

**Institute of Mass Communication and Media Technology
Kurukshetra University, Kurukshetra**

**M.A. (Journalism & Mass Communication)
Scheme of Examination and Syllabus
w.e.f. session 2016-17**

First Semester

Paper Code	Subject Name	T	P	I	Time	Credits
I	Theory and Practice of communication	75	-	25	4 Hours	4
II	Writing Skills	50	25	25	4 Hours	4
III	Introduction to Mass Media	75	-	25	4 Hours	4
IV	Current Affairs & Media Issues	75	-	25	4 Hours	4
V	Computer Applications	50	25	25	4 Hours	4
Total Marks=500						20

Second Semester

Paper Code	Subject Name	T	P	I	Time	Credits
VI	Reporting	50	25	25	4 Hours	4
VII	Advertising	75	-	25	4 Hours	4
VIII	Radio Journalism	50	25	25	4Hours	4
IX	Photo Journalism	50	25	25	4 Hours	4
X	Media Laws and Management	75	-	25	4 Hours	4
Open Elective Paper (for any student of university)	Photography	-	50	-	2 Hours	2
Total Marks=500						22

Third Semester

Paper Code	Subject Name	T	P	I	Time	Credits
XI	Editing	50	25	25	4 Hours	4
XII	TV Journalism	50	25	25	4 Hours	4
XIII	Public Relations	75	-	25	4 Hours	4
XIV	Communication Research	75	-	25	4 Hours	4
XV	Communication Technology	75	-	25	4 Hours	4
Open Elective Paper (for any student of university)	Videography	-	50	-	2 Hours	2
Total Marks=500						22

Fourth Semester

Paper Code	Subject Name	T	P	I	Time	Credits
XVI	Print Media Production	75	-	25	4 Hours	4
XVII	Electronic Media Production	50	25	25	4 Hours	4
XVIII	Cyber Journalism	50	25	25	4 Hours	4
XIX	Development Communication	75	-	25	4 Hours	4
XX	Practical	-	50	-	4 Hours	2
Elective Paper	Select any one of the following:					
	(i) Creative Writing	-	50	-	2 Hours	2
	(ii) Photo Journalism	-	50	-	2 Hours	2
Total Marks=500						20

Paper-I
Theory and Practice of Communication

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- Functions and objectives of communication
- Barriers in communication

Unit-II

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

Unit-III

- Communication in ancient civilizations
- Indian concepts of communication
- Levels of communication and interaction: intra-personal, interpersonal, group, public and mass communication. machine to man, man to machine, machine to machine and mediated communication
- Spiritual communication

Unit-IV

Models and theories of human communication

- Aristotle
- Osgood
- Dance
- New comb
- Schramm
- Meaning theory
- Relational theory
- Transactional theory

Paper-II
Writing Skills

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical:25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Difference between creative writing and journalistic writing
- News Story structure, News writing style
- Writing features, articles, editorials, columns, middle letter to editor, news analysis reviews, backgrounds, freelancing
- Writing features and articles for magazines

Unit-II

- Basics of radio writing
- Elements of radio script
- Techniques and style of radio script writing
- Writing for different formats of radio programmes
 - Radio talks
 - Radio news
 - Radio features
 - Musical programmes

Unit-III

- Basic of television writing
- Different script format
- Writing for various television programmes
 - Television news
 - Television documentary
 - Television special programmes

Unit-IV

- Basics of writing skills for commercial advertisements
- Writing for radio advertisement
- Writing for television advertisement
- Basics of web writing
- Writing for PR- News releases, press releases, letters, publications, house journals, speeches, etc.

Paper-III
Introduction to Mass Media

Time: 3 Hrs.

Total Marks: 100
Theory: 75
Internal Assessment: 25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Beginning of the Press in India

- Technological development, invention of printing and movable type in Europe
- Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press
- Press: An instrument of social change: Birth and spread of vernacular
- Press in India, Social reform movement and journalism- Raja RamMohan Roy, etc.
- Role of media in freedom struggle

Unit-II

- Development of news agencies
- changing role and nature of the press
- Government's newsprint policy
- Emergency and the press,
- Role and reports of press commissions;
- Current trends in English, Hindi and language journalism in India

Unit-III

- Origin and development of Radio in India
- AIR, Private FM, Community Radio
- Characteristics of Radio and TV
- Public and commercial radio

Unit-IV

- Origin and development of television in India
- Public and Commercial television
- Television and social change : A historical perspective
- Present Status of television industry in India

