

**UNIVERSITY OF KALYANI**  
**Kalyani – 741235**

**PROPOSED**  
**SYLLABUS & COURSE FRAMEWORK**  
**BACHELOR OF VOCATIONAL DEGREE**  
**IN**  
**JOURNALISM & MASS COMMUNICATION**  
  
**2018-2021**

**UNIVERSITY OF KALYANI**

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SYLLABUS & COURSE FRAMEWORK  
BACHELOR OF VOCATIONAL DEGREE  
IN  
JOURNALISM & MASS COMMUNICATION**

**2018-2021**

# UNIVERSITY OF KALYANI

## B.Voc Journalism and Mass Communication (Vocational)

(For the students admitted during the academic year 2018 Batch onwards)

NSQF Level	Skill component credits	General Education Credits	Total Credits for Award	Normal Duration	Exit point/ Awards	Job Role
4	18	12	30	One Sem.	Certificate	1.Subeditor 2.News Reporter 3.Photo Journalist 4.Media relation
5	36	24	60	Two Sem.	Diploma	5.Online Translation
6	72	48	120	Four Sem.	Advanced Diploma	1.Event Management 2.Media Management 3.Public Relation Manager 4.Graphic Artist 5.Radio Jockey 6.Book Publication 7.Video Editor
7	108	72	180	Six sem.	B.Voc Degree	1.Advertising agency Entrepreneur 2.Web page Designer 3.Television Journalist 4.Short film Maker 5.Social Media Analyst

## Scheme of Syllabus and Examination Pattern

SL No:	Study Components	Course Title	Component	Hours	Examination		Credit
				Hrs(hours in a week)	CIA	MARKS	
I	Semester 1						
1	Effective Communication Skills		G	6	40	60	4
2	Communication Lab		V	5	50	50	4
3	Digital Media Skills		V	5	50	50	5
4	Introduction To Mass Communication		G	6	40	60	4
5	General Reporting		G	6	40	60	5
6	Editing for news		V	6	50	50	5
7	Bengali journalism		V	4	50	50	4
II	Semester 2						
1	Russian		G	6	40	60	5
2	English		G	6	40	60	5
3	EVS		G	3	40	60	3
4	Introduction to Electronic media		V	6	50	50	5
5	Translation for media		V	6	50	50	4
6	New media Lab		V	6	50	50	5
7	Public relations		V	4	50	50	4
III	Semester 3						
1	Indian culture		G	5	40	60	5
2	National & International Affairs		G	5	40	60	5
3	Photography		V	6	50	50	5
4	Videography		V	6	50	50	5
5	Advertising		V	6	40	60	5
6	Publishing		V	6	50	50	5
IV	Semester 4						
1	Media Laws and Ethics		G	5	40	60	4
2	Value Education		G	3	40	60	3
3	Indian Constitution		G	5	40	60	4
4	Event Management		G	4	50	50	3
5	Corporate Communication		V	6	40	60	5

6	Film Appreciation	V	6	50	50	5
7	Internship	V	-	100	50	6
<b>V</b>	<b>Semester 5</b>					
1	Business and Technical Communication	G	6	40	60	5
2	Media economics	G	6	40	60	5
3	Script writing for media	V	5	50	50	4
4	Web technology	G	6	50	50	5
5	Multimedia production	V	6	50	50	5
6	Media management	G	6	40	60	5
7	Video editing	V	4	50	50	3
<b>VI</b>	<b>Semester 6</b>					
1	Graphic design	V	5	50	50	4
2	Sound editing	V	5	50	50	4
3	Social media analysis	G	5	40	60	4
4	Short film production	V	6	50	50	5
5	Project	V	6	50	100	5
6	Study tour	V	-	50	50	6

**EXAMINATION SCHEME OF B.VOC DEGREE IN JOURNALISM & MASS COMMUNICATION**

Sl. No.	Name of the paper	General/ Vocational	Theory (Max)	Theory (Min)	Practical (Max)	Practical (Min)	Internal (Max)	Internal (Min)	Practical Report/ Project/Viva (Max)	Practical Report/ Project/Viva (Min)	Total (Max)	Total (Min)
<b>I Semester 1</b>												
1	Effective Communication Skills	General	60	24			20	08	20	08	100	40
2	Communication Lab	Vocational			50	20	20	08	30	12	100	40
3	Digital Media Skills	Vocational			50	20	20	08	30	12	100	40
4	Introduction to Mass Communication	General	60	24			20	08	20	08	100	40
5	General Reporting	General	60	24			20	08	20	08	100	40
6	Editing News	Vocational			50	20	20	08	30	12	100	40
7	Journalism	Vocational			50	20	20	08	30	12	100	40
<b>II Semester 2</b>												
1		General	60	24			20	08	20	08	100	40
2	English	General	60	24			20	08	20	08	100	40
3	EV'S	General	60	24			20	08	20	08	100	40
4	Introduction of Electronic Media	Vocational			50	20	20	08	30	12	100	40
5	Translation for media	Vocational			50	20	20	08	30	12	100	40
6	New media Lab	Vocational			50	20	20	08	30	12	100	40
7	Public relations	Vocational			50	20	20	08	30	12	100	40
<b>III Semester 3</b>												
1	Indian culture	General	60	24			20	08	20	08	100	40
2	National & International Affairs	General	60	24			20	08	20	08	100	40
3	Photography	Vocational			50	20	20	08	30	12	100	40
4	Videography	Vocational			50	20	20	08	30	12	100	40
5	Advertising	Vocational			50	20	20	08	30	12	100	40
6	Publishing (practical)	Vocational			50	20	20	08	30	12	100	40



# **REGULATION AND CURRICULUM FOR THE BACHELOR OF VOCATIONAL DEGREE COURSE IN B.Voc Journalism and Mass communication**

**1. Title of the Course:** B.Voc Journalism and Mass Communication (VOCATIONAL)

**2. Eligibility for Admission:**

- A candidate seeking admission to the Bachelor of Vocational Degree Courses in Journalism and Mass communication shall have passed higher secondary examination (10 +2) or equivalent .

**3. Sanctioned Student Strength:** 50 Students.

**4. Course Significance:**

- The course aims to give practical oriented training to the students to meet the increasing demands for trained personnel to work in diverse areas of Media and Mass communication.
- Students has to go through the fundamentals and advanced concept and practices of print Media, TV, Radio, Film, Web and Digital Media.
- Students also get an opportunity to learn from the industry partners around the University of Kalyani.

**5. Course objectives:**

- Students are shaped to acquire the practical skills and enable them to work in the areas ranging from reporting, editing to public relations, and advertising, video productions to web casting.
- The students are also expected to learn and use all modes of media and their applications.



**6. Duration of the course:**

The duration of the course shall be three years with semester pattern. The course has multiple exit provisions- A Diploma at the end of first year and advanced Diploma after two years and Bachelors Degree after three years of successful completion of the course.

**7. Medium of instruction:**

The medium of instruction and examination shall be in English and Bengali.

**8. Attendance:**

- Every candidate should have attended at least 80% (compulsory) of the total number of classes conducted in an academic year from the date of commencement of the term to the last working day as notified by University in each of the subjects prescribed for that year, separately in theory and practical. Only such candidates are eligible to appear for the University examinations.

