Alpine University, Jorethang Road,

Near Petrol Pump Namchi, South Sikkim Pin -737126

Website: www.sikkimalpineuniversity.edu.in

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester I

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-101	Introduction to Media & Mass Communication	General	4	0	0	40	60	4	100
2	BVJM-102	English Communication Skills	General	4	0	0	40	60	4	100
3	BVJM-103	Fundamentals of Computers	General	2	0	0	20	30	2	50
4	BVJM-104	News Gathering & Reporting	General	4	0	0	40	60	4	100
5	BVJM-105	Editing for News	Skill	4	0	0	40	60	4	100
Lab/ Practical/ Project										
1	BVJM-152	Practical of Course BVJM-102	Skill	0	0	4	40	60	4	100
2	BVJM-153	Practical of Course BVJM-103	Skill	0	0	4	40	60	4	100
3	BVJM-155	Practical of Course BVJM-105	Skill	0	0	4	40	60	4	100
Total				18	0	12			30	750

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester II

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-C201	Contemporary India -An Overview	General	4	0	0	40	60	4	100
2	BVJM-202	Introduction to News room	Skill	3	0	0	40	60	3	100
3	BVJM- 203	Information Technology in Media	Skill	3	0	0	40	60	3	100
4	BVJM- 204	Basics Of Economics And Market	Gen	4	0	0	40	60	4	100
5	BVJM- 205	News-Writing Skills	Gen	4	0	0	40	60	4	100
Lab/ Practical/ Project										
1	BVJM-251	Practical of Course BVJM-202	Skill	0	0	4	40	60	4	100
2	BVJM-252	Practical of Course BVJM-204	Skill	0	0	2	20	30	2	50
3	BVJM-253	Practical of Course BVJM-205	Skill	0	0	2	20	30	2	50
Total				18	0	8			26	700

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester III

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-301	Photo Journalism	Skill	4	0	0	40	60	4	100
2	BVJM-302	Videography	Skill	3	0	0	40	60	3	100
3	BVJM-303	Publishing Industry	Skill	3	0	0	40	60	3	100
4	BVJM-304	Public Relation	General	4	0	0	40	60	4	100
5	BVJM-305	National & International Affairs	General	4	0	0	40	60	4	100
Lab/ Practical/ Project										
1	BVJM-351	Practical of Course BVJM-301	Skill	0	0	4	40	60	4	100
2	BVJM-352	Practical of Course BVJM-302	Skill	0	0	4	40	60	4	100
3	BVJM-353	Practical of Course BVJM-303	Skill	0	0	4	40	60	4	100
Total				18	0	12			30	800

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester IV

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-401	Introduction to Electronic Media	General	3	0	0	40	60	3	100
2	BVJM-402	Advertising & Corporate Communication	Skill	3	0	0	40	60	3	100
3	BVJM-403	Basics of Radio Programming & Production	Skill	4	0	0	40	60	4	100
4	BVJM-404	Radio Jockeying & News Reading	Skill	4	0	0	40	60	4	100
5	BVJM-405	Media Law & Ethics	General	4	0	0	40	60	4	100
Lab/ Practical/ Project										
1	BVJM-452	Practical of Course BVJM-402	Skill	0	0	4	40	60	4	100
2	BVJM-453	Practical of Course BVJM-403	Skill	0	0	4	40	60	4	100
3	BVJM-454	Practical of Course BVJM-404	Skill	0	0	4	40	60	4	100
Total				18	0	12			30	800

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester V

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-501	Graphic Designing	General	3	0	0	40	60	3	100
2	BVJM-502	Television Programing & Production	General	3	0	0	40	60	3	100
3	BVJM-503	Television News : Reporting & Anchoring	Skill	4	0	0	40	60	4	100
4	BVJM-504	Sound Recording & Audio Production	Skill	4	0	0	40	60	4	100
5	BVJM-505	Event Management	General	4	0	0	40	60	4	100
Lab/ Practical/ Project										
1	BVJM-551	Practical of Course BVJM-501	Skill	0	0	4	40	60	4	100
2	BVJM-552	Practical of Course BVJM-502	Skill	0	0	4	40	60	4	100
3	BVJM-553	Practical of Course BVJM-503	Skill	0	0	4	40	60	4	100
4	BVJM-554	Practical of Course BVJM-504	Skill	0	0	4	40	60	4	100
Total				15	0	8			23	900

Evaluation Scheme

B.Voc. Degree Programme in JOURNALISM & MASS COMMUNICATION

(Sikkim Alpine University, Sikkim)

Semester VI

Sr. No.	Course Code	Name of the Course	Type of Course	Teaching Scheme			Evaluation Scheme		Credits	Total Marks
				L	T	P	IA	EA		
Theory										
1	BVJM-601	Global Media: An Overview	General	4	0	0	40	60	3	100
2	BVJM-602	Film Appreciation & Short Film Production	Skill	4	0	0	40	60	3	100
3	BVJM-603	Production of News Capsule and Ad film making	General	4	0	0	40	60	3	100
4	BVJM-604	Mass Media, Culture & Development	General	4	0	0	40	60	3	100
Lab/ Practical/ Project										
1	BVJM-651	Practical	Skill	0	0	6	50	100	6	200
2	BVJM-652	Project	Skill	0	0	6	50	100	6	200
Total				16	0	8			24	800