Paper-IV

Current Affairs & Media Issues

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Indian constitution
- Major political parties in India
- Election Commission structure & functioning
- Current economic & social issues in India

Unit-II

- Regulation of media content
- Plurality, diversity and objectivity in media
- Accountability and credibility of media
- Status of media persons in India
- Code of ethics for working journalist
- Editor Guild of India

Unit-III

- Major current international, national and regional developments during the term
- Important issues covered by print/radio/television and new media
- Important people and places in news
- Follow-up of major stories and editorials during the term
- Discussion on sports and business stories during the term.
- Follow-up/discussion of popular columns, write ups, articles, features, middles, letter to editors

Unit-IV

- Readings from popular magazines- news and infotainment
- Comparative study of issues covered by media
- Discussion on photo feature, photo-journalism, cartoon and other materials of print media. Discussion on writing style, angle/ placement/ display of print media content
- Discussion on content/ footage/ style/ presentation etc. on the issues taken up by various television channels/ radio stations/ news and other portals

Paper-V
Computer Applications

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical: 25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit I

Basics of Computer:

- Origin and growth of computer
- Devices of computer system
- Computer memory and its types
- Operating system and its types

Unit II

Computer Languages:

- Natural language
- Machine language
- Assembly language
- High level languages

Unit III

MS Word, MS PowerPoint

- MS. word
Title bar, menu bar, status bar, tool bar,
English and Hindi typing
All options of file menu, edit menu, view menu, insert menu,
Format menu, tools menu, table menu, window menu and help menu.
- MS. PowerPoint
Title bar, menu bar, status bar, tool bar,
How to make a PowerPoint presentation
All options of file menu, edit menu, view menu, insert menu,
Format menu, tools menu, slide show menu, window menu and help menu.

Unit-IV

- DTP
- Page Maker
- Quark-Xpress
- In-design

Paper-VI
Reporting

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Concept and definition of news
- News values
- News sources Basic tools of information gathering, research and references, maintaining a diary use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Structure of news- 5W and 1H
- Organizing a news story
- Importance of Intro and types of intro
- Inverted pyramid pattern need and usefulness
- Alternate formats of news writing
- Developing a news story
- Organization of reporting staff in a daily newspaper
- Ethics and fairness in reporting

Unit-II

- Interview
- Types of interview
- Conducting interview
- Reporting press conference
- On the spot coverage
- Advance stories
- Follow up stories
- Post event descriptive coverage

Unit –III

Reporting

- Crime
- Court
- Education
- Sports
- Weather and Disaster
- Politics
- Agriculture
- Health
- Covering Sensitive issues

Unit –IV

Specialize Reporting

- Business
- Parliament
- Science and Technology
- Life style and entertainment

- Web
- Investigative

Paper-VII

Advertising

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Definition, concept and process of advertising
- Growth and development of advertising
- Economic and social aspects of advertising
- Media of advertising, characteristics of each medium

Unit-II

- Types of advertisements and their elements
- Advertising industry: advertising agencies and the media of advertising
- Market mix and market segmentation
- Creative strategy and creative process

Unit-III

- A) Media planning and budgeting
- B) Organizing advertising campaigns
- C) Case studies of advertising campaign
- D) Social advertising

Unit-IV

- Social marketing and development
- Communication strategies for NGOs
- Advertising standards council of India and other organisation in advertising
- Ethics in advertising
- Advertising research

Paper-VIII
Radio Journalism

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical:25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit I

- Invention and development of radio
- Strength and weaknesses of the medium
- Sound recording and editing, skills of a radio news reporter: developing sources, gathering news
- Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation etc.

Unit -II

- Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc.
- Writing radio news: rewriting news to suit brevity and clarity in radio news
Editing news, types of leads; function of headlines in a news bulletin, writing headlines for radio news

Unit -III

- Types of bulletins
- Editing news for different Bulletins
- Using voice-dispatches and other elements in a bulletin
- Sequencing, updating etc.
- News updates and reports
- Newsreel etc.