**9. Course implementation:**

- General education component of the curriculum would be imparted in University of Kalyani and skill training by SKP (Skill Knowledge Providers) such as local and other Journalists and Media Persons from Media sectors.
- A log book would be maintained for students with SKP's and continuous Assessment and end semester evaluation of skill would be done by SKP.
- Only the necessary number of core faculties would be there in the institution and the remaining would be drawn as guest faculties from skill sectors and people with experience and expertise in the specific vocational skills.
- The expenses in connection with job training (training fees) educational tour, Field visits etc should be borne by the candidates.

**10. Schedule of Examination:**

The University shall conduct examinations semester wise as notified by the University from time to time. A candidate who satisfies the requirement of attendance, progress and conduct as stipulated by the University shall be eligible to appear for the University Examination.

#### **11. Conducting Examination:**

1. Theory Exams: University of Kalyani for general and Vocational papers.
2. Practical Exams:
  - (a) English and Computer examinations: University of Kalyani
  - (b) All Vocational periodic assessment and end semester exams are conducted by Skill Knowledge Providers (SKP) or trainers in the media settings and marks shall be submitted in sealed covers (in duplicates) to University of Kalyani.

This will be forwarded to University of Kalyani.

- (c) Also a certificate from the SKP / HOD / Institution shall be issued to each student at the end of each semester on the media training imparted in the respective institutions, giving the assessment of Skill performance of the candidate as grade marks.

#### **12. Declaration of Class:**

- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 60% of marks or more of grand total marks prescribed will be declared to have passed the examination in the First Class.
- A candidate having appeared in all the subjects in the same examination and passes that examination in the first attempt and secured 40% of marks or more but less than

60% of grand total marks prescribed will be declared to have passed the examination in the Second Class.

- A candidate passing the University examination in more than one attempt shall be placed in Pass category irrespective of the percentage of marks secured by him/her in the examination.

[Please note fraction of marks should not be rounded off clauses (a), (b) and (c).].

**SYLLABUS CONTENTS**  
**JOURNALISM & MASS COMMUNICATION**  
 (Bachelor of Vocational Degree Course)

**Semester: I**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Effective Communication Skills	4
2	Communication Lab	4
3	Digital Media Skills	5
4	Introduction To Mass Communication	4
5	General Reporting	5
6	Editing News	5
7	Bengali Journalism	4

**Semester: II**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Russian	5
2	English	5
3	EVS	3
4	Introduction to Electronic Media	5
5	Translation for Media	4
6	New Media Lab	5
7	Public Relations	4

**Semester: III**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Indian Culture	5
2	National & International Affairs	5
3	Photography	5
4	Videography	5
5	Advertising	5
6	Publishing	5

### **Semester: IV**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Media Laws and Ethics	4
2	Value Education	3
3	Indian Constitution	4
4	Event Management	3
5	Corporate Communication	5
6	Film Appreciation	5
7	Internship	6

### **Semester: V**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Business and Technical Communication	5
2	Media Economics	5
3	Script Writing for Media	4
4	Web Technology	5
5	Multimedia Production	5
6	Media Management	5
7	Video Editing Practical	3

### **Semester: VI**

<b>SL.NO</b>	<b>Subjects</b>	<b>Credits</b>
1	Graphic Design	4
2	Sound Editing	4
3	Social Media Analysis	4
4	Short Film Production	5
5	Project	5
	Study Tour	6

# SYLLABUS

## Semester: I

<b>1</b>	<b>Effective Communication Skills</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Unit I:</b></p> <p>Fundamentals of Language: Basic use of parts of Speech, Tenses, Articles, Model verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to the situations.</p> <p><b>Unit II:</b></p> <p>Reading skills: Dealing with difficult vocabulary, Reading comprehensions, reading sub skills -skimming and scanning.</p> <p><b>Unit III:</b></p> <p>Sentence pattern and paragraph writing: Basic writing skills and conveying specific factual information using simple sentences of various patterns. Transformation of sentences, writing Introduction, welcoming, thanksgiving and conclusion.</p> <p><b>Unit IV:</b></p> <p>Effective Oral Communication: Oral reports, Discussion, Telephonic conversations, Pronunciation, Stress and Intonation. British and American English, synonyms and antonyms, Public speaking.</p> <p><b>Unit V :</b></p> <p>English for Job-search: Drafting covering letters and applications specific to a job. Difference between CV, Resume and Bio-data. Tips for Interview Success. Body Language. Mock Interviews for enhancing skills.</p>		

**Reference Books:**

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd.2003.
2. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
3. Amos, Julie Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004  
Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
4. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
5. Brown, Michele & Gyles Brandreth. How to Interview and be interviewed. London: Sheldon Press, 1994.
6. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.  
Collins, Patrick.
7. Speak with Power and Confidence. New York: Sterling, 2009.
8. Fensterheim, Herbert and Jean Baer. Don't Say Yes When You Want To Say No. New York: Dell, 1975

<b>2</b>	<b>Communication Lab</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Exercise1:</b></p> <p>Conversation between two students recorded on camera. To be self critiqued</p> <p><b>Exercise2:</b></p> <p>Reporting on various types of radio programmes monitored by them</p> <p><b>Exercise3:</b></p> <p>Presentation on TV programmes watched on the previous day</p> <p><b>Exercise4:</b></p> <p>Rewriting Headlines of Newspapers (Hindi &amp; English) on the display boards</p> <p><b>Exercise5:</b></p> <p>Reading of day's newspapers followed by discussions</p> <p><b>Exercise6:</b></p> <p>Writing exercises to inform, report and persuade</p> <p><b>Exercise7:</b></p> <p>Using microphones (Public Speaking/Presentation Situations)</p> <p><b>Exercise8:</b></p> <p>Interview and Group Discussion sessions</p> <p><b>Exercise9:</b></p> <p>Book Reading, Reviews, Appreciation</p> <p><b>Exercise 10:</b></p> <p>Effective Presentation using various audio – visual aids</p>		



<b>3</b>	<b>Digital Media Skills</b>	<b>CREDIT-5</b> <b>TOTAL HOURS 75</b>
<p><b>Unit I:</b></p> <p>Introduction to Computer: Input and Output Devices, System Software and Application Software Computer Language, Compiler and Assembler.</p> <p><b>Unit II:</b></p> <p>Basics of Word Processing: Starting Word Program, Word Screen Layout, Typing Screen Objects, Managing Documents, Protecting and Finding Documents, Printing Documents, Formatting Documents Working with text, Formatting Text, Formatting Paragraphs, Bulleted and Numbered Lists, Copying and Moving Text, Spelling and Grammar, Page Formatting, Creating Tables, Mail Merge, Types of documents in Mail merge, Creating data Source, Creating Mailing Labels, Merging Data into Main Document.</p> <p><b>Unit III:</b></p> <p>Basics of Spreadsheet Selecting: Adding and Renaming Worksheets, Modifying a Worksheet, Resizing Rows and Columns, Workbook Protection, Formatting Worksheets , Formatting Toolbar, Formatting Cells, Formatting Rows and Columns, Formatting Worksheets Using Styles, Protect and Unprotect Worksheets, Formulas, Functions and Charts Formulas and Functions, Copying a Formula , Types of Functions, Types of Charts, Auto Shapes and Smart art</p> <p><b>Unit IV:</b></p> <p>Creating Presentation: Creating Slides, Slide Sorter View, Changing Slide Layouts, Moving Between Slides</p> <p><b>Unit V:</b></p> <p>Introduction to Internet: Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address , Computer Viruses and Security Threats.</p> <p>Undergo training in Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP)</p>		

