

**COURSE CURRICULUM
&
SCHEME OF EXAMINATION**

**BACHELOR OF MASS COMMUNICATION
B.M.C. (THREE YEARS) PROGRAMME
(THROUGH DISTANCE EDUCATION)**

w.e.f. 2018-19 Session



DIRECTORATE OF DISTANCE EDUCATION

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE &
TECHNOLOGY, HISAR**

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DIRECTORATE OF DISTANCE EDUCATION

COURSE CURRICULUM AND SCHEME OF EXAMINATION

BACHELOR OF MASS COMMUNICATION (B.M.C.)

Bachelor of Mass Communication (BMC) is a three years degree programme which has been designed to produce multi-skilled media content producers for ever changing media landscape. The programme structure is aimed at delivering and imparting various skill, knowledge and attitude for budding media professionals.

Pass Marks: 35% in each paper

Minimum Duration: 3 Years

Maximum Duration: 5 Years

External Examination: 70 Marks

Internal Assessment (Internal): 30 Marks

Instructions to the examiners and students for the External Examination of 70 marks:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Internal Assessment:

30% weightage is given for practical based assignments (handwritten) and a test to be conducted during PCP. The questions for assignments will be uploaded on university web-site.

Signature

BMC-FIRST YEAR

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC-101	Human Communication	70	30	100
BMC-102	Hindi	70	30	100
BMC-103	English	70	30	100
BMC-104	General Creative Writing	70	30	100
BMC-105	Basic Computer Applications	70	30	100
Total		350	150	500

BMC-SECOND YEAR

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC-106	Social Sciences-1 (Sociology and Psychology)	70	30	100
BMC-107	Social Sciences-II (Political Science and Economics)	70	30	100
BMC-108	Mass Communication	70	30	100
BMC-109	Writing For Media	70	30	100
BMC-110	Production Portfolio-I	100	-	100
Total		380	120	500

BMC-THIRD YEAR

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC-111	Reporting	70	30	100
BMC-112	Editing	70	30	100
BMC-113	Advertising & Public Relations	70	30	100
BMC-114	Introduction to New Media	70	30	100
BMC-115	Production Portfolio-II	100	-	100
Total		380	120	500

Sunaina

DETAILED SYLLABUS FIRST YEAR

BMC-101

HUMAN COMMUNICATION

Max Marks: 70

Time: 3Hrs

OBJECTIVE: This course aims at imparting necessary knowledge and skills of basic concepts and models of Communication.

COURSE CONTENTS

UNIT-1

Communication: Meaning, Definition, Nature and Scope of Communication, Brief history of Communication.

Elements and Functions of Communication, Process of Communication, Barriers of Communication, Socialization and role of communication in socialization.

UNIT-2

Forms of Communication: Intrapersonal Communication, Interpersonal Communication, Small Group Communication, Public Communication, Mass Communication, Media Communication.

Types of Communication: Verbal Communication, Non-Verbal Communication and Body Language.

UNIT-3

Mass Communication: Concept, Meaning, Definition and Elements of Mass communication, Functions and Characteristics of Mass Communication, Process of Mass Communication, Future trends in Mass Communication.

UNIT-4

Models of Communication: SMR Model, Shannon & Weaver Model, Osgood's Model, Dance's Model, Wilbur Schramm's Model.

Theories of Communication: Functional Theory, Relational Theory.

SUGGESTED READINGS:

1. Arthur Asa Berger, "Essentials of Mass Communication", Sage Publication.
2. Denis McQuail, "McQuail's Mass Communication Theory", Vistaar.
3. Dennis Mcquail, "Mass Communication Theories", Sage Publication.
4. J. V. Vilanilam, "Mass Communication in India", Sage Publications.
5. Keval J.Kumar, "Mass Communication in India", Jaico, New Delhi.
6. S. K. Mandal, "Effective Communication & Public Speaking", Jaico.
7. Uma Narula, "Mass Communication Theory & Practice", Hiranand Publication, New Delhi.
8. V.S. Gupta, Vir Bala Aggarwal, "Hand Book of Journalism & Mass Communications" Concept Publishers, New Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four

units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Sunaini

OBJECTIVE: The objective of this course is to define, explain the meaning, characteristics and importance of language in communication.