Detailed Syllabus

Name of the Course: B. Voc. (JOURNALISM & MASS COMMUNICATION)

Year -1 Diploma

SEMESTER –I

BVJM- 101

Introduction to Media & Mass Communication

Unit I:

Mass Media- Functions of Mass Media-Media Convergence- Effects of Mass Media- Mass Communication-Communication – Definition – Nature, Scope – Functions of Communication – Process and Elements of Communication – Source, Message, Channel, Receiver, Noise, Feedback, Context and Effect – Types of Communication – Intrapersonal, Interpersonal, Group, Mass Communication, Verbal and Nonverbal Communication, Barriers of Communication, Communication Models – Aristotle – Lass well, Schramm, Berol, Shannon & Weaver and dance's model – Seven C's for effective communication. Function and uses of Mass Communication

UNIT-II

Evolution and development of Journalism ,History of Journalism ,Birth and growth of TV Journalism , Important Newspaper and News channels of India , National and International News and Photo Agencies, Media Organization - PIB, PCI, ABC, INS, RNI, Editors guild etc., Changing face of Journalism and New challenges in 21st Century

Unit III:

Print Media – Origin and Development of Print Media-Nature and Characteristics of Print Media – types of news Media – Newspaper, Magazine – Print Media in India – Evolution of Printing in India and new Printing Technology.

Unit IV:

Radio Media – Radio as a Mass Media – Origin and Growth in India – Nature and Characteristic – Different types of Radio Stations – Public, Private and Community Radio – Online Broadcasting.

Unit V:

Visual and New Media – Television as a Mass Media, Origin, Growth in India, Nature and characteristics – Film Origin, Growth in India, Characteristics – Digital/New Media Characteristics and Features.

BVJM-151

- Conversation between two students recorded on camera. To be self-critiqued
- Reporting on various types of radio programmers monitored by them
- Presentation on TV programmers watched on the previous day
- Rewriting Headlines of Newspapers (Hindi & English) on the display boards
- Writing exercises to inform, report and persuade
- Using microphones (Public Speaking/Presentation Situation
- Interview and Group Discussion sessions
- Book Reading, Reviews, Appreciation

BVJM-102 FUNCTIONAL ENGLISH

Unit-1

1.The phonology of English - International Phonetic Alphabet [IPA]: consonants, vowels, Diphthongs and Consonant Clusters. Places and manners of articulation of sounds.

Unit II

2.The syllable and stress patterns: strong and weak forms. Sentence-stress-pause.

3.Intonation: patterns of intonation and use of them for reading and speaking purposes

Unit-III

a) Parts of speech, articles, tenses, verbs and modals.

b) Practice of daily use words, numerals and tongue twisters

c) Vocabulary building, construction of simple sentences: Basic sentence pattern, subject and predicate.

d) Sentence construction – simple, complex and compound

E) English communication- About myself

a) Let's talk, making conversation, meeting and greeting

b) Introduction myself, my family and my friends

c) My opinions, my likes and dislikes

d) Life at collage, hostel and workplace

BVJM-152

- Creating Documents in MS-word ,
- Creating Tables
- Creating Professional documents
- Working with Excel, Creating Spreadsheet, Calculations etc.
- Working with PowerPoint. Creating PPT

BVJM-103 –COMPUTING SKILLS-I

Unit-1

Introduction to Computer, History of Computer, Generations, Characteristics, Advantages and limitations of Computer, Classification of Computers, Functional Components of Computer, Input, Output and Processing, Concept of Hardware and Software, Data & Information. Concept of data storage. Number system. Decimal, Binary, Hexadecimal ASCII.

UNIT-2

Introduction to GUI Based Operating System; Basics of Operating system , Basics of DOS & LINUX, The User interface, File and directory management, Windows setting, Control Panel, devices and Printer setting, Using various window commands for desktop.

UNIT-3

Word Processing: Word processing basics, Menu Bar, Opening and closing documents, save& save as, Page setup, print preview, and printing. Text creation and manipulation editing, cut copy paste.

Document creation, editing, formatting the text – Paragraph indenting, bullets and numbering, changing case, Table manipulation – creation of table, insertion and deletion of cell, row and Column.

UNIT-4

Network basics, Internet Basics of computer network LAN, WAN etc. Concept of Internet ,Basic of Internet Architecture, Services on Internet Architecture, World wide web and websites, Communication on Internet , Internet Services, Preparing Computer for Internet Access, ISPs and Examples ,Internet Access Technologies. Web Browsing, Configuring web browser, popular search engines Downloading and printing web pages. Internet application; Basics of E-mail, E-mail addressing, forwarding and searching, Composing.

