

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

Total Credits = 22

SEMESTER 1 st		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-101	Introduction to Communication	4	-	-	40	60	100	4
BJMCS1-102	Growth and Development of Media	4	-	-	40	60	100	4
BJMCS1-103	Basics of Reporting and Editing	4	-	-	40	60	100	4
BJMCS1-104	Introduction to Mass Media	4	-	-	40	60	100	4
BJMCS1-105	Computer Fundamentals	3	-	-	40	60	100	3
BHSMC0-001	English	3	-	-	40	60	100	3
Total		-	-	-	240	360	600	22

Total Contact Hours= 25

Total Marks=600

Total Credits = 23

SEMESTER 2 nd		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-201	Media and Society	4	-	-	40	60	100	4
BJMCS1-202	Media and Democracy	4	-	-	40	60	100	4
BJMCS1-203	Print Journalism	4	-	-	40	60	100	4
BJMCS1-204	Introduction to Electronic Media	4	-	-	40	60	100	4
BJMCS1-205	Indian Entertainment and Media Sector	4	-	-	40	60	100	4
BJMCS1-206	Communication Skills	3	-	-	40	60	100	3
BMNCC0-004	Drug Abuse: Problem, Management and Prevention	2	-	-	S/ NS *	-	-	(S/NS)*
Total		-	-	-	240	360	600	23

Overall

Semester	Marks	Credits
1 st	600	21
2 nd	600	23
Total	1200	44

FIRST SEMESTER SYLLABUS

INTRODUCTION TO COMMUNICATION

Subject Code: BJMCS1-101

**L T P C
4 0 0 4**

Duration: 60 Hrs

Learning Objectives: This course aims to make the students conversant with various models and theories of communication. To help them improve their quality of communication by making effective use of media and emphasizing the need to pay attention to all elements involved in the process for empathic conveyance of messages.

Course Outcomes: After completing the course student will be able to understand and explain the concept of communication. It will equip students with the effective communication skills that are essentials of a journalism and mass communication. They will Gain knowledge of various types and theories of the communication and incorporate them for the effective communication process.

UNIT-I (15 Hrs)

Introduction to communication: Definition concept, process and elements of communication, Evolution of human beings and human communication, Role, scope and need of communication in society, CIs of communication, Functions, and objectives of communication Barriers in communication.

UNIT-II (15 Hrs)

Kinds of communication: Principles of communication, Socialization and communication, Traditional communication forms Verbal communication, Non-verbal communication.

UNIT-III (15 Hrs)

Types of communication: Communication in ancient civilizations, Intra-personal, interpersonal, Group, Public and mass communication, Machine to man, man to machine, machine to machine and mediated communication Spiritual communication, Press of de mass fictions

UNIT-IV (15 Hrs)

Different models and theories of communication: Aristotle, Osgood, Dance, Newcomb, Harold Lasswell, George Gerbner, Schramm, Meaning theory, Relational theory, Transactional theory, Two step flow theory, Bullet theory

Recommended Books

1. Everett M. Rogers, (1976), Communication and Development. Beverly Hills, Sage Publications.
2. E.S. Herman & Noam Chomsky, (1994), Manufacturing Consent, Vintage Stephen Robbins & Mary Coulter, 'Management', Pearson Education
3. McQuail, Denis (ed.), (1976), Sociology of Mass Communication. Penguin, London
4. Rogers, Everett M. (ed), (1982), Communication & Development. SAGE, Beverly Hills
5. McQuail, Denis, (1994), Mass Communication Theory, SAGE, London

GROWTH AND DEVELOPMENT OF MEDIA

Subject Code: BJMCS1-102

**L T P C
4 0 0 4**

Duration: 60 Hrs

Learning Objectives: The course aims to provide an understanding the characteristics of media industry in India by providing an overview of the contemporary scenario and tracing the landmark events that have helped to shape it. The discussion travels through the history of media industries in UK, USA and India.

Course outcomes: After studying this course the students will equip with ability to Identify, explore the early evolution of media and various contemporary Medias. Incorporate Medias for the smooth mass communication across the world.

UNIT-I (15 Hrs)

Overview of contemporary media: Overview of the Contemporary Media Industry in India, Characteristics of Folk & Print Media, Characteristics of Radio, TV & Cinema, Characteristics of New Media

UNIT-II (15 Hrs)

Evolution of early newspapers: Brief introduction of the evolution of early newspapers in UK & USA, Early restrictions on press (with discussion on Aeropagitica), Rise of new publications, growth of newspaper industry in UK, Colonial newspapers, American Revolution & Role of press, Party Press, Penny Press, Civil War Journalism and New Journalism

UNIT-III (15 Hrs)

History of press: Introduction to history of Press in India, The forerunners: Hicky and Buckingham, Stage I: Early restrictions, Stage II: Rise of nationalist press, Vernacular Press Act and other restrictions, Stage III : Assertive role of press in post-independent India

UNIT-IV (15 Hrs)

Evolution of radio, new media: Origin and Evolution of Radio, Origin and Evolution of Television, Origin and Evolution of Advertising & Public Relations, Origin and Evolution of New Media

Recommended Books

1. Applegate, E. (1998), Personalities and Products: A historical perspective on Advertising in America
2. Barns, Margarita, (1940), Indian Press, George Allen & Unwin, London.
3. Bazlogova, Elena (2011) The listener's voice: Early radio and the American Public, University of Pennsylvania Press
4. Cheney, William, (1955), Freedom of the Press, Harcourt-Brace, New York.
5. Cutlip Scott M., (1995) Public Relations History: From the 17th to the 20th Century: The Antecedents (Routledge Communication Series) 1st Edition

BASICS OF REPORTING AND EDITING

Subject Code: BJMCS1-103

L T P C

Duration: 60 Hrs

4 0 0 4

Learning Objective: This course aims to acquaint the students with the nuances of reporting and editing. They will also grasp the skills required to cover and edit news. They will also understand the contemporary trends and issues in news reporting.

Course outcomes: This paper will enhance the basic understanding of the student about reporting and editing for the print media. This paper will give them the opportunity to learn the basic terminologies of print media with special emphasis on reporting.

UNIT-I (15 Hrs)

Covering news: Covering news Reporter- role, functions and qualities working on a beat; news agency reporting. Covering speeches, meetings and press conferences covering of beats- crime, courts, city reporting, health, education, sports.

UNIT-II (15 Hrs)

Interviewing/Types of news leads Interviewing: doing the research, setting up the interview, conducting the interview News leads/intros, Structure of the news story–inverted pyramid style; Lead: importance, types of lead; body of the story; attribution, verification Articles, features, types of features and human-interest stories, leads for features, difference between articles and features

UNIT-III (15 Hrs)

The Newspaper newsroom Newsroom, Organizational setup of a newspaper, Editorial department Introduction to editing: Principles of editing, headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role of sub/copy-editor, News editor and editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op ed page

UNIT-IV (15 Hrs)

Issues and trends in reporting: Issues and trends in news reporting Tabloids, Issues of sensationalism and voyeurism Neighborhood newspapers Supplements, Backgrounders Columns /columnists

Understanding media and news Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Fake news Neutrality and bias in news Projects: Students will undertake assignments based on covering the beats and writing reports / interviewing personalities and celebrities. Exercises and assignments on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc.