<b>4</b>	<b>Introduction to Mass Communication</b>	<b>CREDIT-4</b> <b>TOTAL HOURS :60</b>
<p><b>Unit I:</b></p> <p>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.</p> <p><b>Unit II:</b></p> <p>Communication Models – Aristotle – Lass well, Schramm, Berol, Shanon &amp; Weaver and dance’s model – Seven C’s for effective communication.</p> <p><b>Unit III:</b></p> <p>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.</p> <p><b>Unit IV:</b></p> <p>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.</p> <p><b>Unit V:</b></p> <p>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.</p> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. David Berlo, The Process Of Communication.</li> <li>2. Emery &amp; Others, Introduction To Mass Communication.</li> </ol>		

3. Wilbur Schram, Mass Communication.
4. Keval J Kumar, Mass Communication In India.
5. Rivers, W L Mass Media.
6. Fedler F, Introduction To Mass Media.
7. Bitner J, Mass Communication- An Introduction.
8. Subir Ghosh, Communication in India.
9. Schramn Wilbur, Men, Messages and Media.
10. Gupta, Handbook of Mass Communication and Journalism.

<b>5</b>	<b>General Reporting</b>	<b>CREDIT-5</b> <b>TOTAL HOURS :75</b>
<p><b>Unit I:</b></p> <p>What is News – Various Definitions – Duties and Responsibilities - Organisational structure of a News Bureau – Basics of Reporting -Qualification of a Reporter – Embargo – Follow- up, Style book, Dead line, Date line, By-line – News Sources –.Elements of News - Immediacy, Proximity, Prominence, Conflict, Tools of Reporting.</p> <p><b>Unit II:</b></p> <p>Selection of News- Priorities-Beats- Skills for various Beats like Crime, Hospital, Sports, -News Value - Exclusive Stories – types of Interview, Interview Techniques - Profile, Accuracy of News- Development Reporting. Concept and Story Idea</p> <p><b>Unit III:</b></p> <p>News planning- Scoops - Brainstorming, Deciding Story angle and Approach, Proof reading, Research, Idea for Features, Features with flair, Profile, News Documentary, Journalist and law - Defamation, Libel, Slander.</p> <p><b>Unit IV:</b></p> <p>Various types of Leads – 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 and environment. etc. Film Review, Rural Reporting and News Agency Journalism – Difference between News Agency Reporting, Print Media Reporting &amp; Reporting for Electronic Media- Scripts for Visual Media</p>		

**Unit V:**

Investigative Reporting - Interpretative Reporting - News generation by Right for Information Act, Editorial Writing, Letters to Editor, Middle piece, Cropping, Photo Journalism, Cartoons.

Editing News - Headline Writing & Editing – Various Editing Software –  
Online Journalism – DTP, Alternative Media And Proof Reading.

**Reference Books:**

1. Marie Colvin, On the Front Line: The Collected Journalism of Marie Colvin  
Marie Colvin.
2. Mervin Block, Broadcast News writing: The RTDNA Reference Guide.
3. Stuart Allan, Citizen Witnessing: Revisioning Journalism in Times of Crisis.
4. Stephen Sheppard, Deadlines and Disruption: My Turbulent Path from Print  
to Digital.

<b>6</b>	<b>Editing News</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise 1:</b></p> <p><i>Visit a Media Organization</i></p> <p>Draw the Organizational structure of editorial department. Discuss the Role and responsibilities of editorial staff Create a General principles and functions of editing. <b>Exercise 2:</b></p> <p><i>Practice the Newsman's language; sentences and their structure;</i></p> <p>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.</p> <p><b>Exercise 3:</b></p> <p><i>Practicing Editing a manuscript to a news story</i></p> <p>Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news.</p> <p><b>Exercise 4:</b></p> <p><i>Familiarize and Practice the various contents of print media</i></p> <p>Style Sheet. Techniques of Headline Writing – 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.</p> <p><b>Exercise 5:</b></p> <p><i>Prepare a Newspaper Design and Layout and for other print media</i></p>		

Understand Newspaper Design and Layout – Design of inside pages; Forms of Design; Picture Editing and Caption Writing; Comparative study of Newspaper Makeup, Introduction to photo editing software. Selection, cropping, importing and toning a Photograph.

**Exercise 6:**

*Knowing Computer Page Makeup*

Computer Page Makeup; Principle & Techniques of Page Makeup..

Introduction to page- making software. Adobe Indesign, Quark Express, Adobe Page Maker. Fundamentals of typography, types and type setting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques.

**Reference Books:**

1. M K Verma, News Reporting and Editing.
2. Alain de Botton, The News: A User's Manual.
3. K.M. Shrivastava, News Reporting and Editing.
4. Allan Bell : The Language of the News
5. Harold Evans : Newsman's English
6. Harold Evans : Handling Newspaper Text
7. Harold Evans : News Headlines
8. Harold Evans : Picture editing
9. Harold Evans : Newspaper design
10. George A Hough : News writing
11. Bruce Westly : News Editing
12. Baskette et al : Art of Editing
13. Lestlie Sellers : The simple Subs Book
14. Michel Hides : The Sub-editors' Companion
15. William E. Francois : Beginning News Writing : A Programmed text
16. Martin L Gibson : Editing in the Electronic Era
17. Allen Hull and Bob John : Newspaper Design Today
18. Robert L. Kerns : Photo Journalism
19. Ken Metzler : News Writing Exercise

<b>7</b>	<b>BENGALI JOURNALISM</b>	<b>CREDIT-4</b> <b>TOTAL HOURS :60</b>
<p><b>Exercise 1:</b></p> <p>Study and Reference of the following books: <b>Sanbad Bidya</b>-Parthya Chattopadhyay- Paschimbanga Rajya Pustak Parshad, <b>Samachar Sampadana</b>-Sourin Banerjee- Paschimbanga Rajya Pustak Parshad, <b>Bigyapan Bidya</b>-Prabhat Mukhopadhyay- Paschimbanga Rajya Pustak Parshad</p> <p><b>Exercise 2:</b></p> <p>Practical analyses of the following books: <b>Janasanjog</b>-Samar Basu-- Paschimbanga Rajya Pustak Parshad. <b>Sanbadpatra Sangathan o Parichalana</b>-Pabitra Mukhopadhyay- Paschimbanga Rajya Pustak Parshad.</p> <p><b>Exercise 3:</b></p> <p>Provide content for preparing news reports on various topics on crime, sports, art and culture, accidents, and politics etc</p> <p><b>Exercise 4:</b></p> <p>Preparing Budget Report/ Magazine/ News Paper</p> <p><b>Exercise 5:</b></p> <p>Writing Obituary and Reporting of day today events, Personal Profiles, Prepare list of questions for interview, Interview personalities and prepare reports.</p> <p><b>Exercise 6:</b></p> <p>Read Malayalam Mainstream Magazines and analysis the contents, Cunduct weekly based news analysis and discussions Daily based news book.</p>		



## **Semester: II**

### **Russian**

Certificate Course in Russian: Teaching material: As prescribed by the Department. Recommended books “ Russian for the English speaking Learners ” by V.N. Wagner (lessons 1-21) Published by Russky Yazyk, Moscow. Note : In addition to the above the following constructions be introduced from the same text book or any other text book: U menya net + noun in singular. Use of Genitive case with preposition DLYA, POSTLE, OT , IZ, OKOLO. Use of Genitive with cardinal numbers eg. Pyat’ studentov. mYa pishu karandashom. Ya khodil c bratom.