BVJM-153 Practical of Editing for News

- Visit a Media Organization
- Draw the Organizational structure of editorial department.
- Practicing Editing a manuscript to a news story
- Prepare a Newspaper Design and Layout and for other print media

BVJM-104 News Gathering & Reporting

Unit I:

What is News – Various Definitions - News Sources–Elements of News - Timeliness, Proximity, Prominence, Conflict; Categories of News; Accuracy of News; News Value; News sense

Unit II

Basics of Reporting -Qualification of a Reporter – Duties and Responsibilities - Tools of Reporting; Embargo – Follow- up, Style book, Dead line, Date line, By-line ; Types of Reporting

Unit III:

Selection of News- Priorities-Beats- Skills for various Beats like Political, Crime, Sports, Development, Investigative Reporting, Business reporting Etc.- Exclusive Stories – Types of Interview, Interview Techniques - Profile, Concept and Story Idea

Unit IV:

Relevance of Intro - Developing a Story; Reporting Political Meetings, Assembly, Crime, Film, Science, Agriculture, accidents, deaths, natural disasters, court, sports, business, budget, elections, speech. Science & environment etc. Film Review, Rural Reporting and News Agency Journalism – Difference between News Agency Reporting, Print Media Reporting & Reporting for Electronic Media- Scripts for Visual Media

BVJM-105 EDITING FOR NEWS

Unit-1

Editorial department and its role and responsibilities, General principles and functions of editing; Newsman's language; sentences and their structure; Tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing

UNIT-2

Editing process- Rules of Editing Process; the Butcher arts- dealing with redundancies, cutting the straight news story-biting off, boiling, solutions; Re-writing; Sum up; Proof reading; checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news. *Familiarize and Practice the various contents of print media*-Style Sheet. Structure of News Story; Techniques of Headline Writing – Headline Patterns; Quality of Headlines; News and Feature Headlines – types and Functions of Headlines. Editorials – Function, Principles, Types; Letters to the Editor; Obituary, columns, classifieds, cartoons, Graphics and images, sports, etc.

UNIT-3

How to make collage; photo editing software selection, cropping, importing and toning a Photograph Computer Page Makeup; Principle & Techniques of Page Makeup; Introduction to page- making software adobe In design, Quark Express, Adobe Page Maker

SEMESTER-II

BVJM-201 Contemporary India -An Overview

Unit I: Indian History & Culture

0. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Cultureless
1. Art, Culture & Politics: Contemporary Issues and Debates
2. Scientific Temper: Concept, Relevance and Practice
3. Indian Freedom Movement (1857-1947) Landmarks

Unit II: Indian Polity

Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles

Federalism: Centre and State Relations

Presidential System and Parliamentary Democracy

General Elections and Electoral Reforms, National and State Political Parties in India

Unit III: Indian Economy

0. The Nature and Ideological Contours of Indian Economy
1. Five Year Plans, Mixed Economy
2. Liberalization, Privatization and Globalization (FDI, BPOs and KPOs)
3. Current Five Year Plan and New Economic Initiatives

Unit IV: Social Movements & Activism

0. Marginalization, Socio-Economic Equality and Reservation
1. Women Safety, Gender Equality and Activism
2. Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
3. Judicial Activism

BVJM-202 Introduction to News room

Unit 1: Nature of News- Definition- Elements of News- timeliness, proximity, prominence, impact, conflict, disaster and progress, human interest; Categories of News— hard news, soft news

Unit 2: Newspaper: Its organization and Working-main departments-Editorial, Advertising, Circulation, Printing; Flow charts; Editorial department-Functions, working-Editor, News Editor, Bureau Chief, Special Correspondents, Reporter, Liner, Stringer, Columnist and Freelancer; working at desk-sub-editor-qualities, duties; Advertising department- Circulation department; Production Department-typesetting Techniques; traditional method of composition-hot metal composition: Linotype and Intertype-functioning, merits and demerits; Monotype-functioning, advantages, disadvantages; Ludlow; Direct Impression/Strike on Composition, varitype, just writer; IBM electric composer; Typesetting techniques-Printing Processes; Digital Printing.

Unit 3: Electronic Media: Input and Output Department; Technical Department (PCR and MCR); Live Telecast; Advertisement Department; circulation Department; Editing Department; Pre Production and Post-Production – Various Profile: Script writers; Anchors; News anchor, Prime time Anchor, Lead Anchor, Voice Over artist; Programming Department.

Practical BVJM-252

Production Practice: Radio and television program.