Recommended Books

1. The Art of Editing, Baskette and Scissors,
2. Allyn and Bacon Publication Dynamics of Journalism and Art of Editing
3. S.N. Chaturvedi, Cyber Tech Publications News Writing and Reporting for Today's Media
4. Bruce Itule and Douglas Anderson, McGraw Hill Publication the Newspaper's Handbook
5. Richard KeebleRoutledge Publication Principles of Editorial Writing MacDougall and Curtis Daniel '

INTRODUCTION TO MASS MEDIA

Subject Code: BJMCS1-104

L T P C

Duration: 60 Hrs

4 0 0 4

Learning Objectives: This course aims to acquaint the students with the growth and development of communication and media. The main objective of the course is to enable students to understand the role and importance of mass media in raising public awareness.

Course Outcomes: On completion of the course the student should be able to understand the importance, functions & scope of communication and media and describe the growth and development of communication and media. They will also be able to understand the periodic changes in the media.

UNIT-I (15 Hrs)

Communication & Media: Definition, meaning & concept. Different types of communication: Verbal and written, Scope and Process of Communication, Mass Communication: Concept & Characteristics.

UNIT-II (15 Hrs)

Mass Media: Meaning & Concept, Introduction to Indian Press, Brief account of the origin and development of newspaper and magazine in India 4. History of the development of electronic media in India: Radio & TV

UNIT-III (15 Hrs)

Functions and role of mass media: Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural Urban divide.

UNIT-IV (15 Hrs)

Trends in mass communication: Changing trends of Mass Communication under the process of globalization, Private and Public Media, Technology in the development of Media Media and Market: Nature, Relation & Expansion

Recommended Books

1. Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi
2. J.S. Yadava&PradeepMathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008
3. ShymaliBhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

COMPUTER FUNDAMENTALS

Subject Code: BJMCS1-105

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives

The aim of this subject is:

1. To gain and understanding of the core concepts and technologies which constitute Information Technology.
2. To be able to articulate and demonstrate a basic understanding of the fundamental concepts of Information Technology
3. To make understand how to use Office Tools.

Course Outcomes

After completing this course, students will be able to:

1. Understand the core concepts and technologies which constitute Information Technology.
2. Apply various computer concepts
3. Apply computer applications in taking the managerial decisions.

UNIT-I(16 Hrs)

Computer Fundamentals: Definition and Block diagram of a computer, Characteristics of Computers, Hardware Vs Software,

Generations of languages - Machine Language, Assembly Language, High Level Language, Assembler, Compiler and Interpreter. Input Devices & Output Devices.

Information Technology: Introduction to Information Systems, Application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math

UNIT-II (15 Hrs)

Memories: Primary Memory, Secondary Memory and Storage Devices, Creating Directory, Sub Directory, and Renaming, Coping and Deleting the Directory

Data Representation: Bit, Byte, Binary, Decimal, Hexadecimal, and Octal Systems, Conversions and Binary Arithmetic (Addition/ Subtraction/ Multiplication) Applications of IT.

Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples.

UNIT-III (15 Hrs)

File Manipulation: Creating a File, Deleting, Coping, Renaming File, Using Accessories such as Calculator, Paint Brush, CD player, etc

Computer Network & Communication: Network Types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/ IP)

UNIT-IV (14 Hrs)

Operating System Concept: Introduction to Operating System, Function of OS, Types of Operating Systems, Booting Procedure, Details of Basic System Configuration.

Computer Software: Types of Software, Application Software and System Software.

**Faculty members can take practical sessions during the lectures.*

Recommended Books

1. V. Rajaraman, 'Fundamentals of Computers', PHI
2. Satish Jain, 'Information Technology Concepts', BPB Publications
3. Turban, Mclean and Wetherbe, 'Information Technology for Management', John Wiley & Sons
4. Courter G, 'Mastering MS Office 2000 Professional', BPB Publication.
5. Steve Sagman, 'MS- Office 2000 For Windows', Addison Wesley.

ENGLISH

Subject Code: BHSMC0-001

**L T P C
2 0 0 2**

Duration: 30Hrs.

Course Objectives

The main aim of this course is:

1. To enlighten the students with the variety of word bank
2. To help the students to understand intricacies of grammar
3. To help the students to know writing skills

Course Outcomes

After Completing this course, students will be able to:

1. Adapt and apply learned skills
2. Be eloquent over language
3. Have proficiency in English skills.

UNIT-I (7Hrs.)

Vocabulary Building: The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

UNIT-II (9 Hrs.)

Basic Writing Skills: Sentence Structures; Use of phrases and clauses in sentences ; Importance of proper punctuation; Creating coherence; Organizing principles of paragraphs in documents; Techniques for writing precisely

UNIT-III (7 Hrs.)

Identifying Common Errors in writing: Subject-verb agreement; Noun-pronoun agreement; Misplaced modifiers; Articles; Prepositions; Redundancies; Clichés

UNIT-IV (7 Hrs.)

Nature and Style of sensible writing: Describing, Defining, Classifying, Providing examples or evidence, Writing introduction and conclusion

Writing Practices: Comprehension, Précis Writing Essay Writing

Recommended Books

1. Michael Swan, 'Practical English Usage', OUP, 1995.
2. F.T. Wood, 'Remedial English Grammar', Macmillan, 2007.
3. William Zinsser, 'On Writing Well', Harper Resource Book, 2001.
4. Liz Hamp-Lyons and Ben Heasley, 'Study Writing', Cambridge University Press, **2006.**
5. Sanjay Kumar and Pushp Lata, 'Communication Skills', Oxford University Press, 2011.
6. 'Exercises in Spoken English', Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

SECOND SEMESTER SYLLABUS

MEDIA AND SOCIETY

Subject Code: BJMCS1-201

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objectives: To make students aware of contemporary media development and challenges in India and to help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.

Course Outcomes: After completing the course student will be able to learn the concepts related to media development and its role in society while fulfilling its aspirations.

UNIT-I (15 Hrs)

Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

UNIT-II (15 Hrs)

Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

UNIT-III (15 Hrs)

Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

UNIT-IV (15 Hrs)

Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development, and public health.

Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility:

Recommended Books

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia x- An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa

MEDIA AND DEMOCRACY

Subject Code: BJMCS1-202

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objectives: This course is designed to give students a comprehensive view of communication, its scope and importance in journalism, the role of communication in establishing a favorable image of the organization. The aim is to develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day operations. This course will make student conversant with fundamentals of communication, help them honing oral, written, and non-verbal communication skills and to transform their communication abilities.

Course Outcomes: After completing the course student will be able to understand and explain the concept media and making of democracy. It will also highlight the role of politics in media and journalism.

UNIT-I (15 Hrs)

Media and the Making of Democracy: emergence of the Nation State, Subject and Citizen, Information as entitlement, Media & Secularisation, Secular Education, Secularisation of Entertainment Media & The Public Sphere, From Masses to Audience & Creation of Public Opinion, Publicness & Privacy, Media Pluralism, Diversity of content, Diversity of media ownership

UNIT-II (15 Hrs)

Ideology, Power, Media: Characterising Ideology, Consensus as ideology and Consent as Hegemony, Analyzing Power, Pluralist constructs of power, Critical approaches to power State & Information, Propaganda & Publicity, information as Public Good, Media Imperialism, Sovereignty & Public diplomacy, Information imbalance

UNIT-III (15 Hrs)

Democracy in Transition: Democracy in Transition Democracy in Transition State & Governmentality, Decentralization & deregulation, Participatory Democracy, Mediated Politics, From Scarcity to Abundance

UNIT-IV (15 Hrs)

New Media: New media and politics Cyber Democracy, Democracy & Trust, Democratic Discourse & New Technologies, Media & Democratization, Role of Stakeholders, Self-Regulation

Recommended Books

1. Media and democracy by Jamescurran
2. Journalism, Democracy, and civil society in India.

PRINT JOURNALISM

Subject Code: BJMCS1-203

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objectives: In this paper students will be provided a holistic training in sourcing, writing, editing, and designing of content for newspapers & magazines in a multimedia convergent environment

Course Outcomes: After completing the course student will get to know about the concept of journalism and importance of editing.