<b>2</b>	<b>English</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Basic Communication Theory: Importance of Communication – Stages of communication, Modes of Communication – Barriers to Communication-Strategies for Effective Communication – Listening: Importance, Types, and Barriers –Developing Effective Listening Skills.</p> <p><b>Unit II:</b></p> <p>Comprehension and Analysis: Comprehension of Technical and Non-technical Material – Skimming, Scanning, Inferring-Note Making and extension of Vocabulary, Predicting and Responding to Context- Intensive Reading and Reviewing.</p> <p><b>Unit III:</b></p> <p>Writing: Effective Sentences, Cohesive Writing, Clarity and Conciseness in Writing – Introduction to Technical Writing – Better Paragraphs, Definitions, Practice in Summary Writing – Four modes of writing – Use of dictionaries, Indices, library References –Making Bibliographical Entries with Regard to Sources from Books, Journals, Internet etc.</p> <p><b>Unit IV:</b></p> <p>Business Writing/Correspondence: Report Writing – Memoranda – Notice– Instruction – Letters .</p> <p><b>Unit V:</b></p> <p>Oral Communication: – Presentation skills – Group Discussions – Dialogue Writing– Short Extempore – Debates-Role Plays-Conversation Practice.</p> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. B. K.Das et al., Cambridge, An introduction to Professional English and Soft Skills University Press (Facilitated by BPUT)</li> <li>2. Meenakshi Ramanand Sangeeta Sharma, Oxford Publications Technical Communication: Principles and Practice, Second Edition</li> <li>3. M Ashraf Rizvi, The McGraw, Effective Technical Communication Hill companies. Alan Pease, Understanding Body Language</li> <li>4. Geoffrey Leech and Ian Svartik. Communicative Grammar of English</li> <li>5. J.D.O'Connor Better English Pronunciation.</li> </ol>		

3	<b>Environmental Studies</b>	<b>CREDIT-3</b> <b>TOTAL HOURS: 45</b>
	<p><b>Unit I:</b></p> <p>Multidisciplinary nature of environmental studies-Definition, scope and importance, need for public awareness.</p> <p><b>Unit II:</b></p> <p>Natural Resources: Renewable and non-renewable resources, Natural resources and associated problems.</p> <p>a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p> <p><b>Unit III:</b></p> <p>Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)</p>	

**Unit IV:**

Biodiversity and its conservation Introduction – Definition: genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity Nation, Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

**Unit V:**

Environmental Pollution: Definition , Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

**Unit VI:**

Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and Rehabilitation of people; its problems and concerns. Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

**Unit VII:**

Human Population and the Environment. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value

Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and Human health. Case Studies.

**Reference Books:**

1. Mike Hulme, Climates and Cultures.
2. Mark Garrett, Encyclopaedia of Transportation Social Science and Policy.
3. Steel, Science An A-to-Z Guide to Issues and Controversies.
4. John A Matthews, Encyclopaedia of Environmental Change.

<b>4</b>	<b>Introduction to Electronic media</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Defining Electronic Media: Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media.</p> <p><b>Unit II:</b></p> <p>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.</p> <p><b>Unit III:</b></p> <p>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</p> <p><b>Unit IV:</b></p> <p>Broadcast Language- Clarity, Brevity,&amp; Simplicity, Gate keeping &amp; Credibility, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals.</p> <p><b>Unit V:</b></p> <p>Production Practice: Radio and television programme.</p>		

<b>5</b>	<b>Translation for Media</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Unit I:</b></p> <p>Translation: Definition, Types, Principles &amp; Practice, Translation History in India, Theories of Translation. Language Structure and Translation, Word Formation in Translation, Equivalence in Translation</p> <p><b>Unit II:</b></p> <p>Features of Literary Translation, Genre of Literary Translation</p> <p><b>Unit III:</b></p> <p>Ideology and Translation, Subjectivity &amp; Translation, Politics and Translation, Culture &amp; Translation, Parameters &amp; Principles in evaluating a Translation</p> <p><b>Unit IV:</b></p> <p>Features of Non-Literary Translation, Scientific &amp; Technical Translation Identifying Scientific &amp; Technical Terms, Various Methods for Translating Scientific &amp; Technical Terms. Machine Translation &amp; Human Translation, Types , Process &amp; Mechanism in MT</p> <p><b>Unit V:</b></p> <p>Globalization, Localization and Translation</p> <p><b>Reference Books:</b></p>		

<b>6</b>	<b>New Media Lab</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p>On completion of the course students should be able to Use search engines effectively and Design and develop a website</p> <p><b>Exercise 1:</b></p> <p>To create and maintain blogs</p> <p><b>Exercise 2:</b></p> <p>Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements</p> <p><b>Exercise 3:</b></p> <p>Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio &amp; video document</p> <p><b>Exercise 4:</b></p> <p>Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.</p>		



<b>7</b>	<b>Public Relations</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Exercise / Unit I:</b></p> <p>Definitions – Origin and Development – 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.</p> <p><b>Unit II:</b></p> <p>Organizational set up of a PR department/agencies. Various Publics – PR in Private and Public sectors. Central and State Government departments, Basics of Advertising &amp; Copy writing, Design of advertisements.</p> <p><b>Exercise / Unit III:</b></p> <p><i>Conducting a PR campaign</i></p> <p>Prepare a PR Campaign – Planning PR campaign and implementation &amp; Feedback. Selection of Media, Govt. Information services and its functions, Organising Meetings, Event Management, Corporate communication.</p> <p><b>Exercise /Unit IV:</b></p> <p>PR Counselling &amp; Consultancy. PR in support of Marketing &amp; sales promotion. Media relations, PR tools. House Journals and Newsletters. Hand-outs, Community Relations, Open House.</p> <p><b>Unit V:</b></p> <p>Conduct of Press Conferences. Meet the press. Preparation of hand-outs, Production of Annual Reports, Design, Printing &amp; Production of Brochures, Diaries, Notice etc.</p> <p><b>Reference Books:</b></p>		

## SEMESTER III

<b>1</b>	<b>Indian Culture</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<b>Unit I</b>  History and Geography , Society: Ethnic Diversities, Religions and Languages		
<b>Unit II</b>  Social Structure and the Process of Modernization , Gender Issues and Empowerment		
<b>Unit III</b>  Culture: South Asian Cultural Influences and its Impacts , Traditional Art Forms		
<b>Unit IV</b>  Major Trends in Religious Traditions , Economic Resources		
<b>Unit V</b>  Developmental Process , Impact of Globalization and IT Revolution		
<b>Reference Books:</b>  1. Baviskar, Amita, In the Belly of the River (Oxford University Press, 2005).  2. Bose, Sugata and Ayesha Jallal, Modern South Asia: History, Culture, Political economy (London: Taylor and Francis, 2004) 2nd edition.  3. Bose, Sugata and Jalal, Ayesha, Modern South Asia (London: Routledge, 2003).  4. Chapman, Graham P, The Geopolitics of South Asia: From Early Empires to the Nuclear Age (Aghgate Publishers, 2009).  5. Dirks, Nicholas B., Castes of Mind (Princeton: Princeton University Press, 2001).  6. Hay, Stephen, ed., Sources of Indian Tradition, (Columbia: Columbia University Press, 1988)		