BVJM- 203 Information Technologies in Media

Information Technology in India: A Brief History

National Telecommunications Policy

New Developments in Indian Telecom

The Information Revolution

The information Superhighway

Globalization

National Task Force on Information Technology

Social and Cultural Implications

Role of Technology in Media

BVJM-204 BASICS OF ECONOMY AND MARKET

UNIT-1

Health Care Market An Introduction : Main Problems in the Market for Health Care, Health Care and Economic Basics, Analyzing Health Care Markets. Demand-Side Considerations: Demand for Health and Health Care, Market for Health Insurance

UNIT-2

Supply-Side Considerations: Managed Care, Health Care Professionals, Hospital Services, Confounding Factors Public Policy in Medical Care: Policies to Enhance Access, Policies to Contain Costs, Medical Care Systems Worldwide,

UNIT-3

Health Sector in India: An Overview Health Outcomes; Health Systems; Health Financing Evaluation of Health Programs Costing, Cost Effectiveness and Cost-Benefit Analysis; Burden of Diseases ,Role of WHO , Health Care Budget: purpose, types & practices in Indian context.

UNIT-4

Health Economics: Fundamentals of Economics: Scope & coverage of Health Economics, demand for Health Sciences; Health as an investment, population, Health &Economic Development. Tools of Economics-Concepts of need, demand, supply & price in Health Services. Methods & amp; Techniques of Economic Evaluation of Health Programmes: Cost benefit & cost effective methods-output & input analysis. Market, monopoly, perfect & imperfect competition. Health Financing from various sources – Public , Private, TPA.

Economics of Health Programmes for Nutrition, diet & population control, economics of abuse of tobacco & alcohol, environmental influences on health and feeding. Economics of Communicable (STDs & Malaria) & non-communicable (IHD & Cancers) diseases.

Practical BVJM-254

. Role plays

Presentation and group discussion Etiquettes

Thematic Appreciation Tests (TAT)

Team building exercises and crisis management, Situation based behavior & its analysis

Mock interviews

Professional Resume Writing, Portfolio Development.

BVJM-205 News -Writing Skills

Unit 1: Structure of News; Writing the lead-Importance of lead; its need; Lead variations-the inverted pyramid, emphasis lead, The 'upright pyramid' or 'sequence' lead, 'quotation' lead etc.; Writing the remainder of story-use of the third person, write for readers, use of technical information, readability, short paragraphs – Ending of the story. Script writing

Unit 2: Writing Features: Definition, characteristics; Feature and News story; Feature and article; Classifying features-news features, human interest features, interview features, personality sketch or profile feature; Steps in writing features; Structure of a feature story

Unit 3: Editorial Writing; Book review and Art appreciation; Content writing for websites; Social Media; Blogging.

Practical BVJM-255

Translate a Hindi news story to English (approx. 200 words) from a daily newspaper

Translate an English news story to Hindi (approx. 200 words) from a daily newspaper

SEMESTER-III

BVJM-301 PHOTO JOURNALISM

UNIT-1

Nature and Scope Photography – Definition — Elements and Principles – practical analysis on Visual language – Early Experiments– Photography as an art form and Composition – Elementary rules of Creative Composition – Subject and Light– How to take Aesthetically Pleasing Photographs.

Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices; Types of shots

UNIT-2

Learning techniques of Photography – Understanding ISO, Shutter speed, Aperture and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape and Action– Digital Photography

UNIT-3

Practicing different types of Photography – Nature, Architecture, Life, Landscape, Wildlife, Sports, Environment, Candid, Aerial, Travel Industry, Fashion, Performance, Industrial, Disasters, Press Photography, Social Photography and Photography for Advertising etc.

UNIT-4

Professionalism in Photography – Photo journalist , News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerized Photography–understanding Legal and Ethical Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Marriage and party, Accidents. Cultural Events. Human Interests Stories.

BVJM-351

A. OUTDOOR

- . Capture Photographs with different compositions
- . Capture photographs at different f-stops (aperture)
- . Capture photographs at different shutter speeds
- . Capture photographs with different focal lengths

B. INDOOR

- . Capture portraits using Single Point Lighting Capture portraits using Three Point Lighting
- . Product Photography: photograph a product for commercial purpose
- .

BVJM-302 VIDEOGRAPHY

UNIT-1

Basic concepts and characteristics of Videography: learning the job of Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameraman, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist

UNIT- 2

Practical workshop on Lighting and camera: Using digital photographic equipment. Camera types, camera setting up, Using a Tripod, Types of light, usages of other lighting instruments, adjusting color and contrast, Basic lighting, Lens characteristics, Field of view

UNIT-3

Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects Picture composition, Camera movements. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera

UNIT-4

Indoor and Outdoor Shooting methods shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmers. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.

BVJM-352

Camera

- . Operate and handle video camera: White Balancing Exposure Depth of Field Filters (External and Internal) Camera mounts, composition, continuity of shots and camera movements

Lighting

- . Use different types of lights (Indoor and Outdoor) for videography
- . Use of filters, reflectors and gels

Sound

- . Audio Control and audio adjustment in video camera: audio levels and audio channels
- . Use of different types of microphones for indoor and location video recordings

BVJM-303 Publishing Industry

UNIT-1:

Practical understanding of Publishing industry – attending intensive practical workshop from publishing groups. Learning the History and culture of Book Publishing in India– understanding the job of Central and State Sahitya Academy Publishing group, National Book Trust and State Publication Division – Meeting with Various stake holders in publishing industry – collaborating with Organizations engaged in publishing in Kerala – attending book fairs – Understanding ISBN and Bar coding – ISSN etc.