UNIT-I (15 Hrs)

Journalism: Concept and definition, News: Definition, Concept, Elements, Values, Sources, News Story Structure (5 Ws and 1 H), Inverted Pyramid Pattern; Lead: definition and types, Spots and Specials: Journalism in a multimedia convergent environment

UNIT-II (15Hrs)

Creative Non-fiction terminologies: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism, Purpose and types; importance in a multimedia, convergent environment

Idea generation: strategies for Lateral Thinking; importance of research,

Organization & Composition: types of story structure; ensuring audience engagement through sensory detailing, figurative language, human interest, humour, dialogue & character

UNIT-III (15 Hrs)

Importance of Editing: Qualities and responsibilities of Sub-Editor, Chief Sub-Editor and News Editor, Editing for precision, accuracy, clarity, brevity, spelling, punctuation, and grammar,

Headlines: Significance and functions, typographical patterns of writing headlines, Do's and Don'ts of headline writing, headline schedule, Copy marking and editing symbols; Selection, editing cropping of picture

UNIT-IV (15 Hrs)

Definition and importance of Graphic Design in communication and branding, Elements and vocabulary of design, Typography: classification, legibility & appropriateness, text breakers, Principles of Design: Balance, contrast, motion, focus, unity & harmony; types of layouts and page make-up; use of design software

Recommended Books

1. Anton, K.K & Cruise, J. (2009), Quark Xpress: Essential Skills for Page Layout and Web Design, Peachpit Press, CA
2. De Bono, E. (1990) Lateral Thinking: A Textbook of Creativity. London: Penguin Books
3. Filak, Vincent F. (2018), Dynamics of News Reporting and Writing: Foundational Skills for a
4. Digital Age, Sage Publications Hohenberg, John, (January 1983), The Professional Journalist, (Holt, Rinehart and Winston, London)
5. Ludwig, Mark D., (2005), Modern News Editing, Willy Blackwell, New York

INTRODUCTION TO ELECTRONIC MEDIA

Subject Code: BJMCS1-204

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objectives: This course is designed to give students different forms of electronic media. The aim is to make students' acquainted to basics of visual, radio, sound and newspapers.

Course Outcomes: Define basics of various electronic media and describe the characteristics of various forms of electronic media

UNIT-I (15 Hrs)

Basics of Sound Concepts of sound: scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium

Basics of Visual: What is an image, electronic image, television image Digital image, Edited Image (politics of an image) What is a visual? (still to moving) Visual Culture Changing ecology of images today Characteristics of Television as a medium

UNIT-II (15 Hrs)

Writing and Editing Radio News: Elements of a Radio News Story, Gathering, Writing/Reporting. Elements of a Radio News Bulletins Working in a Radio Newsroom Introduction to Recording and editing sound. (Editing news-based capsule only).

UNIT-III (15 Hrs)

Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins Basics of Editing for TV Basic Soft-wares and Techniques (for editing a news capsule).

UNIT-IV (15 Hrs)

Broadcast News: Critical Issues and Debates Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters) Changing Character of Television News (24hrs news format, News Production cycle, News 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

Recommended Books

1. Stefen Prince, Movies and Meaning: An Introduction to Film, Allyn, and Bacon. London, 1997
2. Chatterjee P.C., Broadcasting in India, Sage, New Delhi, 1990.
3. Kumar J. Keval, Mass communication in India, Jaico Publishing House, Bombay, (New Ed.)
4. A Manual for New Agency Reporters. IIMC, New Delhi, allied publishers Pvt. Ltd., New Delhi.

INDIAN ENTERTAINMENT AND MEDIA SECTOR

Subject Code: BJMCS1-205

**L T P C
4 0 0 4**

Duration: 60 Hrs

Learning Objectives: This course is designed to give students a scenario of Indian entertainment and media sector. It will also make the students to get know about the emerging trends in this sector and targeted growth in coming years.

Course Outcomes: After completing the course student will be able to define and explain the scope of entertainment industry and the history of entertainment of the industry

UNIT-I (15 Hrs)

Defining the scope: What is Media and entertainment industry? Overarching structure, Size and growth prospective, Broader emerging trends

UNIT-II (15 Hrs)

Print industry: Overview of print industry, Print industry and its constituents, Historical development of print media (regional and national perspectives), Print media: Market size and growth trajectory f Emerging trends

UNIT-III (15 Hrs)

Overview of Television industry: History and development of Television industry Milestones of regional and national level, Television industry: Market size and growth trajectory f Emerging trends

UNIT-IV (15 Hrs)

Overview of film industry: History and development of film industry, Milestones of regional and national level Film industry: Market size and growth trajectory, Emerging trends

Recommended Books

1. Athique, A. (2012). Indian media. Polity.
2. Kohli-Khandekar, V. (2008). The Indian media business. SAGE Publications India.
3. Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
4. Munshi, S. (2012). Remote control: Indian television in the new

COMMUNICATION SKILLS

Subject Code: BJMCS1-206

L T P C
3 0 0 3

Duration: 45 Hrs

Course Objectives

The main aim of this course is:

1. To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.
2. To make student conversant with the basic forms, formats and techniques of business communications.
3. To give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

Course Outcomes

After completing this course, students will be able to:

1. Apply appropriate communication skills in business activities
2. Apply communication skills across settings, purposes, and audiences, demonstrate knowledge of communication theory and application.

UNIT-I (10Hrs)

Communication: Its Meaning & Importance, Barriers to Effective Communication, Types of Communication – Verbal and Non- Verbal Communication

Basic Model of Communication: History of Communication Theory, Shannon and Wavers' Model of Communication, Encoding and Decoding, Feedback and Noise, Essentials of Effective Business Communication – 7 C's of Communication.

UNIT-II (10 Hrs)

Basic Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Article

Tenses: Introduction, Uses of Present, Past and Future Tense, Use of Prepositions Conjunctions and Interjections. Use of Punctuations

Presentation: Oral Presentation, Just-A-Minute Presentation, Individual/Group Presentations

UNIT-III (12 Hrs)

Sentences: Affirmative and Negative Interrogative and Assertive, Degree of Comparison, Conversation, Direct and Indirect Speech.

Correct Word Usage – Homonyms, Antonyms and Synonyms

UNIT-IV (13 Hrs)

Letter Writing: Need, Functions and Kinds, Layout of Letter Writing, Types of **Letter Writing:** Formal, Semi-Formal and Informal. Circulars, Agenda, Notice, Memorandums, Office orders, Press notes

Business Etiquettes: Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings.