<b>2</b>	<b>National &amp; International Affairs</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Introduction to International Politics -International Politics: Definition, nature and scope</p> <p><b>Unit II :</b></p> <p>Theoretical interpretations of international Politics-Idealism, Realism, Systems theory, Game theory, Decision making theory, Marxian theory, Dependency theory and Communications theory.</p> <p><b>Unit III:</b></p> <p>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,</p> <p><b>Unit IV:</b></p> <p>Instrument for Promotion of National Power: Foreign policy and national interest - Diplomacy: functions and limitations –war-International Law</p> <p><b>Unit V:</b></p> <p>Development of International system-Concept of International system, Treaty of Westphalia, Hauge conventions, League of Nations: Objectives, structure, achievements, failure</p> <p><b>Unit VI:</b></p> <p>United Nations Organization: UN: Evolution, Objectives, Organisational structure, specialised agencies of UN: UNESCO, WHO, ILO</p> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Ahuja, Kanta, Huup Coppens and Herman van der Wusten (eds.) Regime Transformation and World Realignment, New Delhi, SAGE, 1993.</li> <li>2. Bajpai, Kanti and Shukul Hariss (eds.) Interpreting World Politics, New Delhi, SAGE, 1995.</li> <li>3. Bruce L. Sanders and Durban Alanc, Contemporary International Politics: Introductory Readings, New York, John Wiley, 1971.</li> <li>4. Bull, Hedley and Adam Watsom, The Expansion of the Internal Society, Oxford, Clarendon Press, 1984.</li> </ol>		

5. Buzan, Barry, *People, States and Fear*, Sussex, Wheat Sheaf Books, 1983.
6. Calvocoressi, *World Politics*, New York, Longman, 1982.
7. Carr, EH., *The Twenty Years Crises 1919-1939*, London, Macmillan, 1981.
8. Giddens, Anthony, *The Third Way*, Cambridge, Polity Press, 1998.
9. Halliday, Fred, *Making of the Second Cold War*, London, Verso, 1989.
10. Halliday, Fred, *Rethinking International Relations*, London, Macmillan, 1994
11. Harshe, Rajen, *Twentieth Century Imperialism*, New Delhi, SAGE, 1997.
12. Malhotra V. Kuman, *International Relations*, New Delhi, Anmol, 1993.
13. Mayall, James, *Nationalism and International Society*, Cambridge, Cambridge University Press, 1990.

<b>3</b>	<b>Photography</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise 1:</b></p> <p>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.</p> <p><b>Exercise 2:</b></p> <p>Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices.</p> <p><b>Exercise 3:</b></p> <p>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</p> <p><b>Exercise 4:</b></p> <p>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.</p> <p><b>Exercise 5:</b></p> <p>Professionalism in Photography – Photo journalist , News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerised Photography–understanding Legal and Ethical Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Marriage and party, Accidents. Cultural Events. Human Interests Stories.</p>		

**Reference Books:**

1. Newnes, Basic Photography
2. Hamlyn, The Hanlyn Basic Guide to Photography
3. CyernshemGR, History of Photography
4. Rothsteline , Photo Journalism
5. MiltenFeinberg , Techniques of Photo Journalism
6. Bergin, Photo Journalism Manual

<b>4</b>	<b>Videography</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise 1:</b></p> <p>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.</p> <p><b>Exercise 2:</b></p> <p>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 colour and contrast, Basic lighting, Lens characteristics, Field of view.</p> <p><b>Exercise 3:</b></p> <p>Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects. Picture composition, Camera movements.</p> <p><b>Exercise 4:</b></p> <p>Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera</p> <p><b>Exercise 5:</b></p> <p>Pre- production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay, blocking, location sound recording.</p> <p><b>Exercise 6:</b></p> <p>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 programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.</p>		

**Exercise 7:**

Post- production: Video Editing : Types of editing, Preparation for editing, Non- linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging. Finalizing the disc.

**Reference Books:**



<b>5</b>	<b>Advertising</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Definition &amp; Meaning of Advertising, Role and functions of Advertising, Nature &amp; Scope of Advertising ,Growth &amp; Development of Advertising in India &amp; World , Global Scenario of Advertising , Ethical &amp; Regulatory Aspects of Advertising .</p> <p><b>Unit II:</b></p> <p>Advertising as communication tool, communication process &amp; advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow’s Hierarchy Model , Advertising as a social process- consumer welfare, standard of living and cultural values</p> <p><b>Unit III:</b></p> <p>Classification of Advertising on the basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition &amp; importance. , Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.</p> <p><b>Unit IV:</b></p> <p>Characteristics, Advantages &amp; Disadvantages of Broadcast media – Television, Radio, Audio-Video Cassettes &amp; CD’s, Cyber media. Print Media – Newspaper, Magazines. Support Media – Out-of-home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing</p> <p><b>Unit V:</b></p> <p>Concept of advertising agencies, Ad agency-Role, Types, Structure &amp; functions, The advertisers; client –agency relationship, Criteria to select an ad agency.</p> <p><b>Reference Books:</b></p>		

<b>6</b>	<b>Publishing</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise 1:</b></p> <p>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.</p> <p><b>Exercise 2:</b></p> <p>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,</p> <p><b>Exercise 3:</b></p> <p>Making of books, periodicals, brochures etc. – Market study – Types and quality of paper- various printing process, Pre &amp; Post press operations – Binding – Introduction to essential software – Dummy preparation – Embossing – Varnish – printing of books, Lamination of Book cover.</p> <p><b>Exercise 4:</b></p> <p>Various tools of book marketing – Understanding Marketing strategies, Distribution channels - Online book publishing – liaison with authors – contract with authors – Royalty- Copy right.</p> <p><b>Exercise 5:</b></p> <p>Visit to various types of printing presses and Publishing Houses and submission of Report.</p>		

## SEMESTER: IV

<b>1</b>	<b>Media Laws and Ethics</b>	<b>CREDIT-4 TOTAL HOURS:60</b>
<p><b>Unit I:</b></p> <p>Indian Constitution– Preamble – Characteristics– Basic legal concepts - Judicial system in India – Media systems–Constitutional Provisions for Freedom of speech and expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) – freedom of the press in India – Supreme Court Cases related to Article 19 – Indian Penal Code</p> <p><b>Unit II:</b></p> <p>Acts for Media – Working Journalist Act – Official Secrets Act 1923 – Law of Defamation – Copyright Act – Contempt of Court act – Legislative privileges and contempt of legislature – obscenity – cinematography Act</p> <p><b>Unit III:</b></p> <p>Laws for Media – press and registration of book act – AIR and DD codes for commercial advertising –Prasara Bharathi Act – Cable TV Network Act – Intellectual property rights – Right to Information Act – Human Rights and Media – Cyber laws in India – Right to Privacy</p> <p><b>Unit IV:</b></p> <p>Council for Media – First Press Commission – Second Press Commission– Recommendations — Structure and functions of Press Council of India – Professional code of conduct for media persons– Media and Globalization,</p> <p><b>Unit V:</b></p> <p>Pressures on Media– Political, Corporate, Religious, Social – Press during Emergency – Press as a Fourth Estate – Advertisers and Lobbies– Censorship v/s Self-</p>		