UNIT-2

Book Editing – practical learning of the Role of Editor- tools and techniques of Editing – checking Plagiarism – Blurbs – Developing Manuscripts – Preparation of brochures Notices

Production of Magazines, Weeklies, Monthlies and booklets – Basics of DTP – Fonts – Page designing – Photo Editing Proof correction,

UNIT-3

Production of books, periodicals, brochures etc. – Market study – Types and quality of paper- various printing process, Pre & Post press operations – Binding – Introduction to essential software – Dummy preparation – Embossing – Varnish – printing of books, Lamination of Book cover.

BVJM-353

Visit to various types of printing presses and Publishing Houses and submission of Report

Prepare a PR Campaign – Planning PR campaign and implementation & Feedback

BVJM-304 PUBLIC RELATION

UNIT-1

Definitions – Origin and Development – Essentials of Public Relations (PR)-Principle, methods of PR, Role of Public Relations in Modern Society – PR as a Leadership function- Difference between Public Relations, Publicity, propaganda and Advertisement - Opinion leaders – Public opinion and Community Relations - Quality of a PR practitioner - Professional Organizations.

UNIT-2

Organizational set up of a PR department/agencies. Various Publics – PR in Private and Public sectors. Central and State Government departments, Basics of Advertising & Copy writing, Design of advertisements.

UNIT- 3

PR Counseling & Consultancy; PR in support of Marketing & sales promotion; Media relations, PR tools, House Journals and Newsletters; Hand-outs, Community Relations, Open House

UNIT-4

Conduct of Press Conferences; Meet the press, Preparation of hand-outs, Production of Annual Reports, Design, Printing & Production of Brochures, Diaries, and Notice etc.

BVJM-305 National & International Affairs

Unit I:

Introduction to International Politics - Definition, nature and scope

Unit II :

Theoretical interpretations of international Politics-Idealism, Realism, Systems theory, Game theory, Decision making theory, Marxian theory, Dependency theory and Communications theory.

Unit III:

Core concepts and ideologies in international politics - Power ; elements of Power, national power, balance of power, collective security - State System: Development and nature, contemporary state system, nation and nationalism - Imperialism , colonialism and neo-colonialism,

Unit IV:

Instrument for Promotion of National Power: Foreign policy and national interest - Diplomacy: functions and limitations –war-International Law

Unit V:

Development of International system-Concept of International system, Treaty of Westphalia, Hauge conventions,

League of Nations: Objectives, structure, achievements, failure. United Nations Organization: UN: Evolution,

Objectives, Organizational structure, specialized agencies of UN: UNESCO, WHO, ILO

Semester IV

BVJM- 401 Introductions to Electronic Media

Unit I:

Defining Electronic Media: Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media

Unit II:

Radio Broadcasting-Origin and Growth, All India Radio, FM Radio stations bands, Radio Jockeys- Programs Formats: News talks, Interviews, Documentaries and advertisements. Radio program productions-Studio, Recording, Editing, and Radio station Structure and staff.

Unit III:

An overview of Television Industry, TV as a domestic Medium, Popularity, Entertainment-Education format, Formats of TV News packaging, Programs- structure and format in the new era, live talk, Sitcoms and Soap Operas, Station structure and staff.

Unit IV:

Broadcast Language- Clarity, Brevity, & Simplicity, Gate keeping & Credibility, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals.

Practical BVJM-451

. Analyse three different types of advertisements on the basis of idea/concept, copy, design and layout Plan Ad Campaign for a product/service/an idea as per the following steps:

Setting objectives

Objective of the Advertising Campaign: Overall and Specific

Market Analysis: SWOT Analysis and Competitor Analysis

Strategy Ad Campaign

Creative Strategy

Advertising Budget Appropriation

Media Strategy and Plan

Implementation

Advertising message design and production: Display ads, hoarding, internet ads, TVC

Media scheduling

Evaluation Plan

Pre-Testing of the Media Material

0. Audience Feedback and Analysis
1. Production and presentation of Ad Campaign

BVJM- 402 Advertising & Corporate Communication

Unit 1: Advertising

- . Fundamentals of Advertising; Functions of Advertising-Types of Advertising-Elements of Advertising-Selection of Advertising Media-Advertising Media-Print Media, Audio-Visual Media-Outdoor and Indoor Advertising-Advertising Agencies-; Models of Advertising Communication-AIDA model-DAGMAR model Maslow's Hierarchy Model; Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose; Ethical and Regulatory Aspects of Advertising: ASCI & AAI Code; Advertising vis-à-vis PR and Marketing-Political Advertising-Advertising codes and ethics-Industry codes and Monitoring Mechanism- Consumer Redressed Forums.