**Faculty members can take practical sessions during the lectures.*

Recommended Books

1. Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education
2. Murphy and Hildebrandt, 'Effective Business Communication', Tata McGraw Hill Education.
3. Krizan, Buddy, Merrier, 'Effective Business Communication', Cengage Learning
4. S. J McGraw, 'Basic Managerial Skills for All', Prentice Hall of India.
5. Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons.
6. Lesikar, 'Business Communication: Making Connections in a Digital World', McGraw Hill
7. S C Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition', Jawahar Book Centre

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

Subject Code: BMNCC0-004

**L T P C
2 0 0 0**

Duration: 30 Hrs.

Course Objectives

The main aim of this course is:

1. To aware students about Consequences of Drug Abuse
2. To aware students about preventions of Drug Abuse
3. To aware various roles of society to prevent drug abuse

Course Outcomes

After completing this course, Students will be able to:

1. Understand the responsibilities of society and family to prevent Drug Abuse
2. Understand the role of educational institutes in controlling Drug Abuse
3. Aware about various Psychological and Social management of Drug abuse
4. Understand the role of Media and Legislation to control the drug abuse.

UNIT-I (6 Hrs.)

Meaning of Drug Abuse: Meaning: Drug abuse, Drug dependence and Drug addiction. Nature and extent of drug abuse in India and Punjab.

UNIT-II (8 Hrs.)

Consequences of Drug Abuse

Individual: Education, Employment, Income. Family: Violence.

Society: Crime.

Nation: Law and Order problem.

UNIT-III (8 Hrs.)

Prevention of Drug Abuse

Role of Family: Parent-child relationship, Family support, supervision, shipping values, active scrutiny.

School: Counselling, Teacher as role-model, Parent-teacher-health professional coordination, Random testing on students.

UNIT-IV (8 Hrs.)

Treatment and Control of Drug Abuse

Medical Management: Medication for treatment and to reduce withdrawal effects.

Psychological Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental intervention. Treatment: Medical, Psychological and Social Management.

Control: Role of Media and Legislation.

Recommended Books

1. Ram Ahuja, 'Social Problems in India', Rawat Publications, Jaipur,
2. 'Extent, Pattern and Trend of Drug Use in India', Ministry of Social Justice and Empowerment, Govt. of India,
3. J.A. Inciardi, 'The Drug Crime Connection', Sage Publications, Beverly Hills,
4. T. Kapoor, 'Drug Epidemic among Indian Youth', Mittal Publications, New Delhi,
5. Kessel, Neil and Henry Walton, 'Alcoholism, Harmond Worth', Penguin Books,
6. Ishwar Modi and Shalini Modi, 'Addiction and Prevention', Rawat Publications, Jaipur,

7. 'National Household Survey of Alcohol and Drug Abuse', Clinical Epidemiological Unit, All India Institute of Medical Sciences, New Delhi,
8. Ross Coomber and Others, 'Key Concept in Drugs and Society', Sage Publications, New Delhi,

MRSPTU

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

Total Credits = 22

SEMESTER 3 rd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-301	Introduction to Advertising	4	-	-	40	60	100	4
BJMCS1-302	Media Ethics and Laws	4	-	-	40	60	100	4
BJMCS1-303	Radio Journalism & Production	4	-	-	40	60	100	4
BJMCS1-304	Basics of Camera, Lights & Sound	4	-	-	40	60	100	4
BJMCS1-305	Advertising Lab	-	-	4*	60	40	100	2
BJMCS1-306	Radio Journalism & Production Lab	-	-	4*	60	40	100	2
BJMCS1- 307	Video Production Lab	-	-	4*	60	40	100	2
	Total	-	-	-	340	360	700	22

Total Credits = 24

SEMESTER 4 th		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-401	Development Communication	4	-	-	40	60	100	4
BJMCS1-402	Television Journalism & Production	4	-	-	40	60	100	4
BJMCS1-403	Public Relations	4	-	-	40	60	100	4
BJMCS1-404	Web Media	4	-	-	40	60	100	4
BJMCS1-405	Folk Media	4	-	-	40	60	100	4
BJMCS1-406	Web Media Lab	-	-	4*	60	40	100	2
BJMCS1-407	Public Relation Lab	-	-	4*	60	40	100	2
	Total	-	-	-	320	380	700	24

Overall

Semester	Marks	Credits
3 rd	700	22
4 th	700	24
Total	1400	46

***Note:- 2 Labs of two hours each.**

MRSPTU

THIRD SEMESTER SYLLABUS

INTRODUCTION TO ADVERTISING

Subject Code: BJMCS1-301

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives:

1. To define and explain advertising, its role and functions.
2. To identify various types of advertising.
3. To differentiate between advertising as a communication, marketing and PR tool.
4. To explain the working of an ad agency
5. To explain advertising as a social process

Course Outcomes: After completing the course student will be able to:

1. Understand the philosophy and the functions of Advertising Companies.
2. Understand different types of Advertisements and their making.
3. Understand the production, marketing and distribution of Advertising world.
4. Learn the functioning of Advertising agencies.

UNIT-I (15 Hrs)

Introduction: Definition & Meaning of Advertising; Role and functions of Advertising; Nature & Scope of Advertising; Growth & Development of Advertising in India & World; Global Scenario of Advertising; Ethical & Regulatory Aspects of Advertising

UNIT-II (15 Hrs)

Advertising as a tool & process: Advertising as communication tool, communication process & advertising; Models of Advertising Communication: AIDA model, DAGMAR model, Maslow's Hierarchy of need; Advertising as a social process- consumer welfare, standard of living and cultural values

UNIT-III (15 Hrs)

Classification & Aspects: Classification of Advertising on the basis of: Target Audience, Geographical Area, Medium, Purpose; Advertising Creativity- Definition & importance; Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations; Characteristics, Advantages & Disadvantages of: Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media, Print Media – Newspaper, Magazines, Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, inflight, Direct marketing

UNIT-IV (15 Hrs)

Ad Agency Structure & Functions: Concept of advertising agencies; Ad agency-Role, Types, Structure & functions; The advertisers; client –agency relationship; Criteria to select an ad agency

Suggestive Readings

1. Sandage C H, Fryburger Vernon & Rotzoll Kim: Advertising Theory and Practice: A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender: Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David: Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion: The Complete Advertising and Marketing Handbook: East

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

West Books (Madras) Pvt. Ltd., Chennai

5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6. White Roderick: Advertising: What it is and how to do it: McGrawHill Book Company, London
7. Bulmore Jeremy: Behind the scenes in Advertising; NTC Publishers, Henley
8. Sandra, Moriarty: Advertising and IMC Principles and Practices

MEDIA LAWS & ETHICS

Subject Code: BJMCS1-302

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

1. To define freedom of the press as enshrined in article 19(1) (a) of the Constitution.
2. To list the reasonable restrictions for freedom of the press.
3. To describe the salient features of the Press Council of India, its powers and functions.
4. To identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature.
5. To cover judicial proceedings, parliament and state legislature without attracting penal action.

Course outcomes: After studying this course the students will ability to:

1. Understand the Indian Constitution specially article 19(1) in a better way.
2. Understand the roles, responsibilities and powers of different media authorities.
3. Understand the working process of legislature, executive and judiciary.
4. Understand different media ethics and laws of print, electronic and web media.

UNIT-I (15 Hrs)

Freedom of the Press and the Law: Salient Features of Indian Constitution: Relevance of Fundamental Rights and Directive Principles; Freedom of the press and the Constitution-need for a free press in a democracy; Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression; Article 19(1)2 reasonable restrictions to freedom of speech and expression; Supreme Court decisions on freedom of the press; Press laws before Independence and after; First Press Commission and Second Press Commission; The Press Council Acts, National Emergency.