विशय सामग्री

यूनिट – 1

अक्षर, वर्ण, स्वर-व्यंजन अन्तस्थ की अवधारणा शब्द, पद, पदबन्ध, शब्द-अर्थ सम्बन्ध।
उच्चारण अवयव, स्थान, प्रयत्न और कार्य, अर्थ की अवधारणा, परिवर्तन के कारण एवं दिशाएँ।
पर्याय, विलोम, समानार्थी, अनेकार्थी। शब्द रचना, रूप रचना, वाक्य रचना-वर्गीकरण।

यूनिट – 2

संज्ञा, क्रिया, विशेषण, काल, वाच्य।
हिन्दी भाषा का विकास – प्राचीन, मध्यकालीन, आधुनिक राज भाषा, राष्ट्र भाषा, सम्पर्क भाषा।
संचार भाषा – पत्रकारिता, दृश्य-श्रव्य अवयव, विज्ञापन।
भाषा और बोली, प्रादेशिक बोलियों और उनका वर्गीकरण।

यूनिट – 3

प्रयोजनमूलक हिन्दी – विज्ञान, वाणिज्य राजभाषा, कार्यकालीन भाषा, पत्र लेखन के प्रकार – निमन्त्रण,
आदेश, व्यापारिक।
प्रशासकीय पत्राचार के विविध रूप – सरकारी पत्र, अर्धसरकारी पत्र, कार्यालय आदेश, राजपत्र,
अधिसूचना, पृष्ठांकन, प्रेस विज्ञप्ति, टिप्पणी, अनुस्मारक, प्रतिवेदन।

यूनिट – 4

संधि, समास, उपसर्ग, प्रत्यय, अनेक शब्दों के लिए एक शब्द।
प्रमुख मुहावरों एवं लोकोक्तियों का प्रयोग।
छंद एवं अलंकारों का उपयोग।
हिन्दी भाषा की शैली – साहित्यिक, औपचारिक, अनौपचारिक, समाज शैली, व्यास शैली।

सहायक ग्रन्थ :

1. कैलाशचन्द्र भाटिया, "राजभाषा हिन्दी", वाणी प्रकाशन, दिल्ली।
2. डा० नरेश मिश्र, डा० सुरेश सिंहल, डा० डी० के० जैन, "प्रयोजनमूलक हिन्दी", अभिनव प्रकाशन, दिल्ली।
3. डा० विनोद गोदरे, "प्रयोजनमूलक हिन्दी", वाणी प्रकाशन, दिल्ली।
4. दंगल झाल्टे, "प्रयोजनमूलक हिन्दी : सिद्धान्त और प्रयोग", वाणी प्रकाशन, दिल्ली।
5. "व्यवहारिक और स्वरूप" वाणी प्रकाशन, दिल्ली।

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Sumaira

BMC-103

ENGLISH

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of this course is to get the students acquainted to learn the appropriate form and structure essential for effective communication.

COURSE CONTENTS

UNIT-1

English: Introduction to Language.

Importance of Language in Communication Process, Written and Spoken English.

UNIT-2

Vowels and Consonants.

Words: Origin, Meaning and Usage, Pronunciation.

UNIT-3

English language -Tense, One-word substitute.

Voice: Active/Passive.

Sentence and its types and structure.

Conversion of simple sentences to complex sentences.

UNIT-4

Phrases and Idioms.

Practice of Nouns, Pronouns, Adjectives, Verbs, Articles, Conjunctions, Prefixes, Suffixes, Synonyms/Antonyms, Singular/Plural.

SUGGESTED READINGS:

1. E. R. Ram Kumar, "Handbook of English Usage", Jaico.
2. Nick Ceramella, & Lee Elizabeth, "Cambridge English for the Media", Cambridge University Press.
3. Raymond Murphy, "Intermediate English Grammar", Cambridge University Press.
4. S. C. Sood, "Developing Communication Skills: Oral Communication and Reading Comprehension, Writing Skills and Workbook", Manohar.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Sunaina

BMC-104

GENERAL CREATIVE WRITING

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of this course is to get the students acquainted to learn the appropriate form and structure essential for effective communication.

COURSE CONTENTS

UNIT-1

Creative Writing: Introduction and Concept.

Selection of Subject: Research, Development of the concept and Presentation. Basic Elements of Writing.

UNIT-2

Characteristics of Media Writing: Accuracy, Clarity, Efficiency, Precision.

Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Sentence Construction, Paragraphs. Basic Principles of Writing.

UNIT-3

Structure and Content of Writing: Vocabulary, Word Play, Presentation of Ideas

Style of Writing: Introduction, Body and Conclusion

Writing for different genres: Prose, Poetry, Letters, Essays, Story and Drama, News, Articles and Features.

UNIT-4

Broadcasting Writing: Writing for Radio, The Audio Language.

Writing for Television, The Visual Language.

Word Processing: Basics and Functions.

Preparation of Bio-data and Curriculum Vitae.

SUGGESTED READINGS:

1. Anthony Friedman, "Writing for Visual Media", Focal Press, USA.
2. B. Robert Musburger, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK.
3. Dr. K.K. Rattu, "Translation through media in New Millennium, Surubhi Publication, Jaipur.
4. Jitendra Gupt and Priyadarshan, "Patrakarita Mein Anuvaad", Radha Krishna Prakashan, New Delhi.
5. Trisha Das, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Sumain

BMC-105

BASIC COMPUTER APPLICATIONS

Max Marks: 70

Time: 3Hrs

OBJECTIVE: This course aims to introduce the students to the basics of Computers and its application related to media.

COURSE CONTENTS

UNIT-1

Introduction to Computer: History and Generations of Computers.
Types of Computers, Computer Parts and Functions, Hardware and Software.

UNIT-2

Digital Technology, Keyboard Functions, Data Entry, Storage and Processing. Memory: Real and Virtual, ROM and RAM, MS Office and its Applications, MS Windows, MS Word with Features, Excel, MS Excess, Presentation Manager.

UNIT-3

Working with Text, Importing Commands, Page Setup, Formatting Techniques, Printing.
PageMaker, Photoshop, Corel Draw, Publishing Concepts.

UNIT-4

Internet: History and Development, World Wide Web, Internet Protocols and Domain Name System, Internet Functions- E-mail.
Internet Issues, Netiquettes, Interactivity Social and Economic Issues.

SUGGESTED READINGS:

1. Chapman and Chapman, "Digital Multi media", Wiley Publication.
2. Dr. Archana Kumar, "Web Technologies A Systematic Approach", UDH Publications and Distributors Ltd.
3. M. Benedikt, "Cyberspace" First steps, ed. Cambridge, MA. MIT Press.
4. Macintosh, "Advanced Adobe Photoshop", Adobe Publishers.
5. P.K. Sinha, "Computer Fundamentals", BPB Publications.
6. R. Sunder, "Computers Today", John Wiley, 2000.
7. R.Satyanarayana, "Information Technology and its facets", Manak, Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Sunaina

DETAILED SYLLABUS
SECOND YEAR

BMC-106

SOCIAL SCIENCES-1 (SOCIOLOGY AND PSYCHOLOGY)

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of the course is to acquaint the students with the basic Knowledge of Sociology and Psychology.

COURSE CONTENTS

UNIT-1

Nature and Scope of Sociology: Relation with other Social Sciences, Group, Community, Institution, Society, Family, Kinship, Caste, Class, Clan, Tribe, Marriage. Social Change: Concept and Process, Types of Social Changes, Agents of Social Change.

UNIT-2

Introduction to Psychology: Nature and Scope of Psychology, Relationship with other Social Sciences. Applications of Psychology: Coping Behaviour, Nature and Theories of Attitudes.

UNIT-3

Cognitive Processes: Perception, Learning and Thinking.
Intelligence: Nature and Theories; Intelligence and Creativity.

UNIT-4

Motivation: Needs, Drives and Motives, Classification of Motives, Theories of Motivation.
Personality: Nature of Personality, Socio-cultural Determinants of Personality.

SUGGESTED READINGS:

1. Baron A Robert, "Fundamentals of Social Psychology", Pearson Education, New Delhi.
2. Kruglanski, W Arie. HigginsTory. "Social Psychology - Handbook of Basic Principles", Springer, California.
3. M.G.Chitakra, "Education and Human Values", A.P.H. Publishing Corporation, New Delhi.
4. M.S. Das & V.K. Gupta, "Social Values among Young adults - A changing Scenario", M.D. Publications, New Delhi.
5. N. Dash, Uday Jain, "Perspectives on Psychology and Social Development", Concept Publishing, New Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

BMC-107 SOCIAL SCIENCES-II (POLITICAL SCIENCE AND ECONOMICS)

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of this course is to help the students understand the conceptual framework of Political Science and Economics in general.