Unit II: Advertising as a Career; Advertising Business ; Advertising Budget; Media Selection, Planning, Scheduling & Strategy; Advertising Art- The layouts of Advertisement

Unit III: Understanding Corporate Environment

- . Contemporary Corporate Environment: An Overview
- . Forms of Corporate Constituencies
- . Brand Identity, Brand Image and Brand Reputation
- . Corporate Philanthropy and Social Responsibility

Unit III: Introduction to Corporate Communication

- . Corporate Communication: Definition, Concept And Scope
- . Shift from PR to Corporate Communication
- . Structure and forms of Corporate Communication: Management, Marketing, Organizational
- . Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit IV: Corporate Communication in Practice

- . Developing a Communication Strategy
- . Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
- . Corporate Identity Audit: Concept And Steps
- . Corporate Advertising: Concept and Functions

Unit V: Application of Corporate Communication

- . Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis)
- . Internal & External Communication: Concept and Tools
- . Guidelines and Ethics for Corporate Communication
- . Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)

Practical BVJM-452

- . Listen, identify and discuss various Radio programme formats
- . Hands-On: Work on studio recording and edit using digital audio equipment
- . Hands-On: Work on Outdoor recordings: Vox-Pop/Interview
- . Prepare a production book including:
 - . Audio brief
 - . Program objective (s)
 - . Synopsis
 - . Treatment
 - . Script
 - . Crew list
 - . Technical requirements
 - . Budget
- . Produce a 30 sec. public service announcement/radio commercial (individual activity)
- . Produce a five minute radio news/documentary/feature/drama/interview/discussion (small group activity).
- .

BVJM-403 Basics of Radio Programming & Production

Unit I: Understanding the Medium (Radio)

- . Radio as Medium of Mass Communication
- . Radio Broadcasting in India (pre and post-independence)
- . Different Types of Radio Stations and Transmissions:

On the Basis of Reach: National, Regional, Local and Community

On the Basis of Transmission Technology: AM, SW, FM, Web

- . Organizational Structure and Functionaries of a Radio Station: Govt. and Private

Unit II: Program Formats

- . Radio Announcement and Links
- . Radio Talk
- . Radio Interview and Discussion
- . Radio News
- . Radio Feature and Documentary
- . Radio Commentary
- . Radio Play/Drama
- . Radio Ads (Social and Commercial)
- . Phone-in and Radio Bridge

Unit III: Radio Production and Transmission Process

- . Elements of Radio programme
- . Radio Production Process
- . Equipment used in Radio Production: Types of Microphones, Headphones and Talk Backs, Audio Mixers and Transmitters
- . Recording, Broadcasting and Troubleshooting
 - . Indoor: Studio, Acoustics and Perspective
 - . Outdoor: Ambience and Noise

Unit IV: Post Production and Evaluation

- . Editing and Mixing
- . Adding Sound Effects and Music
- . Audio Filters: Types, Need and Importance
- . Evaluation: Process and Measurement Techniques

PRACTICAL BVJM-453

- **News Reading**

- a. Write, present and edit 5-10 minutes radio news bulletin package with Live Reporting & Phone-in sequences

- **Radio Jockeying**

- a. Write, present and edit 10-15 minutes radio entertainment show

BVJM-404 Radio Jockeying & News Reading

Unit I: Radio News and Structure of Radio Station

- . Basics of Radio News: Concept of News, News Values: Objectivity, Balance and Fairness
- . News Sources: News agencies, Reporters, Correspondents and Monitoring Services
- . Structure and Functioning of News Services Division and News Room
- . Structure and Functioning of FM Radio Stations (Govt. & Private)

Unit II: Writing Skills for Radio

- . Writing for Radio
- . News Bulletin: Types and Elements
- . News writing: Opening, Headlines, Body and Closing/Conclusion
- . Writing and Packaging for Radio Infotainment Programs

Unit III: Voice Personality and Presentation Techniques

- . Voice Qualifiers & Speech Personality
- . Radio Jockey: Techniques and Style
- . News Reader: Presentation Techniques
- . Guidelines, Code & Ethics for Presentation

Unit IV: Production and On Air Programming

- . Techniques of Radio Production: Studio and Location, Hardware and Software Requirements
- . Use of Music and Generating Sound Effects
- . Use of Pre-recorded Features
- . Emerging trends in Radio Industry

BVJM-405 COMMUNICATION SKILLS

UNIT-1

- a) Application writing
- b) Paragraph writing, essay writing and précis writing
- c) Pre-testing of oral and writing skills

UNIT-2

Professional Skills

- a) Bio-data, CV and resume writing
- b) Joining letter, cover letter and resignation letter
- c) Inter- office memo, formal Business letter, informal notes
- d) Minutes of the meeting, reporting events, summary writing

UNIT-3

Presentation skills

- a) Power-point presentations and presenting techniques
- b) Body language
- c) Describing people, places and events
- d) Extempore, speech and just- a minute sessions

UNIT-4

Interview skills

- a) Developing skills to- debate, discussion, basics of GD and styles of GD
- b) Discussion in groups and group discussion on current issues
- c) Steps to prepare for an interview and mock interviews

Public speaking

- a) Art of public speaking
- b) Welcome speech
- c) Farewell speech
- d) Votes of thanks

Oral practice

- a) Debate
- b) Just-a-minute
- c) Group discussion
- d) Mock interviews

SEMESTER-V

BVJM-501 Graphic Designing

UNIT-1:

Fundamentals of computer graphics- file format, bitmapped and object oriented graphics, color depth and resolution, compression, image modes, print and online formats.