Regulation – Embedded Journalism – Sting Journalism – Issues relating to FDI – Case Studies

**Reference Books:**

1. Crone, Law and the Media – An Everyday Guide for Professionals
2. S. K. Aggarwal, Media and Ethics
3. K.S. Venkataramaiah, Mass Media Laws and Regulations in India
4. An Grover, Press and the Law
5. Zamir Naizi, Press in Chains
6. KS Venkataramaiah, Freedom of the Press – Some Recent Incidents
7. KSPadhy, Mass Media and Freedom of Press in India
8. KSPadhy, Battle for Freedom of Press in India
9. BBasu, Laws of Press in India
10. TNTrekha, The Press Council

<b>2</b>	<b>Value Education</b>	<b>CREDIT-3</b> <b>TOTAL HOURS: 45</b>
<p><b>Unit I:</b></p> <p>Values-Meaning, Nature and their importance .Relation between needs and values hierarchy of values, place of values in character development and education.</p> <p><b>Unit II:</b></p> <p>Awareness of one's self-Definition of self, assessing one's self. Self-Management – self-discipline, Ambition, self-confidence, Determination, Motivation, Self-control, Self-satisfaction. Personal values –Humility and simplicity, Sympathy and empathy, Honesty and commitment. Life-skills for individual and social living. Behavioural values- Good manners at home and outside, openness in thought word and action. Role of religious values, Religious tolerance, Truthfulness to self and others. Leadership as a life skill, Leadership in other Life skill, Interpersonal and intrapersonal skills.</p> <p><b>Unit III:</b></p> <p>Intervention strategies of value education and assessment of value pattern Krathwohl's Taxonomy of Education: Objective selection of value as recommended by NCERT, National Policy on Education and constitution of India. Models of value education ;rationale Building Model –The consideration Model –Value analysis model –Value clarification model-Social Action Model-Jurisprudential Enquiry Model, Role Playing model, Cognitive Moral Development Model, and value Discussion Model.</p> <p><b>Unit IV:</b></p> <p>Understanding family life-Definition of family, Family life in the context of rapidly changing society. Organising family life- Responsibility, Mutual respect, Sharing and caring, Accommodation and adjustment, individual interests Vs. Family interests. Providing continuity in traditional values-Traditional norms and family norms changing values-joint</p>		

families Vs. Nuclear families, Family responsibilities in the changing societal and living standards. Learning to live together –Definition of society, Units of society-Community living social awareness, Equity, Equality and brotherhood. Challenging the diversities – Value differences, Sex and gender related issues, Differences of opinions, tolerance, Conflicts, Avoidance of conflicts Dialogue, Conflicition resolution, and Social responsibility.

#### **Unit V:**

Professional values, National and International values Planning and organizing for transition in the changing work culture-Definition of profession, Vocation and career, Professional values and ethics, Professional Competence, devotion and confidence, professional efficiency, Accountability and Responsibility. Transition in the world of work-Learning as a dynamic process in the world of work-Awareness of the changing career options, Understanding the work culture, Willingness to change, team Spirit. Knowledge of Indian Constitution –Basis values of citizens. Global village –Global values, values of health and health care population and environmental issues, Aggression and violence, Deviance, Discrimination, Drugs, Racial and ethnic relations.

#### **Reference Books:**

<b>3</b>	<b>Indian Constitution</b>	<b>CREDIT-3</b> <b>TOTAL HOURS: 45</b>
<p><b>Unit I:</b></p> <p>Making of the Indian Constitution: Constitutional Development and national movement, Government of India Act 1919, 1935 and Indian Independence Act 1947. Constituent Assembly.</p> <p><b>Unit II:</b></p> <p>Features of the Constitution, Preamble: Philosophical and Ideological Base of the Constitution. Basic structure of the constitution</p> <p><b>Unit III:</b></p> <p>Citizen and State Fundamental Rights, Directive Principles of state policy, Fundamental duties</p> <p><b>Unit IV:</b></p> <p>Government of the Union. The Union Executive- the President and the Vice-President- The Council of Ministers and the Prime Minister - Powers and functions The Union Legislature - The Parliament: composition, powers and functions - Speaker. Legislative Process, Committee system The supreme court of India :structure powers and functions, Judicial review</p> <p><b>Unit V:</b></p> <p>Government of the States - Governor- the Council of Ministers and the Chief Minister- Powers and functions, State Legislature- composition, powers and functions. High courts and lower courts, Powers and function</p> <p><b>Unit VI:</b></p> <p>Major Provisions in constitutions - Amendment and Amendment procedure article 368,</p>		

Emergency Provisions, Jammu and Kashmir Article 370. Elections and Election Commission

Constitutional Bodies. Union Public Service Commission, Attorney General, Comptroller and Auditor General, The Finance Commission, Election commission

**Reference Books :**

1. D.D. Basu: An Introduction to the Constitution of India, New Delhi, Prentice Hall: 2013.
2. G. Austin: 'Working a Democratic Constitution – The Indian Experience' Delhi, Oxford Uni. Press, 2000.
3. S. K. Chaube : Constituent Assembly of India – Spring board of Revolution, New Delhi, Peoples' Publishing House, 1973.
4. S. Kaviraj : Politics in India, Delhi, OUP. 1998.
5. W. H. Morris Jones : Government and Politics in India, Delhi, 1974..
6. M. V. Pylee- Constitutional Government in India, Bombay, Asia Pub. House, 1977.
7. M. V. Pylee – An Introduction to Constitution of India, New Delhi, Vikas, 1998.
8. Brij Kishore Sharma : Introduction to the Constitution of India, Prentice Hall : New Delhi, 2005.



<b>4</b>	<b>Event Management</b>	<b>CREDIT-3</b> <b>TOTAL HOURS: 45</b>
<p><b>Exercise 1:</b></p> <p>Practical participations in Events and Event Management: Attending various types of Events &amp; Event Management. Understanding how to organise Events like exhibitions, seminars and conventions, trade shows, wedding planning, sports events, government civic and political events getting training with Organizers, Sponsors, and Logistics.</p> <p><b>Exercise 2:</b></p> <p>Conceptualization and Planning- Event planning in an organisation, Project Planning, Planning the Setting, Location and Site of the event. Planning correctly for right type of event Operations of Plan, Planning and organization. Setting up an Event Organization structure -The Committee Systems, Developing a Program Portfolio. The Programme Life Cycle, Scheduling,</p> <p><b>Exercise 3:</b></p> <p>Human Resource Management. Assessing the event team leadership and goal. Team building and work distribution, Recruitment and Motivation.</p> <p><b>Exercise 4:</b></p> <p>Financial and Risk Management. Making of The Budget with Cost-Revenue analyse, Practical understanding of Accounting.</p> <p><b>Exercise 5:</b></p> <p>Market Research. Active participation on an event of marketing, generate an event marketing process, Learning the need of client, targeting clients, selecting event categories, collaborating with event management and media. Brand building and management. Case studies.</p>		