COURSE CONTENTS

UNIT-1

Introduction to Political Thought: Nature and Significance of Political Thought, Power and Authority, Citizenship, Rights and Liberty, Equality and Justice.

Elite: Theories of Elite, Political Participation: Nation, State, Government and Democracy.

UNIT-2

Basic Features of Indian Constitution, Indian Political System.

Political Parties: National and Regional, Election Process in India.

UNIT-3

Introduction to Economics: Nature & Scope of Economics, Basic Features of Indian Economy, Planning Process, Development and Growth, Five Year Plans.

UNIT-4

Market Demand and Supply, Consumer Behaviour.

Liberalization, Globalization and Swadeshi.

SUGGESTED READINGS:

1. S.K. Mishra & V.K. Puri, "Problems of Indian Economy" Himalaya Publishing House.
2. Uma Kapila, "Understanding the problems of Indian Economy", Academic Foundation.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Sunaina

BMC-108

MASS COMMUNICATION

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The major objective of this course is to acquaint the students understand the importance, functions, process and theory of Mass Communication.

COURSE CONTENTS

UNIT-1

Mass Communication: Nature, Need and Scope of Mass Communication, History of Mass Media, Process of Mass Communication, Limitations of Mass communication, Future trends in Mass Communication.

UNIT-2

Tools of Mass Communication: Traditional Media, Newspapers, Radio, Television, Films, Advertising, Public Relations, Digital Media, Social Media, Media Convergence.

UNIT-3

Theories of Mass Communication: Magic bullet, Agenda setting, Cultivation theory, Two step flow theory, Multistep flow theory, User and gratification theory, Selective Exposure, Selective Perception and Selective Retention Theory.

UNIT-4

Visual communication: Signs, symbols and code systems.

Listening: Importance and art of developing listening habits.

Communication Skills: Essentials of Communication skills, Small group communication techniques, Group Discussions etc., Public speaking techniques, Interview, Workshop, Dress codes.

SUGGESTED READINGS:

1. David C Mortsen , "Communication Theory", Transaction Publishers.
2. Denis McQuail, "McQuail's Mass Communication Theory", Vistaar.
3. Dennis Mcquail, "Mass Communication Theories", Sage Publication.
4. J. V. Vilanilam , "Mass Communication in India", Sage Publications.
5. James Watson, "Media Communication-An Introduction to theory and process", Palgrave.
6. Keval J.Kumar, "Mass Communication in India", Jaico, New Delhi.
7. Uma Narula, "Mass Communication Theory & Practice", Hiranand Publication, New Delhi.
8. V.S. Gupta, Vir Bala Aggarwal, " Hand Book of Journalism & Mass Communications" Concept Publishers, New Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

BMC-109

WRITING FOR MEDIA

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of this course is to get the students acquainted with the basic principles and process of writing techniques for various media i.e. print, electronic, advertising and public relations.

COURSE CONTENTS

UNIT-1

Essentials of Writing for Media: Identifying the Target Audience, Needs of Audience, Kinds of Media Writing, The ABCD of Media Writing: Accuracy, Brevity, Clarity and Discernment.

UNIT-2

Writing for Print Media: Structure and Content of News Writing. Forms of Writing for Print: News Reports, News Analysis, Articles, Editorials, Features, Film Reviews, Book Reviews, Caption writing for Photography, Travelogue.

UNIT-3

Writing for Electronic Media: Basic principles of writing for electronic media: Radio & TV, Different Radio Programmes Formats, Television Programmes Formats: Fictional Programmes and Non-Fictional Programmes.

UNIT-4

Writing for Advertising and Public Relations: Importance of Visualization in Ad Copy Writing, Advertisement Copy: Headlines, Body Text, Base Line, Illustrations, Script Writing for Radio Jingles and T.V Commercials. Introduction to PR Writing, Press Release, Minutes and Meetings.