UNIT- 2:

Lab work on Creating effective design- basic design applications using Photoshop in Logo design, stationery design and package design. Photoshop tool box and palette, selection and path tools, painting, drawing and editing tools; color modes, color picker, color palette, color options and editing modes. Maintain a journal with Exercises on Photoshop

UNIT-3:

Practical learning of Layer techniques and paths- creating, deleting and manipulating layers, translucent layers, special effects, merging layers and masks. Paths- drawing tools, importing and exporting, converting, filling and stroking, silhouettes and clipping.

UNIT-4

Filters and retouching techniques- blur, distortion, noise, pixilated, render, sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wrangles corrections and backgrounds.

UNIT-5

3D Modeling and Animation Primitive and Polygonal modeling, geometric shapes 3 D shapes with realistic textures, buttons with beveled edges, 3D lettering, shadows, multimedia techniques, 3D lights. 3D camera Key frame animation. Create A 3D Animation exercise with storyboarding and sketches to support.

PRACTICAL BVJM-551

Design a Poster

- Design a set of Flash Cards (8)
- Design a Web Banner
- Add Effects to Photographs (Minimum-5)
- Design a Brochure
- Design a Tabloid/Broadsheet (4 Pages)

Visit a printing press and write a report on the visit.

BVJM-502 Television Programming & Production

Unit I: History of Television

- . Brief Historical Background of Television in India
- . Characteristics and Importance of Television
- . Various Formats of TV programs
- . Stages of Programme Production

Unit-II Pre-Production

Ideation, programmed Brief, Objectives, Synopsis, Research - Recce and Treatment

Scripting a programmed: Story Boarding and Script Breakdown

Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan

Budgeting

Unit-III: Production

- . Steps involved in production and utilization of a TV programme
- . Production Personnel: Role and Responsibilities in Studio & Location Shoot
- . Single Camera Shoot
- . Multi Camera Shoot

Unit IV: Post Production

- . Video Editing: Concept and Process
- . Basics of Continuity Editing
- . Idea to Screen
- . Pretesting and Evaluation: Tools and Techniques

PRACTICAL BVJM-552

TELEVISION PROGRAMING

Production Booklet will include the following:

- . Prepare a video brief: idea, target audience, synopsis, treatment, duration and format
- . Write a video script (2-5 minutes)
- . Prepare shooting script
- . Prepare story board
- . Prepare a production schedule
- . Prepare a floor, light and audio plan
- . Finalize production crew
- . Budgeting

BVJMC-503 Television News: Reporting & Anchoring

Unit I: Structure of TV News Channel

- . Basics of Television News: Concept of News and News Value
- . Structure of TV News Channel
- . Qualities and Responsibilities of News Personnel
- . News Sources and Monitoring Services

Unit II: TV News Writing

- . Characteristics and Essentials of TV Language
- . News Writing: Concepts and Elements
- . Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding
- . News Writing for TV versus other Media

Unit III: TV News Reporting

- . Television News Reporter: Techniques and Styles
- . Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats
- . Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through
- . Guidelines and Challenges for a TV Reporter

Unit IV: TV News Anchoring

- . News Anchor: Qualities, Responsibilities and Professional Ethics
- . Voice Personality & Presentation
- . Anchoring News & Non-News Programs
- . Anchoring with/without Tele-prompter, Studio and Outdoor.

PRACTICAL BVJM-553

- . Reading and Recording a news piece of 5 mins with or without a Teleprompter
- . Field Reporting
- . Host a Talk Show /Interview
- . Moderate a Debate/Discussion
 - . Package of News Bulletin (5-10 minutes)

BVJM-504 Sound Recording & Audio Production

Unit 1: Practical learning to understand the characteristics of sound waves and its propagation like Pitch, Acoustics, echo RT decibels, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.

Unit 2: Usages of Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram Factors governing the selection of mikes. Types of cables and connectors and their uses

Unit 3: Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, skills

Unit 4: Lab work on Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalizing, noise reduction, location research, Creating sound: sound effects, silence (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound etc.)

Unit 5: Mixing and editing: why; how "Studio manipulation" (editing, improving quality, construction) and making of a complete program.

Unit 6: Two periods a week covering sound waves and propagation, microphones and accessories, magnetic recording, tape-recorders, DVDs, mixing of sound, audio sweetening, synthesizers, monitoring, background music. Practical in Radio scriptwriting formats- news reading, radio dramas, jingle, promos, and talk shows.