<b>5</b>	<b>Corporate Communication</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Corporate communication- definition, historical perspective, contemporary relevance</p> <p>Communication in organizations: Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication.</p> <p><b>Unit II:</b></p> <p>Facets of corporate communication-organizational communication, marketing communication, management communication.</p> <p><b>Unit III:</b></p> <p>Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public Relations (PR). Audiences, objectives, functions, principles and tools of communication in. ER, IR, MR, GR, CR and PR.</p> <p><b>Unit IV:</b></p> <p>Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image and corporate brands. Building a distinct corporate identity, Corporate social responsibility</p> <p><b>Unit V:</b></p> <p>Corporate communication professionals: Qualities, qualifications, duties and responsibilities</p> <p><b>Reference Books :</b></p>		

<b>6</b>	<b>Film Appreciation</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise I:</b></p> <p>Practical lab work on Film review, Appreciation, Criticism and Definitions. Collecting and analyzing different types of films and its reviews. Practical exploration of different types of film journals, articles and write- ups. Write reviews for selected films.</p> <p><b>Exercise II:</b></p> <p>Practical analysis on the impact of technical elements in film making like Shot, scene and sequence. Camera movements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc.</p> <p><b>Exercise III:</b></p> <p>Study the audience manners. Conducting surveys and Collect data about major studios and distribution network.</p> <p><b>Exercise IV:</b></p> <p>Watch and evaluate classic films made from different cultures around the world.</p> <p><b>Exercise V:</b></p> <p>Study and appreciate the works of filmmakers like Satyajit Ray, AdoorGopalakrishnan, Akira Kurosawa, Pier Paolo Pasolini, Alfred Hitchcock, Federico Fellini, Andrei Tarkovsky, Robert Bresson and Ingmar Bergman etc.</p> <p><b>Exercise VI:</b></p> <p>Conceptualize, Create and Edit a short telefilms or documentary film.</p>		

**Reference Books:**

- Bordwell K. and Thomson K. (1990): Film Art An Introduction, New York. Knopff.
- Mast S. and Cohen M (ed) (1985): Film Theory and Criticism, Oxford, OUP.
- Newbold, Chris (2000) The Media Book, Arnold.
- Dick, Berbnard F. (2000): The Anatomy of Film, Bedford. St. Martin's.

<b>7</b>	<b>Internship</b>	<b>CREDIT-6</b> <b>TOTAL HOURS:</b>
<p>Soon after the Fourth Semester End-Term Examination, students will undergo training in Print Media for two weeks and will submit a comprehensive Internship Report (IR) of the work done during the training. The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the fifth semester. Internship Report (IR) will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately.</p>		

## SEMESTER: V

<b>1</b>	<b>Business and Technical Communication</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Business Communication; Brief History, Scope in new corporatized world. Various job opportunities</p> <p><b>Unit II:</b></p> <p>7 Cs of communication, Interpersonal and group communication in business organization. Principles of better interpersonal and group communication</p> <p><b>Unit III:</b></p> <p>Basic principles of business writing and editing. End products of business communication- Letters, Memos, Reports, Proposals etc. Preparing presentations using various software like PowerPoint</p> <p><b>Unit IV:</b></p> <p>Technical Communication Defined. Scope of technical communication, Career opportunities Duties and responsibilities of technical communicators</p> <p><b>Unit V:</b></p> <p>End products of technical communication/technical writing- User manuals, Help menus, project proposals, e-learning materials etc.</p>		

<b>2</b>	<b>Media Economics</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Media and the business world, Media as a Business Media ownership patterns, Indian scenario, Global scenario</p> <p><b>Unit II:</b></p> <p>Print media industry- Various types of print media and their income generation patterns and management principles</p> <p><b>Unit III:</b></p> <p>Radio &amp; Music industry, Commercial aspects of radio and music. Income generation patterns and management principles</p> <p><b>Unit IV:</b></p> <p>Television – Various types of television. Commercial aspects of television. Income generation patterns and management principles</p> <p><b>Unit V:</b></p> <p>New trends in media industry. Organizations related to media industry- WanIfra, INS, Editors’ guild etc.</p> <p>Diversification for business development- examples from various media houses</p>		

<b>3</b>	<b>Script Writing for Media</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Exercise 1:</b></p> <p>Practical knowledge on Script-writing: Creative thinking -creative process -Stages in the craft of script-writing. Basic story idea - Narrative synopsis outline – scene breakdown and full-fledged script. Build a storyline on a social theme</p> <p><b>Exercise 2:</b></p> <p>Practical Understanding of the Narrative structure: Beginning – middle – end, Conflict, development, climax, and denouement. Story, storyline, plot and treatment. Principles of suspense and surprise. Write an audio-visual script for television news or an audio script for a radio talk show</p> <p><b>Exercise 3:</b></p> <p>Understanding the elements of a narrative: Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter etc. Write a shooting script for a documentary</p> <p><b>Exercise 4:</b></p> <p>Characterisation: Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters. Write a shooting script for a short film</p> <p><b>Exercise 5:</b></p> <p>Writing for current affairs for TV and radio – news, sports, cultural, documentaries converting the narrative into a video script, Students have to maintain a journal. Extra classes will be held for viewing films reading and reviewing scripts</p> <p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>• Serger, Linda (1994): Making a Good Script, Samuel French Trade.</li> </ul>		



<b>4</b>	<b>Web Technology</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p>Practical lab for Creation of Web pages using HTML, DHTML, JavaScript, AJAX, PHP and ASP</p> <p><b>Exercise 1:</b></p> <p>Introduction to HTML and XHTML, Basic Tags in HTML.</p> <p><b>Exercise 2:</b></p> <p>Introduction to CSS, Write a program to create menu using HTML and CSS.</p> <p><b>Exercise 3:</b></p> <p>Introduction to JavaScript, Write a program to print date using JavaScript, Write a program to</p> <p>Sum and Multiply two numbers using JavaScript, Write a program to Show use of alert, confirm and prompt box, Write a program to redirect, popup and print function in JavaScript, Create validation Form in JavaScript.</p> <p><b>Exercise 4:</b></p> <p>Introduction on Ajax, Write a program to change content of web page using Ajax. Write a program to create XML, HTTP Request.</p> <p><b>Exercise 5:</b></p> <p>Introduction to php.</p> <p><b>Exercise 6:</b></p> <p>Introduction to ASP.</p> <p><b>Exercise 7:</b></p> <p>Practically understand the Principal of web Design: Well designed site from a poorly conceived one, difference between web and print design, focusing on those issues a web designer has to face, discover top ten web design, and critique a sample site from an aesthetic</p>		

perspective. Illustrations & Web Imaging, Planning a website using a structured document.

Site Navigation Types. Creating web illustrations like buttons, banners & Bars.