SUGGESTED READINGS:

1. Alfred Lawrence Lorenz & John Vivian, "News Reporting and Writing", Pearson Education.
2. Friedman Antony, "Writing for Visual Media", Focal Press.
3. James M. Neal & Suzanne S. Brown, Blackwell, "Newswriting and Reporting", reprinted in India by Surjeet.
4. L.Hilliard Robert, "Writing for TV, Radio and News Media", Thomson Learning.
5. Manning Paul, "News and News Sources", Sage Publications.
6. Sunil Saxena, "Headline Writing", Sage.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Sunil

BMC-110

PRODUCTION PORTFOLIO-I

Max Marks: 100

OBJECTIVE: The course is oriented to give practice the students about the writing techniques used in the various media.

The candidates will submit the items listed below. Marks for each item are as indicated against them

Sr. No.	Items	No.(s) of Item	Marks
1	Short Stories	3	6
2	Poetry	2	2
3	Articles	2	2
4	News Releases	5	10
5	Interview	2	10
6	Film Review	2	10
7	Book Review	2	10
8	Caption writing for Photography	10	10
9	Travelogue	1	5
10	Radio Talk (on any Social issue)	1	5
11	News Story for Television	2	10
12	Script Writing for Radio Jingles	2	10
13	Script Writing for Television Commercials	2	10

Note: The candidates are required to submit a portfolio of their production as listed in the paper within ONE WEEK of the last theory examination. The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.

Sunaina

DETAILED SYLLABUS
THIRD YEAR

BMC-111

REPORTING

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of this course is to enable students to gather news and to develop the news concept and the critical thinking skills to recognize when news lacks fairness and credibility.

COURSE CONTENTS

UNIT-1

Introduction to Reporting, Principal of Reporting, Functions and Responsibilities of Reporting, Reporting Techniques.

News: Definitions, Origin of news, News Values, News Elements, News sources: Types and Problems.

UNIT-2

Qualities of a Reporter.

Roles and Responsibilities of Reportorial Staff, Reporters, Correspondents, Stringers and Bureaus.

UNIT-3

Reporting Crime, Courts, Defences, Politics, and Business and Commerce; Reporting Sports. Reporting Function, Meeting, Seminars, Workshops and Conferences, Interviews.

UNIT-4

Introduction to Reporting for Radio.

Introduction to Reporting for Television.

SUGGESTED READINGS:

1. Alfred Lawrence Lorenz & John Vivian, "News Reporting and Writing", Pearson Education.
2. Daryl R. Moen, Blackwell, "Newspaper Layout and Design – A Team Approach", reprinted in India by Surjeet.
3. Friedman Antony, "Writing for Visual Media", Focal Press.
4. James M. Neal & Suzanne S. Brown, Blackwell, "Newswriting and Reporting", reprinted in India by Surjeet.
5. L. Hilliard Robert, "Writing for TV, Radio and News Media", Thomson Learning.
6. Manning Paul, "News and News Sources", Sage Publications.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

BMC-112

EDITING

Max Marks: 70

Time: 3Hrs

OBJECTIVE: The objective of the course is to understand the aesthetic principles and concepts of editing for various media.

COURSE CONTENTS

UNIT-1

Introduction to Editing, Principles and Functions of Editing.
Roles and Responsibilities of Editorial Staff: Qualities of Editorial Staff.
The Role and Functions of Sub-editors and Assistant Editors, News Editors and Editors.

UNIT-2

Organization and Structure of News-Room & News Desk.
Process of Editing: Selection of News Items, Copy Editing or Subbing.

UNIT-3

Headlines and Sub-headlines: Intro and Body of News, Editing Articles and Features.
Page Make-up for Newspapers and Magazines: Style Sheet, Editing Marks.

UNIT-4

Editing Radio and TV News: Editing Equipment for Radio and TV, Editing other Programmes for Radio and TV.
Editing- Linear and Non-linear.

SUGGESTED READINGS:

1. Button Bryce, "Nonlinear Editing - Storytelling, Aesthetics, & Craft", Focal Press.
2. B. William Silcock, "Managing Television News – A Handbook for Ethical and Effective Producing", et al., Routledge.
3. E. Brown Steven, "Video Editing - A Post Production Primer", Focal Press.
4. Ken Dancyger, "The Technique of Film and Video Editing - History, Theory and Practice", Focal Press.
5. Paul Chantler & Peter Stewart, "Basic Radio Journalism", Focal Press.
6. Ron F. Smith & Loraine M. O'Connell, Blackwell, "Editing Today", reprinted in India by Surjeet.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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BMC-113

ADVERTISING & PUBLIC RELATIONS

Max Marks: 70

Time: 3Hrs

OBJECTIVE: This course aims to prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.