Unit IV

- Types: interview for news gathering,
- Vox-pop
- Structuring interview
- Programmes: personality, informative, issue based
- Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research
- Interview; from planning to production.
- Overview of all programme formats fiction, non-fiction/news base, entertainment

Paper-IX
Photo Journalism

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical: 25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit- I

- Concept of photojournalism
- Power of visuals
- Attributes of a good photograph (Aesthetic and technical)
- Photo editing ,resolution and correction
- Visualas News
- Text vs. photo
- Attributes of a news photo, events, action, mood, profile and other categories

Unit-II

- Use of photographs in newspapers
- Photo editing: coordination between photographer, reporter and sub-editor, instructing and
- Guiding photographers
- Selection, placement of photos in newspapers
- Ethics of photojournalism

Unit-III

- Photo features, stories and photo essays
- Archive photos, photos from readers
- Caption writing formats and outlines
- Selection of photos for magazines
- Responsibilities of photo editor

Unit IV

- Uses of illustration and graphics in photo journalism,
- Use of numbers and maps, teamwork of sub-editor and photographer
- Issues of invasion of privacy, copyright, authenticity of digital photos available on web
portrayal of nudity, violence, accidents and gruesome events
- Lifestyle and fashion photography
- Case study of Indian magazine photography.

Paper-X

Media Laws and Media Management

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Constitution of India: fundamental rights
- Freedom of speech and expression
- Press and books registration act 1867
- Cinematograph act 1952
- Copy right act 1957
- Law of defamation
- Contempt of court and legislature

Unit-II

- Official secrets act 1923
- Right to information Act 2005
- Prasar Bharti Act 1990
- Cable TV networks regulation act 1995
- Information technology Act 2000
- Code of ethics by editor's guild of India
- Code of conduct for Journalists by press council and media houses

Unit-III

- Management : concept and scope and principles
- Media Management : concept, need and scope
- Operations and structure of news media companies
- New trends in media business
- Legal issues in media business

Unit-IV

- Media ownership patterns in India- individual, joint, public and private limited companies, group, trust, vertical-ownership, cross- media ownership, media conglomerates etc.
- Overview of media industry in India

Open Elective Paper- (2nd Semester)
Photography

Time: 3 Hrs.
Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit-I

- Concept and definition of Photography
- Digital and analog photography
- Types of lenses and working
- Types of still camera

Unit-II

- Indoor and outdoor photography
- Working with still camera
- Compositions of photograph, frame, modes of photography
- Feature photography

Unit-III

- Editing of photographs
- Introduction to editing softwares
- Genre of photography, candid, wildlife, sports, fashion and glamour
- Importance of lighting and reflector in photography

Unit-IV

- Placement and selection of photographs in journalism
- Caption and outline writing in photography
- Camera basics:- aperture, shutter speed, film speed, exposure, color temperature
- Creative and aesthetic approaches of a photographer

Paper-XI
Editing

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical: 25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Need and purpose for editing
- Principle of editing
- Organization and operation of the newsroom of a daily newspaper, duties of Sub editor, News editor, chief sub editor and editor in chief in a news organization

Unit-II

- Intro: purpose and kinds
- Headline and its types
- Headline significance and function
- Introduction to typography
- Style sheet
- Translation
- Proof reading
- Editing and designing on computer
- Selection and editing photos
- Cropping and caption writing

Unit III

- Newspaper production- principles of design
- Newspaper makeup
- Design elements
- Front page, editorial page, colour page, special pullouts and supplements
- Graphics and illustration production for newspaper
- Magazine production- layout and design

Unit-IV

- Structure and function of web portal
- Web team members
- Basic structure of HTML
- Creation of web page
- Hyperlinks
- Editing on line stories

Paper-XII
T V Journalism

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical: 25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Major Indian and international news channels
- Regional language Indianchannels: their role, importance and impact
- Local TV news operations; management of news channels
- Organisational structure of the news channel

Unit-II

- Television studio set up
- Process of television production- pre production, production, post production
- Various shots and camera movement
- Types of interviews
- Vox-pop, eye-witness, during a news bulletin
- Role and responsibility of the interviewer

Unit-III

- TV interview as a separate programme format: indoor/outdoor; personality, opinion, sports, informative interviews
- Single camera, multi camera shoot., Talk shows, discussions, debates etc.
- Production equipment: camera, mixer, lights, recorders
- Editing process
- Recording
- Planning, shooting script,
- Editing, narration, background music
- Advanced post-production

Unit-IV

- Doordarshan and its expansion;
- SITE and Kheda project
- Entry and expansion of satellite TV
- Laws governing TV broadcasting, future trends
- Overview of and Introduction to all programme formats in fiction, non-fiction/ newsbased/ entertainment
- Role and effect of TV on society

Paper-XIII
Public Relations

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Public Relations – concept and definition :
- Evolution and growth of public relations
- Functions of public relations
- PR in relation to marketing, advertising, publicity, propaganda and rumours