UNIT-II (15 Hrs)

Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament: The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353); Citizens: Defamation (IPC (499) 500) civil and criminal defamation-libel, slander; Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation); Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A); Common court terminology - Plaintiff, defendant, affidavit, evidence, prosecution,

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

conviction, accused, acquittal, bail, prima facie, subjudice; Media Ethics- Why Media Ethics- truth-accuracy-balance-decency-human rights; Ethics and Principles

UNIT-III (15 Hrs)

Acts and Laws: Introduction to various Acts/Laws which a journalist needs to know: Press and Registration of Books Act. 1867/1955 role of RNI, Role and functions of the Registrar of Newspapers, Intellectual Property Rights: Design and Patent Act, Copyright Act 1957, Official Secrets Act 1923, Working Journalist Act 1955, Right to Information Act 2005

UNIT-IV (15 Hrs)

Electronic and New Media Laws: The Commercial and Broadcasting Codes of AIR & Door darshan; Cable Television Act and Rules; IT Act; Advertising Standards Council; Cinematography Act.

Suggestive Readings

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
3. Vidisha Barua: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath: Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K. Ravindrana: Press in the Indian Constitution
6. K.S. Venkateshwaran: Mass Media Laws and Regulations in India, Published by AMCIC
7. Dr. Ambrish Saxena: Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
8. M. Neelamalar: Media Law and Ethics, PHI Publisher.
9. Dash, Ajay: Freedom of Press

RADIO JOURNALISM AND PRODUCTION

Subject Code: BJMCS1-303

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objective:

1. To describe the characteristics of radio as a medium of mass communication and its limitations
2. To describe different formats of radio programs
3. To list basic inputs, equipment and main elements of radio production
4. To identify the right kind of music and sound effects for different formats of radio programs
5. To acquaint students with different modes of transmission.

Course outcomes: After the completion of the course, students will be able to;

1. Understand the concept of Radio as a mass communication medium.
2. Work on different formats of Radio programs.
3. Produce various Radio programs including jingles and news.
4. Work on community Radio station for the welfare of poor people.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

UNIT-I (15 Hrs)

Radio as a medium: Radio: as a medium of mass communication, Characteristics, and Limitations; Different types of radio stations: State, Private FMs, Community Radio; Three Modes of transmission: AM, SW and FM; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of All India Radio: Chanda Committee to Varghese Committee Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.

UNIT-II (15 Hrs)

Radio Formats: Types of Formats: Simple announcements, Radio News, Radio talks, Radio features and documentaries, Radio play, Radio ads, Phone in Programs and Music Shows

UNIT-III (15 Hrs)

Writing for the Ear: Knowing your audience; Developing your style; Writing for different formats

UNIT-IV (15 Hrs)

Radio Production: Radio production: Introduction, Elements, Acoustics, Sound effects and Music; Different types of microphones; Recording; Editing

Suggestive Readings

1. H.R. Luthra: Indian Broadcasting, Publications Division
2. Robert Mc Liesh: Radio Production, Focal Press
3. James R. Alburger: The Art of Voice Acting, Focal Press
4. Gilmurray, Bob: Media Students Guide to Radio Production
5. Robert Mcleish: Radio Production

BASICS OF CAMERA, LIGHTS AND SOUND

Subject Code: BJMCS1-304

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives:

1. To understand basic operations and functions of a video camera.
2. To describe techniques of lighting for video production.
3. To describe the methods of recording and mixing of sound in video production.
4. To understand the role of aesthetics in visual composition.
5. To learn about post production work in TV programs.

Course Outcomes: After the completion of the course, students will be able to;

1. Handle and functioning of video camera, sound and light equipment.
2. Work on different Radio program techniques and situations.
3. Record or produce the programs related to TV and films.
4. Make use of aesthetics in visual composition.

UNIT-I (15 Hrs)

Camera: Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.

UNIT-II (15 Hrs)

Visualization: Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship.

UNIT-III (15 Hrs)

Lights: Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting

UNIT-IV (15 Hrs)

Sound: Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.

Suggestive Readings

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson

ADVERTISING LAB

Subject Code: BJMCS1-305

L T P C
0 0 4 2

Duration: 60 Hrs

Course Objectives

1. Plan an advertising t campaign
2. Design and develop a marketing plan
3. Evaluate and analyze various brand campaigns.
4. Write TV commercials and develop script.
5. Write Radio spots and jingles.

Course Outcomes: After completing this course, students will be able to;

1. Understand the philosophy and the functioning of Advertising Campaigns.
2. Understand the production, marketing and distribution of a brand.
3. Deconstruct various campaigns of the brands.
4. Acquire fundamental knowledge of TV commercials.

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising

1. Analyse 5 Print Advertisements
2. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector
3. Design display advertisement, classified & display classified (one each)
4. Print advertising preparation – copy writing, designing, making posters, handbills
5. Writing radio spots and jingles
6. Writing TV commercials, developing script and story board
7. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme.
8. Making advertisements for print, Radio and TV.

Suggestive Readings

1. Advertising: Wright, Winter, Zeig1st
2. Creative Advertising: Moriarty, Sandra E.
3. Advertising Principles &Practice: Chunawala and Sethia, K.C.

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

4. Advertising Writing: Kaith, Hafer W., White Fordo E.
5. The fundamentals of Advertising: Wilmshurst, John
6. Mass Communication in India: Kumar, Kewal J.
7. Advertising in the Mind of Consumer: Max Suther Land
8. Principles of Advertising: Monle Lee, Johnson, Viva Books Pvt. Ltd.
9. Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi.
10. Reading in Advertising: Bellur V. V. Himalaya Publishing Management House, Bombay.

RADIO JOURNALISM AND PRODUCTION LAB

Subject Code: BJMCS1-306

L T P C
0 0 4 2

Duration: 60 Hrs.

Course Objectives

1. To prepare an audio brief
2. To apply various elements of radio production for producing different radio formats
3. To write and record effectively for radio
4. To produce radio interviews, discussions, features and documentaries
5. To learn the basics of sound editing.

Course Outcomes: After Completing this course, students will be able to;

1. Make a Radio bulletin.
2. Produce various Radio Programs including Jingles and News.
3. Write Radio Script and record the Voice.
4. Take Interviews and Documentaries on various issues for radio.

Practical Exercises

1. Research and Preparation of audience profile
2. Writing exercises: Scripting of radio documentary/feature/drama
3. Recording: In the studio and OB recordings
4. Production: Radio discussions, Radio Social messages (max 30 seconds), Radio documentary/feature
5. Sound editing exercises

Suggested Readings

1. H.R. Luthra: Indian Broadcasting, Publications Division
2. Robert Mc Liesh: Radio Production, Focal Press
3. James R. Alburger: The Art of Voice Acting, Focal Press
4. Gilmurray, Bob: Media Students Guide to Radio Production

VIDEO PRODUCTION LAB

Subject Code: BJMCS1-307

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Course Objectives

1. To get exposure of using camera under different conditions
2. To apply various lights and camera dimensions
3. To get experience of using filters, microphones
4. To learn the basics of light setting

Course Outcomes

On completion of this course, the student should be able to:

- Use video camera, lights for shooting
- Use sound for studio and location shooting
- Demonstrate proficiency of skills to operate
- Handle video system

Exercises/Assignments

Camera

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

Lighting

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

Sound

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

Final Product: Produce a Public Service Message (up to 1 minute) using in-cam editing technique

Suggested Readings

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson

FOURTH SEMESTER SYLLABUS

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

DEVELOPMENT COMMUNICATION

Subject Code: BJMCS1-401

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives:

1. To develop understanding of development issues
2. To contribute positively towards the development process of country as responsible mass communicators.
3. To understand role of communication for rural, urban and tribal development.
4. To know development communication approaches and development support communication.