. PRACTICAL BVJM-554

Write a Script and do Voice over

Edit a Voice over in Editing Software

BVJM-505 Event Management

Unit I: Event and Event Management

- . Event: Definition and Types
- . Event as a Communication and Marketing tool
- . Event Management: Definition and Elements
- . 5C's of Event Management

Unit II: Event Management Organization

- . Organizational Structure of an Event Management company
- . Event Management Personnel: Role and Responsibility
- . Account Planners and Liaising
- . Business Operations and Accounting

Unit III: Event Management Process

- . Event Proposal Planning: Licenses, Permissions and Legalities
- . Event Budget, Covering Cost and Methods of Revenue Generation
- . Event Promotion: Tools and Media Coordination
- . Risk Management and Insurance

Unit IV: Evaluation, Assessment & Trends

- . Evaluation and Impact Assessment: Concept, Techniques and Application
- . Monitoring and Controlling the Event
- . Emerging Trends in Event Management
- . Careers in Event Management

•

Exercises/Assignments

- . Reading and Recording a news piece of 5 mins with or without a Teleprompter
- . Field Reporting
- . Host a Talk Show /Interview
- . Moderate a Debate/Discussion
- . Package a News Bulletin of 5-10 minutes

SEMESTER-VI

BVJM-601 Global Media: An Overview

Unit I: Global Communication: Struggle for Balance of Information Flow

- . Global Communication: North-South Divide
- . Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI
- . Barriers to the flow of News and Information
- . MacBride Commission: Recommendations for NWICO

Unit II: Global Communication Giants

- . Media Imperialism & Localization of Global Media
- . International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network
- . Global Television and Cultural Imperialism: CNN and MTV
- . International Practices on Visual Coverage and Regulations in Media Exchange

Unit III: Indian Media

- . News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
- . Government & Private Sector Media Conglomerates
- . Entertainment: Local, Global and Hybrid
- . Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS

Unit IV: Global Media & Market Forces

- . Reporting International Issues and Conflicts
- . Media Conglomerates and Monopolies
- . Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
- . Global Challenges in the New Information Age

BVJM-651 Practical

- . Film Screening and critical analysis of the following films:*
- . *PatherPanchali*: Realism in Bengali Cinema
- . Bicycle Thieves/ Rashomon: Italian Neo-Realism and Post War Japan
- . Harishchandrachi Factory/ *Maqbool*: evolution of Indian Cinema and cinematic adaptation
- . Vertigo/ Gone with the Wind: Understanding the Classical Narrative structure
- . *Pyasa/KaagazKePhool*: A study in Social/ progressive Realism
- . *JaaneBhi Do Yaaron/ Garam Hawa*: Parallel Cinema
- . *Man with the Movie Camera*: Dziga Vertov

*The list is only indicative; the teacher can add to the list for the purpose of assignments

BVJM – 602 Film Appreciation & short Film Production

Unit I: Film as a Language

- . Film as a Medium of Communication: Concept, Strengths & Limitations
- . Components of Film: Script, Light, Sound, Camera, Acting, Music, Editing
- . Visual Language: Shot, Scene, Sequence, Montage, Mise-En-Scene and Continuity

Unit II: Landmarks in Cinema

- . Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave
- . Milestones and landmarks in World Cinema :Alfred Hitchcock, Dziga Vertov, Vittorio De Sica, Akira Kurosawa and Satyajit Ray
- . Landmarks of Indian Cinema: Silent Era (*Raja Harishchandra*), Socials (*Mother India*), Parallel Cinema (*Ankur*), Diaspora (*Namesake*)

Unit III: Trends and Debates in Indian Cinema

- . Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI), Crossover and Experimental Cinema
- . Censorship: Need and CBFC standards
- . An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics

Unit IV: Film Appreciation

- . Film Appreciation: concept, need, elements and Cinematic Language
- . Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative
- . Job Profile and Responsibilities of a Film Reviewer

Unit V: Making of Documentary/ Film:

Concept mapping, discussion with experts and outline writing techniques.; Making of Story, screenplay and storyboard-Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location; Production stage: Shot division. Two and three camera production. Rehearsal-Post production, Censorship, Promotion and Selling.-

BVJM-652- Project

- Make a short film on Women Empowerment
- Make an advertisement and create a story Board.
- Make 5 minutes News Capsule.

BVCM-603 Production of News Capsule and Ad film making

Unit 1: News Capsule:

News capsule- An Overview

Production of a News capsule

Selection of News in News Capsule

Elements of a News Capsule

Other mediums of broadcasting news

Unit II: Ad film Making:

What is the Product-

The Budget of Advertisement

Who is Target Audience

How to Create Story Board

What would be the Location

Casting/ Crew

Selection of Media

Brand Promotion

BVCM-604 Mass Media, Culture & Development

The Cultural Context of Development

Development Communication

‘Modernization’ Models of Development

Dependency/Structuralism Models

Alternative Approaches to Development

Revival of ‘Modernization’ Models

Media, Development and Social Change-The Indian Experience

Traditional Media and Development

The Press and Development

Voluntary Agencies

.