Unit-II

- PR tools & methods
- Public relations writing
- PR campaign

Unit-III

- Principles of PR
 - Laws and ethics in PR, PRSI code
 - PR organizations- PRSI, IPRA etc.
- PR Setup in central and state government
- PR in public and private sector
- Functions and responsibilities of PRO

Unit-IV

- Corporate communication- concept and scope
 - Corporate identity for image building
 - PR and corporate advertising
 - PR in crisis management
- Case studies : corporate communication
- Event management
- Special Applications of PR
 - Welfare agencies
 - Business and professional association
 - Armed forces
 - International public relations
 - Educational institutes

Paper-XIV
Communication Research

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Research: concept, definition, role and scope
- Social research, communication research, media research
- Basic elements of research.
- SITE, NRS, IRS, TRPs

Unit-II

- Need and scope of media research
- Fundamental research and applied research
- Experimental design and semi experimental design
- Exploratory, descriptive design, benchmark studies, panel studies

Unit-III

- Methods of communication research: observation, case studies, census, random sample survey, content analysis
- Data collection tools
- Questionnaire-preparation and pre-testing
- Art of conducting research interview
- Feedforward and feedback

Unit-IV

- Sources of data, data coding, tabulation, graphs and tables.
- Statistical methods: mean, median, mode, standard deviation, chi-square test
- Interpretation of data, research report writing
- Problems in communication research.

Paper-XV

Communication Technology

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Broadcasting Technology

- Signal generation & transmission
- Microwave links, terrestrial transmission
- Optic fiber, wireless & advanced telephony
- AM & FM transmission
- Radio and television broadcasting
- Satellite: history, types & functions
- Cable TV transmission, DTH, digital transmission

Unit-II

Computer Technologies

- Computers, LAN, WAN
- Internet, e-mail
- Role of computer in various mass media
- Facsimile, videotext, teletext, multimedia

Unit-III

Printing Technologies

- Printing Process
- Letter press, offset printing and screen printing
- Other printing methods

Unit-IV

Telecommunication Technology

- Land telephone
- Mobile telephone
- Internet
- Fax
- Convergence
- Application of convergence

Open Elective Paper- (3rd Semester)
Videography

Time: 3 Hrs.
Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit-I

- TV and Video Production:- Meaning and Scope
- Importance of Concept, Idea and treatment in Production
- Production personnel's, their duties and responsibilities

Unit-II

- Introduction to Video Camera
- Types of Video Camera and their major components
- Basics shots and their composition
- Camera movement and angles

Unit-III

- Video Production Stage and importance
- Video Editing importance and scope
- Editing Problems and ethics
- Lighting techniques, equipments and control

Unit-IV

- Introduction to news anchoring
- Radio Jockey, an introduction
- Social Media emerges as new media
- Story Board and Scripting for T.V. Production

Paper-XVI
Print Media Production

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Printing processes
- Desktop publishing
- Newspaper production- principles of design, newspaper makeup, dummy, effect of television and new media on newspaper makeup, newspaper form, design elements
- Magazine production- layout and design

Unit-II

- Press release and press handout
- Backgrounders and rejoinders
- Interviews
- Exhibitions
- House journals
- Brochure
- Annual reports
- Bulletin boards
- Pamphlets/handbills
- Posters

Unit-III

- Classified, display and display classified ad.
- Magazine advertisement
- Outdoor and other forms advertisement
- New trends in advertisement production
- Point of purchase material production

Unit-IV

- Basic principles of photography
- Photographic equipments, still camera, lens, films and light
- Visualization of shot, composing a shot
- Photography for newspaper and magazine

Paper XVII

Electronic Media Production

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Radio Studio
- Audio equipments-recorders, audio console, microphones,
- Recording, editing
- Planning and production of radio programme
- Talks, interview
- News bulletin, news reports, news reels

Unit-II

- Television studio set up
- Process of television production- pre production, production, post production
- Production personal and their responsibility
- Production equipment: camera, mixer, lights, recorders

Unit-III

- Various shots and camera movements
- Editing process
- Planning and production of TV programme
- News bulletin
- Documentary
- Interview

Unit-IV

Web Production:

- Structure and function of web portal
- Web team members
- Basic structure of HTML
- Creation of web page,
- Hyperlinks

Paper-XVIII
Cyber Journalism

Time: 3 Hrs.