COURSE CONTENTS

UNIT-1

Advertising: Concept, Definitions, Importance and Role of Advertising, Functions of Advertising, Types of advertising, Careers in advertising, History & growth of Advertising in India.
Creativity in advertising: Ad Appeals, Advertising Strategies, Copywriting and Layout, Various Media of Advertising.

UNIT-2

Advertising Agency: Selection and empaneling of an ad agency, Structure, functions and commission system, Agency client relationships, Agencies in India.
Advertising Budget- an overview, Methods of determining Advertising Appropriation.

UNIT-3

Public Relations: Concept, Definitions, Need and scope of Public Relations, Process of public relations, History and Growth of PR. Types of Public and their importance.
Public Relations, advertising, propaganda, publicity, corporate communication, Public Opinion, Image Building: similarities and differences.

UNIT-4

PR Principles and Function in private and public sectors, PR Agencies, PR Strategies, Tools of PR, Handling Press Conferences, Writing Press Releases, House Journals, News Letters, Meeting, Minutes and Memos.

SUGGESTED READINGS:

1. Alison Theaker, "The Public Relations Handbook", Routledge.
2. Chunawala and Sethia, "Advertising Principles and Practices", Himalaya, New Delhi.
3. D. S. Mehta, "Handbook of PR in India", Allied.
4. J. V. Vilanilam & A. K. Varghese, "Advertising Basics", Sage.
5. Jaishri Jethwaney & Shruti Jain, "Advertising Management", Oxford University Press.
6. S. H. H. Kazmi & Satish K. Batra, "Advertising and Sales Promotion", Excel.
7. Sanjay Tiwari, "The (un)Common Sense of Advertising", Response, Sage, 2003.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

BMC-114

INTRODUCTION TO NEW MEDIA

Max Marks: 70

Time: 3Hrs

OBJECTIVE: This course aims at imparting necessary knowledge and skills of basic concepts and importance of new media for journalistic purpose.

COURSE CONTENTS

UNIT-1

New Media: Meaning and Growth of New Media.
Nature and Scope of the New Media.
Features of New Media.

UNIT-2

E-mail, Browsing, Webpage Development, Internet Governance.
ICANN, Netiquettes, Hypermedia, DTP, Video Streaming, SWAN Policy.

UNIT-3

Introduction to major Indian news portals.
New media as a medium of journalism.
Careers in New Media.
Trends in New Media.

UNIT-4

Differences between New Media vs Traditional Media.
Digital Divide, online journalism, web TV, Podcasting, e – Publishing.
Citizen Journalism: Types, Pros and Cons of Citizen Journalism.

SUGGESTED READINGS:

1. James Glen Stovall, "Journalism on the Web", Pearson Allyn & Bacon.
2. Sunil Saxena, "Breaking News - The Craft and Technology of Online Journalism", Tata McGraw - Hill, New Delhi.
3. Suresh Kumar, "Internet Patrakarita", Takshila Publication, Delhi.
4. Tapas Ray, "Online Journalism - A Basic Text", Foundation Books, Delhi.

External Examination: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus (all four Units). In addition, eight more questions will be set comprising two questions from each unit of the syllabus. The students are required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks. The maximum time allotted for the external examination is 03 (three) hours.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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BMC-115

PRODUCTION PORTFOLIO-II

Max Marks: 100

OBJECTIVE: The course is oriented to give practice the students about the writing techniques used in the various media.

The candidates will submit the items listed below. Marks for each item are as indicated against them.

	Items	No.(s) of Item	Marks
1	News Report of the events: Accident, Crime, Sports, Economy, Political	10 (2 each)	10
2	News Releases	5	10
3	Articles	2	10
4	News Script for Radio	2	10
5	News Script for TV	2	10
6	Radio Advertisement (script)	5	10
7	TV Advertisement (Script)	5	10
8	Editing News Stories	5	10
9	Collection of Various Ads from Newspapers and Magazines with Brief Critical Analysis of each	10	10
10	Newspaper Page make up	1	5
11	Magazine Page design	1	5

Note: The candidates are required to submit a portfolio of their production as listed in the paper within ONE WEEK of the last theory examination. The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.

Sunaina