**Reference Books:**

<b>5</b>	<b>Multimedia Production</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise I:</b></p> <p>Lab work on Multimedia systems, elements, applications, system architecture, Digital media and Hypermedia.</p> <p><b>Exercise II:</b></p> <p>Practical works to understand Multimedia file formats, standards, communication protocols, conversions, Data compression and decompression. Image authoring and editing tools, image file formats–JPEG, TIFF, GIF, PNG. Layers, RGB, CMYK, Contrast, Brightness, Slicing, Contrast Ration, Aspect Ratio, Gray Scale, filters, blending tools, Image enhancing designing technique.</p> <p><b>Exercise III:</b></p> <p>Practical learning of 2 D animation, definition and its characteristics, Authoring tools for 2D animation, Introduction to 3 D animation. SWF, FLA, FLV. Streaming Media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation.</p> <p><b>Exercise IV:</b></p> <p>Create a Multimedia production : idea/concept, outline, script, storyboarding, templates, user interface, production and delivery strategies, design and navigation structures – linear, hierarchical, non-linear, and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and post production problems and solutions.</p> <p><b>Exercise V:</b></p>		

Apply Multimedia in business, education and entertainment, Understand the job of a multimedia team like project manager, designers, writers, video/audio specialists, multimedia programmers

### **Exercise VI:**

Final Project on Multimedia -Students should conceive, execute and submit a multimedia project of 10 minute duration on any topic/theme. The project must encompass all building blocks (text, picture, graphics, video, sound) and these should be assembled using appropriate authoring software.

### **Reference Books :**

1. Maidarani Dinesh, Multimedia applications web designing
2. Francic Anne Crany, Multimedia
3. James E Shumar, Multimedia in action

<b>6</b>	<b>Media Management</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Unit I:</b></p> <p>Management concept – Principles of Management – Functions –Nature of leadership – Understanding Motivation – Decision Making–Factors influencing good management – Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media</p> <p><b>Unit II:</b></p> <p>Media Organization – Structure and Characteristics of Media Organizations –Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership Patterns of Print and Electronic Media – Merits and demerits –Media as an industry and profession</p> <p><b>Unit III:</b></p> <p>Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems of Small, Medium, and Large newspapers –Advertisement v/s circulation– Media Promotion.–Professionalism –Trade Unionism–Public Relations for Newspaper Organization.</p> <p><b>Unit IV:</b></p> <p>Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status Electronic Media in India – Private Channels – Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques</p>		

**Unit V:**

Media Bodies– DAVP, INS and ABC – News agencies and syndicates –Ownership and Organization structures – Various Committees to study the problems of media in India– Global Competition on Indian Media

**Reference Books:**

1. Mehra, Newspaper Management.
2. Rucker & Williams, Newspaper Organization And Management.
3. Sindhvani, Newspaper Economics And Management.4. Herbert Williams  
Newspaper Organization And Management
4. Ra Yudu C S, Media And Communication Management.
5. Mocavatt& Pringle, Electronic Media Management

<b>7</b>	<b>Video Editing</b>	<b>CREDIT-3</b> <b>TOTAL HOURS: 45</b>
<p><b>Exercise I:</b></p> <p>Practical learning of the fundamentals of editing. Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non Linear editing. Editing in Digital World.</p> <p><b>Exercise II:</b></p> <p>Introduction to editing Tools- Adobe Premier Pro, Final Cut Pro etc or Open Software</p> <p><b>Exercise III:</b></p> <p>Working In the Timeline, Transitions, Key framing, Applying Filters, Ingesting,</p> <p><b>Exercise IV:</b></p> <p>Practicing Visual Editing, NLE Compositing, Colour Correction &amp; Colour Grading, Working On Audio, Titling, Final Review and Project</p> <p><b>Exercise V:</b></p> <p>Editing assignments</p>		

## SEMESTER: VI

1	<b>Graphic design</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Exercise 1:</b></p> <p>Exercising the Fundamentals of computer graphics- file format, bitmapped and object oriented graphics, colour depth and resolution, compression, image modes, print and online formats.</p> <p><b>Exercise II:</b></p> <p>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; colour modes, colour picker, colour palette, colour options and editing modes. Maintain a journal with Exercises on Photoshop</p> <p><b>Exercise III:</b></p> <p>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.</p> <p><b>Exercise IV:</b></p> <p>Filters and retouching techniques- blur, distortion, noise, pixilated, render, sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wringles corrections and backgrounds.</p> <p><b>Exercise V:</b></p> <p>3 D 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.</p>		



**Reference Books:**

- Ackerman C.: Mastering Multimedia- Advantage II, BPS publication.
- Mulin Eileen: The Essential Photoshop Book, Galgotia Publication Pvt. Ltd.

<b>2</b>	<b>Sound Editing</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Exercise 1:</b></p> <p>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.</p> <p><b>Exercise 2:</b></p> <p>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.</p> <p><b>Exercise 3:</b></p> <p>Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, skills.</p> <p><b>Exercise 4:</b></p> <p>Lab work on Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalising, 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.)</p> <p><b>Exercise 5:</b></p> <p>Mixing and editing: why; how "Studio manipulation' (editing, improving quality, construction) and making of a complete program.</p> <p><b>Exercise 6:</b></p>		

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.

Practicals in Radio scriptwriting formats- news reading, radio dramas, jingle, promos, and talk shows.

**Reference Books:**

- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.
- Millerson Gerald, Focal Press, 'Television Production'.

<b>3</b>	<b>Social Media Analysis</b>	<b>CREDIT-4</b> <b>TOTAL HOURS: 60</b>
<p><b>Unit I:</b></p> <p>Online Communication, Meaning and definition , Characteristics of Online Communication</p> <p><b>Unit II:</b></p> <p>Internet &amp; Web,. Characteristics of Internet, Brief Idea about ISP and browsers, Websites &amp; its types iv. Email: Need &amp; Importance v. Web tools: Blogs, Social Media &amp; Search Engine</p> <p><b>Unit III:</b></p> <p>Newspaper, Brief History of the E-newspaper in English &amp; Hindi, Reasons for the growing popularity of e- newspaper, Present &amp; Future of E-newspaper, Limitations of online newspapers</p> <p><b>Unit IV:</b></p> <p>Web Journalism, Traditional vs Web Journalism Elements of Web newspapers, Reporting Writing, and Editing for Web Journalism.</p> <p><b>Unit V:</b></p> <p>Journalism &amp; Law: Information &amp; Technology Act 2000 &amp; Copy Right Act.</p> <p><b>Reference Books:</b></p>		

<b>4</b>	<b>Short Film Production</b>	<b>CREDIT-5</b> <b>TOTAL HOURS: 75</b>
<p><b>Exercise 1:</b></p> <p>Concept mapping, discussion with experts and outline writing techniques.</p> <p><b>Exercise 2:</b></p> <p>Making of Story, screenplay and storyboard</p> <p><b>Exercise 3:</b></p> <p>Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location</p> <p><b>Exercise 4:</b></p> <p>Production stage: Shot division. Two and three camera production. Rehearsal</p> <p><b>Exercise 5:</b></p> <p>Post production, Censorship, Promotion and Selling.</p>		

5	Project	CREDIT-5 TOTAL HOURS: 75
	<p>Every student will be assigned the Final Project at the end of the Fifth Semester.</p> <p>The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester.</p> <p>The Project Reports (induplicate) both hard &amp; soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.</p>	

<b>6</b>	<b>Study Tour</b>	<b>CREDIT-6 TOTAL HOURS:</b>
<p><b>Objective:</b></p> <p>The objective of the study tour is to get students acquainted with the media industry or for media activities (reporting, editing, photography etc.).</p> <p><b>Instruction for assignment/report:</b></p> <p>Every student has to submit the assignment of the media activities (reporting, editing etc.) or tour report. The hard copy of the assignments/study tour report (induplicate) has to be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the sixth Semester</p>		