Total Marks: 100
Theory: 50
Practical: 25
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- The new breaking news medium
- Changing role of E-journalist:
- Impact on news values
- Global, Local or Glocal
- Presenting the news and views
- Basics of web designing

Unit-II

- New Social Media
- Dynamics of social media networks, novelty, strength and weakness
- Growing personal sphere and online communities
- New business model: advertisements, marketing online revenue; Future trends

Unit-III

- Multimedia storytelling on individual and group
- Multimedia journalism
- Blogs
- Media research and Internet.
- Problem of access and other issues
- Use of internet for development, by NGOs and E-governance;
- Politics and Virtual Democracy

Unit-IV

- Social sharing to social activism ;other issues
- Ethics of web journalism: Security and privacy concerns
- Nature of Cybercrimes and Cyber laws
- Need for a national ICT policy.

Paper-XIX
Development Communication

Time: 3 Hrs.

Total Marks: 100
Theory: 75
Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Development: Concept and meaning

- Social change, modernization and development
- Characteristics of developed and developing society
- Theories of development : social, political and economic theory
- Models of development : western, eastern, Gandhian,
- Schumacher's development communication-concept and meaning
- Spiritual vs. materialistic development

Unit-II

- Family Planning
- National integration
- Women and child development
- Uplift of weaker sections
- Education literacy
- Poverty alleviation programmes and unemployment
- Human rights
- Environment and ecology
- Health, hygiene and nutrition
- The concept of social marketing and media
- Development Indices

Unit-III

- Government sector
- Public Sector
- Corporate Sector
- Non-Government organizations (NGOs) and social service organizations
- National and international bodies
- Media for development communication

Unit-IV

- Panchayati Raj
- Rural journalism
- Media and agricultural development programmes

- Role of community radio and local media in development

Paper-XX
Practical

Time: 3 Hrs.

Total Marks: 50

Experimental Lab Journal

Each student must be involved in the production of at least two issues of the experimental lab journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer. Institute may decide the size (recommended tabloid, 4 pages) and frequency of the journal. However minimum 60% content should be news based.

10 marks

Basic Photography and Photo-editing Skills

Each student must be trained in using a digital photography camera, downloading the pictures and edit them using a latest software like Adobe Photoshop. Marks will be awarded after testing these skills. Students will also be expected to use their photography skills in the production of the experimental lab journal.

10 marks

Test of Typing and Using Pagemaking Software

Each student must be able to type his/her work in latest version of MS Word.

Each student must be able to use a pagemaking software.

(PageMaker/InDesign/Quark Express or any other latest software).

Test of typing and page layout will be conducted in External Examiner's presence and marks will be awarded for speed, accuracy and knowledge.

10 marks

Presentation Skills

Each student has to select a topic with the help of the teacher and has to make a computer assisted (e.g. Power Point) presentation. Marks will be awarded for content and presentation skills.

10 marks

Electronic Media Production

One Hard/Soft story of 2 minute duration is to be prepared

One radio talk and one interview

10 marks

For the evaluation of practical will be by the committee of three faculty members appointed by the Director of the Institute. The student has to present the practical work before the committee of the faculty by power point presentation.

Elective Paper- (Fourth Semester)
Creative Writing

Time: 3 Hrs.
Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit-I

- Basics of creative writing
- Principles of good writing
- Various formats of writing
- Differentiate between journalistic and creative writing

Unit-II

- Various formats of news writing
- Writing features
- Writing articles
- Writing editorials, columns, middle letter to editor
- Writing film reviews
- Writing book reviews

Unit-III

- Basics of radio writing
- Radio talks, radio features
- Basic of television writing
- Writing for fictional and Non fictional programme

Unit-IV

- Basic of web writing
- Social media writing
- Writing blogs
- Various formats of web writing

Elective Paper- (Fourth Semester)
Photo Journalism

Time: 3 Hrs.
Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit I

- Origin and Concept of Photo Journalism
- Visual Language
- Principles of Visual Grammar
- Shots, Types of Shots
- Composition, Depth of Field

Unit II

- Camera, Types of Camera
- Lens, Focus, Aperture, Shutter Speed, ISO
- White Balance
- Camera Accessories

Unit III

- Lighting
- Hard and Soft Light, Three Point Lighting
- Use of Reflectors, Types of Reflectors

Unit IV

- Paparazzi
- Candid Photography
- Sports Photography
- Street Photography
- Nature Photography
- Caption Writing
- Photo Selection for News & Photo Editing