Course Outcomes: After completing the course student will be able to;

1. Understand development issues for Journalistic activities.
2. Write and report the different kinds of development stories.
3. Work with National & International Development agencies as a development mass communicator.
4. Be proficient in designing messages.

UNIT-I (15 Hrs)

Concept and Indicators of Development: Definition, meaning, scope and concept of development communication Development communication and society, measures of development communication Characteristics of developed and developing societies

UNIT-II (15 Hrs)

Development Communication - Concept and Theories: Theories of development: Social, Political and Economic theory Models of development: Western, Eastern, Gandhian, Schumacher's Development communication, process - special reference to India.

UNIT-III (15 Hrs)

Development Journalism: Role of mass media organizations in development communication, Newspaper, Radio, TV, Traditional media, PIB, DAVP, Song and Drama Division etc. Strategies of development communication, Role of NGO's in development.

UNIT-IV (15 Hrs)

Communication in different perspectives: Role of legislature, the executive and the judiciary in development. Cyber media and development: E –governance, digital democracy & E-chaupal. Communication for rural development, communication for urban development. Panchayati raj, urban sanitation, consumer awareness, modernization, industrialization

Suggestive Readings

1. Understanding Development communication- Uma Joshi
2. Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy- Ruddar Dutt, K.P.M. Sundharam
4. International Development Communication- bella mody
5. Traditional Media and Development Communication- K. Madhusudan
6. Development Communication – V.S. Gupta

TELEVISION JOURNALISM AND PRODUCTION

Subject Code: BJMCS1-402

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

1. To explain the salient features of TV as a medium.
2. To describe the process of gathering news and reports for TV.
3. To list the stages of production of a video program.
4. To describe the steps involved in editing of a video program.
5. To describe the use of graphics and special effects.

Course Outcomes: After completing the course student will be able to;

1. Analyze and work in the TV industry.
2. Write stories and collect news for the TV news and entertainment industry.
3. Produce different formats of TV programs.
4. Work on editing software's.

UNIT-I (15 Hrs)

TV as a medium: Understanding the medium - Nature and Language of TV; Formats and types for TV Programmes; TV News script format; Scripting for Fiction/Non Fiction

UNIT-II (15 Hrs)

TV News Gathering: Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting; Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away); Interview – types of news interview, art of conducting a good interview; Anchoring - Live shows; Packaging

UNIT-III (15 Hrs)

TV Programme Production: Steps involved in production & utilisation of a TV Program; Stages of production- pre-production, production and post-production; The production personnel – Single camera and Multi camera production; Use of graphics and special effects; Developing a video brief.

UNIT-IV (15 Hrs)

Basics of Video editing and Programme Evaluation: Aesthetic Factor of video editing; Types of video editing- Non-Linear editing, cut to cut, assemble & insert, on line, off line editing; Designing, Evaluation and field testing of programme.

Suggestive Readings

1. Jan R. Hakemulder: Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin: Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde: TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd: Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin: Presenting on TV and Radio, Focal Press, India.
6. Ralph Donald and Thomas Spann: Fundamentals of Television Production Surjeet Publications, New Delhi.
7. Herbert Zettl: Handbook of Television Production, Publisher: Wadsworth
8. Thomas D Burrows & Lynne S.: Video Production Publisher: MC Graw Hill
9. Ralph Donald, Thomas Spann: Fundamentals of TV Production, Surjeet Publications, New Delhi
10. Lynn S Gross, Larry W. Ward: Electronic Movie making Wadsworth Publishing

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

11. Neill Hicks: Screen Writing, Michael Wiese Productions
12. Thomas D Burrows, Lynne S Gross: Video Production, Mc Graw Hill
13. Belavadi, Vasuki: Video Production

PUBLIC RELATIONS

Subject Code: BJMCS1-403

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

1. To define PR and its functions
2. To differentiate between PR & Corporate Communication
3. To apply tools and techniques for handling public and corporate relations.
4. To understand PR ethics.
5. To define role of PR in developing countries

Course Outcomes: After completing the course student will be able to;

1. Understand the philosophy and the concept of public relations activities.
2. Analyze public relations and other communications.
3. Produce and handle different tools and techniques of PR activities.
4. Acquire the knowledge of PR ethics.

UNIT-I (15 Hrs)

Public Relations: Definition of Public Relations - Its need, nature and scope; Types of Publics, Functions of PR; How PR is different from advertising, publicity and propaganda; Corporate Communication, Difference between Corporate communication & PR; Ethics of PR - IPRA code - professionalism, PRSI

UNIT-II (15 Hrs)

Tools & Techniques: Tools and techniques of Corporate Communication; News release - seven point formula; Media relations - press conference and press tours; Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

UNIT-III (15 Hrs)

Role of PR: Role of PR in developing countries; Role of PR in Educational and Research Institutions; Role of PR in Rural Sector; Role of PR in Defense; Role of PR in Political and Election Campaigns; PR for Individuals

UNIT-IV (15 Hrs)

PR Campaign: Finding a problem; PR campaign - programme planning, evaluation; Research in PR; Role of Digital Public Relation

Suggestive Readings

1. Black Sam & Melvin L. Sharpe: Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene: Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank: Public Relations Techniques, Butterworth Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H.: Effective Public Relations, Prentice Hall
5. Kaul J.M.: Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L: Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan: Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe: Public Relations: A Practical Guide to the Basics, Crest Publishing House

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

9. Dennis L. Wilcoxe & Glen T: Public Relations, Pearson, New Delhi
10. Lesly, Philip: Hand Book of Public Relation and Communication
11. Vachani, Jagdish: Public Relations Management in Media And Journalism

WEB MEDIA

Subject Code: BJMCS1-404

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives:

1. To explain new media technology for journalistic purpose
2. To describe online discussion forums keeping in mind cyber laws and create blogs.
3. To understand the language and write the text for social media.
4. To understand various dimensions of cybercrimes and security
5. To understand the basics of website designing.

Course Outcomes: After the completion of the course, students will be able to;

1. Understand the purpose & features of Online Communication for the betterment of the society.
2. Handle the tools and techniques of Online Media.
3. Make websites and write text for the same.
4. Empower them by imparting education about cyber-crimes and security.

UNIT-I (15 Hrs)

Cyber Communication and Internet: Cyber Communication: Meaning and definition, Features of Online Communication; Internet: Characteristics, Networking, ISP and browsers, Types of websites, Video conferencing, Webcasting

UNIT-II (15 Hrs)

Web Media: Digital media and communication, ICT and digital divide; Information Society, New World Information Order and E-governance; Convergence : Need, nature and future of convergence; Emerging Trends: Mobile Technology, Social Media & Web 2.0, Social Networking Websites

UNIT-III (15 Hrs)

Online Journalism: Online Journalism-difference in news consumption, Presentation and uses; Online Writing & Editing: do's and don'ts; Cyber Crimes & Security: Types and Dimension; Cyber Laws & Ethics and the difficulty in enforcing them

UNIT-IV (15 Hrs)

Web Designing and Web Series: Writing for various web platform; OTT; Current trends: News and Analysis platforms; Basics of Web designing

Suggestive Readings

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, Barbara Mogrenstorn: New Communication Technologies: Application, Policy & Impact Focal Press, 4th edition ISBN 0240804295
4. Jagdish Chakravarthy Cyber Media Journalism Emerging Technologies

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

FOLK MEDIA

Subject Code: BJMCS1-405

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: On completion of the course students should be able to:

1. Understand how folk media reflects societal concerns.
2. Describe the scope and characteristics of folk media.
3. Know the roots and type of folk art form.

Course Outcomes: After completing the course student will be able to define and explain the scope of entertainment industry and the history of entertainment of the industry

UNIT-I (15 Hrs)

Introduction to Folk Media: Folk media: Meaning & definition; Nature and Scope of Folk media; Characteristics of folk media

UNIT-II (15 Hrs)

Types of Folk Media: Types of folk media: Dance, theatre & music; Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra; Folk music: Bengal, Gujarat & Maharashtra.; Folk dance: Garba, Tamasha & Lavani

UNIT-III (15 Hrs)

Fairs & Festivals: Types of Festivals: Seasonal & Cultural; Importance of Fair & Festivals; Features of Fairs

UNIT-IV (15 Hrs)

Many aspects of Folk Media: Merits & demerits of folk media; Influence of modern media (radio & TV) on folk media; Folk media for promoting literacy, and social change.

Suggestive Readings

1. Singer, Melton: Traditions in India: Structure and Change, American Folk society, 1957
2. Doctor, Aspi and Farzana Chaze: Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
3. Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publishers
4. Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: UNESCO
5. Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975

WEB MEDIA LAB

Subject Code: BJMCS1-406

**L T P C
0 0 4 2**

Duration: 60 Hrs

Course Objectives:

1. To use search engines effectively
2. To write content for social media
3. To learn computer languages
4. To design websites.
5. To create and maintain blogs.

Course Outcomes: After completing this course, students will be able to;

1. Understand the purpose and the features of the Online Communication for the betterment of the society.
2. Handle the tools and techniques of the Online Media.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

3. Make websites and write text for the same.
4. Understand the basics of fact checking.

Exercises/Assignments

1. To create and maintain blogs
2. Analyze different elements and content of a news website. Distinguish between news, views, opinions, advertisements
3. Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document
4. Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.

Suggestive Readings

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, Barbara Mogrenstorn: New Communication Technologies: Application, Policy & Impact Focal Press, 4th edition ISBN 0240804295
4. Jagdish Chakravarthy Cyber Media Journalism Emerging Technologies

PUBLIC RELATION LAB

Subject Code: BJMCS1-407

**L T P C
0 0 4 2**

Duration: 60 Hrs

Course Objectives

The main objectives of this course are:

1. To provide understanding of public relations
2. To provide in depth knowledge of various sources of communication
3. To provide understanding about conducting Mock conference and other press conference
4. To get experience of compiling and writing media coverage

Course Outcomes

On completion of this course, the student should be able to:

1. Plan, design and implement different media release for the launch of a product/service /idea
2. Demonstrate proficiency of skills to design and manage a PR pitch and campaign
3. Develop the proficiency of scheduling and Liaisoning for press release
4. Demonstrate proficiency of skills to manage a PR pitch and campaign

Exercises/Assignments

1. Plan, design and implement the following for the launch of a product/service /idea
 - a. Press release
 - b. Audio release
 - c. Video release
 - d. Social media news release

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

2. Write Minutes of the Meeting, Memo and Notice (one each)
3. Organise a Mock Press Conference
4. PR Pitch and Campaign: Plan, Design and Implement
 - a. Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget
 - b. PR Personnel/staff
 - c. Liaisoning, Licensing & permissions
 - d. Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift
 - e. Scheduling: Opening Speech, presentation, Q&A Session, vote of thanks
 - f. Post-Conference PR: compilation of media coverage

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

Total Credits = 23

SEMESTER 5 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-501	Writing for Media	4	-	-	40	60	100	4
BJMCS1-502	Media Research Methodologies	4	-	-	40	60	100	4
BJMCS1-503	Cyber Journalism	4	-	-	40	60	100	4
BJMCS1-504	Media Management and Entrepreneurship	4	-	-	40	60	100	4
BJMCS1-505	Cyber Lab	-	-	4	60	40	100	2
BJMCS1-506	Writing for Media Lab	-	-	4	60	40	100	2
BJMCS1-507	Summer Training Presentation	-	-	-	60	40	100	3
Total		16		8	340	360	700	23

Total Credits = 22

SEMESTER 6 th		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-601	Global Media	4	-	-	40	60	100	4
BJMCS1-602	Event Management	4	-	-	40	60	100	4
BJMCS1-603	Environment Communication	4	-	-	40	60	100	4
BJMCS1-604	Digital Media Marketing	4	-	-	40	60	100	4
BJMCS1-605	Event Management Lab	-	-	4	60	40	100	2
BJMCS1-606	Final Project and Viva Voce	-	-	-	100		100	4
		16		4	320	280	600	22

FIFTH SEMSTER

WRITING FOR MEDIA

Subject Code: BJMCS1-501

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To Understand how audience needs and desires determine the way media writers use language and structure their messages
2. To Understand why some language devices are more effective in engaging distracted audiences than others
3. To understand the importance of online media and social media.

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of print media and their rules and ethics
2. Understand the concept of radio and television media and their script design.
3. Comprehend the role of new media in the life of human being like social media and online media.

UNIT-I (15 Hrs)

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.,). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting,

UNIT-II (15 Hrs)

Radio: Introduction to writing for radio; Principles and elements of scripting; Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

UNIT-III (15 Hrs)

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

UNIT-IV (15 Hrs)

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Reference Books

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth, Photo journalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian, Guide to photojournalism. New York: McGraw-Hill

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

MEDIA RESEARCH METHODOLOGIES

Subject Code: BJMCS1-502

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To demonstrate knowledge of research literacy
2. To demonstrate a sound knowledge of basic research methods
3. To demonstrate a working knowledge of the theories and frameworks through which media are analysed and understood

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of how to researched.
2. Understand the concept of analysis of data and report writing.
3. Demonstrate the role of data, survey and data collection in research.

UNIT-I (15 Hrs)

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

UNIT-II (15 Hrs)

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

UNIT-III (15 Hrs)

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

UNIT-IV (15 Hrs)

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Suggestive Readings

1. V.P. Michael, Communication & Research for Management
2. S.R. Sharma & Anil Chaturvedi, Research in Mass Media.

CYBER JOURNALISM

Subject Code: BJMCS1-503

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand and learn the competencies and skills required by the media world.
2. To acquire knowledge on blog writing, web designing and web media.
3. To comprehend the globalisation impact on web media

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of cyber journalism and its use.
2. Understand the concept of rules of writing in the media.
3. Demonstrate the role of cyber reporting, cyber laws and web journalism.

UNIT-I (15 Hrs)

Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

UNIT-II (15 Hrs)

Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

UNIT-III (15 Hrs)

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web, Newspapers, Future of Web Journalism.

UNIT-IV (15 Hrs)

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance, e-Paper, Online Newspaper, M-paper, Blogs,

Suggested Readings

1. Sudhir Pachauri, Cyberspace Aur Media
2. Deepak Bharihoke, Fundamentals of Information Technology:
3. Ramesh Agarwal & Bharat Bhushan Tiwari
4. Multimedia Systems : V.D. Dudeja
5. Y K D'souza Electronic Media & the Internet

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Subject Code: BJMCS1-504

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To make the students aware about the media organisation and its ownership pattern.
2. To make students aware of the need and importance of Media management.
3. To make students aware of the management in media houses.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques.

UNIT-I (15 Hrs)

Media Organisation: Meaning, Structure and Importance, Ownership Patterns of Media Organisations, Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication, FDI in Indian Media and Entertainment Industry

UNIT-II (15Hrs)

Management: Definition, Need and Principles, Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination, Management: Responsibility, Authority and Accountability, Leadership: Importance, Needs and Types

UNIT- III (15 Hrs)

Establishing a Media Organization or Start Up: Steps Involved, Human Resource Management: Roles and Responsibilities, Methods of Revenue Generation by Media Organizations and Start Ups, Managing Cost and Revenue Relationship

UNIT-IV (15 Hrs)

Marketing Media Products, Media Business: Innovation and Entrepreneurship, Media Entrepreneurship and its Challenges, Emerging Trends in Entertainment and Media Industry

Suggestive Readings

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. Handbook of Media Management and Economics.
2. Mahwah, NJ: L. Erlbaum Associates. Alexander, A. Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. Understanding Media Economics. London: Sage Publication
4. Herrick, D. F., Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P., Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

CYBER LAB

Subject Code: BJMCS1-505

L T P C
0 0 4 2

Duration: 60 Hrs.

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

WRITING FOR MEDIA LAB

Subject Code: BJMCS1-506

L T P C
0 0 4 2

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To become well versed in preparing script for different media houses.
2. To using of different medias like print media, radio, television and new media.
3. To demonstrate proficiency of skills in designing and creating social media accounts.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques

Print Media

Letters to editor, Press releases, Writing headlines, Picture captions writing

Radio

Preparing script for a Radio Talk, Ready script for radio jingle, Reading News for Radio of

Television

Anchoring script for TV programme, News reading script, Entertainment programme script-

New Media

Create your own e-mail address, Face book, Twitter, LinkedIn, Instagram accounts. Analyze the contents of any five news portals.

SUMMER INTERNSHIP PRESENTATION

Subject Code: BJMCS1-507

L T P C

Duration: NA

0 0 0 3

Students have to submit the report of their summer training and present their work in Power point presentation. The panel of faculty members will evaluate the performance of students.

SIXTH SEMESTER

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

GLOBAL MEDIA

Subject Code: BJMCS1-601

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To make the students engagement in local, international, intercultural, and global problem solving
2. To make students to cultivate information from diverse international media sources
3. To make students analyse basic media and communication elements found in all or most international media formats and products.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge of international newspaper
2. Understand the scenario of media in Asia.
3. They will learn the global technology used in the media.

UNIT-I (15 Hrs)

Introduction to main International Newspaper: Wall Street Journal/ Tabloid of UK, Dawn, Jung, Major international television channels, BBC, CNN, AL JAZEERA, IBN, Major International Radio channels: BBC, Voice of America, AIR

UNIT- II (15 Hrs)

Media Scenario: Introduction to major Global Media Companies (Reuters, AP, AFP, Xinhua, CNA) Present Media scenario in Asia (Special reference to SAARC, NAM Countries Concept of Media Imperialism

UNIT-III (15 Hrs)

Media and Market Force: Misinformation and information war, Role of Media in promoting humanity and peace, Market forces and Media

UNIT-IV (15 Hrs)

Global Technology: Global satellite system, Global internet service, IPTV, UNESCO Mass Media Declaration

Suggested Readings

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan
5. Merrill, J. C., & S., D. B. Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
6. P. Ghosh, International Relation, PHI Learning Pvt Limited

EVENT MANAGEMENT

Subject Code: BJMCS1-602

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To make the students aware about the uses of media in the event.
2. To make students aware about how to manage the event and how we will make it successful.
3. To understand students about the tools used in a event and exhibition.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge how to manage events
2. Understand the importance of exhibitions and devices used in exhibition.
3. They will learn the importance of trade fair and display material

UNIT – I (15 Hrs)

Definition and scope of event management, Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc, Importance of budget and buffer

UNIT-II (15 Hrs)

Concept of clean zone, Role & importance of exhibitions, Objectives of the exhibition Advantage of exhibition over other devices, Importance of direct contact, Choosing the right exhibition- Where to participate, Why exhibitions sell?

UNIT-III (15 Hrs)

Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event Publicity inputs or visible aids for promoting an event

UNIT-IV (15 Hrs)

Print & Display material, Stand Design, Trade Fair: Uses & Abuses, Gauging Cost Effectiveness

Suggested Readings

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. N.R. Sarkar, P.R. Tools, Concepts Tools and Strategies
4. D.S. Mehta, Handbook on Public Relations

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

ENVIRONMENT COMMUNICATION

Subject Code: BJMCS1-603

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand how nature and the environment influence communication and society.
2. To learn about significant environmental controversies, from toxic waste to climate change, to lifestyle choices.
3. To explore key issues raised in environmental.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how a media play role in conservation of natural resources.
2. Understand the concept of Disaster management and role of media.
3. Conceptualize the concept of Ecosystem and Media.

UNIT-I (15 Hrs)

Environment and Media: Environment- Definition, Scope and Importance, Environment Communication: Definition, Concept and Need for Public Awareness, Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources), Role of Individual and Media in Conservation of Natural Resources

UNIT-II (15 Hrs)

Ecosystem and Media: Ecosystem: Concept, Structure and Functions Ecological Succession: Types and Stages, Biodiversity: Definition and Concept, Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts, Endangered and Endemic Species of India
4. Role of Multi- Media in Sensitising Masses towards Ecosystem

UNIT-III (15 Hrs)

Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards, Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment, Disaster Management: Concept, Need and Importance; Role of NDMA, Media Intervention in Disaster Management

UNIT-IV (15 Hrs)

Industrialisation, Consumerism and Development, Global Warming and Climate Change: Shift to Alternate Sources of Energy, Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan* Media, Environment and Human Welfare

Suggested Readings

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

DIGITAL MEDIA MARKETING

Subject Code: BJMCS1-604

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand the basic Concepts of Digital marketing.
2. To know the importance of Social media Platforms importance in Digital Marketing.
3. To demonstrate proficiency of skills use of social media for digital marketing.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn about social media and social network.
2. Understand the concept of digital media and its uses in digital world.
3. Understand the concept of E-Commerce and Social Marketing.

UNIT-I (15 Hrs)

Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, Social Media & Issues, Social Consumers and Social Influencers

UNIT-II (15 Hrs)

Branding on Digital Media: Audience Research and Engagement in Glocal environment, Building Brand on Digital Media, Storytelling and User Generated Content on Digital Media Network, SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

UNIT-III (15 Hrs)

E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy, Mobile Apps: M-Commerce and App Monetization

UNIT-IV (15 Hrs)

Social Media Measurement and Marketing: Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM), Monetizing Social Media: ROI, Role of Social Media in Marketing Research, Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

Suggested Readings

1. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
2. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland
3. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
4. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

EVENT MANAGEMENT LAB

Subject Code: BJMCS1-605

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.

Organizing different events at department level along with publicity and promotion

FINAL PROJECT AND VIVA VOCE

Subject Code: BJMCS1-606

**L T P C
0 0 0 4**

Duration: NA

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry.