

SCHEME OF EXAMINATION AND DETAILED SYLLABUS

Faculty of Media Science
**Bachelor of Journalism
& Mass Communication
(BJMC)**

(Duration-1 Year)

(For 2019 Batch)





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AISECT UNIVERSITY, HAZARIBAG (JH)

BACHELOR OF JOURNALISM & MASS COMMUNICATION

Duration: 2 Yrs

Eligibility : 10+2 with any discipline

Scheme of Examination

COURSE STRUCTURE OF BJMC I SEMESTER												
Subject Details			Main Examinations				Sessionals ***		Credit Distribution			Allotted Credits
Subject Code	Subject Name	Total Marks	Major		Minor		Max Marks	Min Marks	L	T	P	Subject wise Distribution
			Max Marks	Min Marks	Max Marks	Min Marks						
Semester-I												
Theory Group												
MSBJMC101	Introduction to Communication	100	50	17	20	08	30	12	2	1	1	4
MSBJMC102	Print Journalism	100	50	17	20	08	30	12	2	1	1	4
MSBJMC103	Introduction to Radio Journalism	100	50	17	20	08	30	12	2	1	1	4
MSBJMC104	Introduction to Television Journalism	100	50	17	20	08	30	12	2	1	1	4
Practical Group												
MSBJMC102	Print Journalism	50	25	8	-	-	25	10	1	-	1	2
MSBJMC103	Introduction to Radio Journalism	50	25	8	-	-	25	10	1	-	1	2
MSBJMC104	Introduction to Television Journalism	50	25	8	-	-	25	10	1	-	1	2
Grand Total		550							11	4	7	22

Minimum Passing Marks are equivalent to Grade D in Individual Subjects

L- Lectures T- Tutorials P- Practicals

*****Sessionals Weightage – Attendance 50%, Four Class Tests/Assignments 50%.**

AISECT University, Hazaribag (JH)
Bachelor of Journalism and Mass Communication

Detailed Syllabus

SEMESTER - I

Principal of Communication

Unit-I

1. Communication.
2. Concepts and definition,
3. Nature and process.

Unit-II:

Development of communication and its history:

1. Understanding human communication
2. Brief history, evolution and the development of communication in the world with special reference to India.
3. What is communication? Why do we communicate? How do we communicate?
4. Definitions (A message understood...., Social interaction through messages....., sharing experience.....)
5. Five senses of communication.
6. Non-verbal communication: Body language, gestures, eye contact.
7. Development of Speech- from Nonverbal to verbal, oral communication.

Unit-III:

1. Types of Communication:
2. Intrapersonal,
3. Interpersonal,
4. Group
5. Mass Communication Elements in the Process of Communication (Input, sender, channel, Noise, receiver, output)
6. Mass Communication and Origin of Media -Functions, role & impact of media
7. Meaning of Mass Communication
8. Functions of Mass Communication
9. Elements of Mass Communication
10. Brief introduction to Mass Media

Unit IV:

1. What is Communication Theory?
2. What is Communication Model?
3. A brief introduction to Communication theories
 - (a) Multistep Theory
 - (b) Selective Exposure, Selective Perception, Selective Retention
 - (c) Play Theory
 - (d) Uses & Gratification Theory
 - (e) Cultivation Theory
 - (f) Agenda Setting Theory
4. A brief introduction to Communication Models
 - (a) SMCR Model
 - (b) Shannon & Weaver Model
 - (c) Wilbur Schramm Model
 - (d) Lasswell Model
 - (e) Gate Keeping Model
 - (f) Gerbner's Model

Unit V:

1. Voice and speech
2. Speech personality
3. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm
4. Using your voice-conversation to present-actions
5. Communication with others...inter personal communication skills
6. Newspapers and Journalism
7. Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television & New Media.

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Detailed Syllabus
SEMESTER - III

PRINT JOURNALISM

Unit-I

News

1. What is Journalism?
2. Who is a Journalist?
3. Role and responsibilities of a Journalist
4. What is News?
5. Elements of News
6. News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest, Novelty
7. Types of News
8. News Sources: types; credibility and protection
9. News versus Information, Hard vs. Soft News
10. Difference between article, news, feature, backgrounder, editorial.

Unit-II

News Writing

1. Inverted Pyramid style of news writing-Why & How
2. Various types of leads/intros
3. Headline writing: Types & Functions
4. 5Ws and 1H of news writing

Unit-III

News Reporting

1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
3. Reporting for Newspapers, News Agencies and Magazines.
4. Pitfalls and problems in reporting-attribution, off-the-record, embargo

Unit-IV

Reporter

1. Reporters: Qualities and Responsibilities
2. Set up and functions of a city reporting room in a daily and bureau
3. Reporting staff: News Bureau, Bureau Chief, and Chief Reporter, Correspondent, Stringers, and freelancer.
4. Reporting for different beats

Unit-V

Editing

1. What is editing? And objectives of editing?
2. Editing and Rewriting.
3. Principles of editing.
4. Editing for newspapers, magazine and journals.
5. Functions and responsibilities of Editor and Sub Editor.
6. Editorial Writing and its importance.

Practical

PRINT JOURNALISM

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages.
2. Writing reports on crime related incidents after visiting local police stations.
3. Writing reports on civic problems incorporating information from civil organization based on interview.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers converting them for magazine.
6. Filing report on the basis of mock press conferences.
7. Filing report after attending one press conference after going to the field.
8. Preparation of copy by using editing symbols.
9. Editing features into a news story.
10. Headlines writing exercises based on newspaper published stories.
11. Writing caption/changing caption of the selected cartoons and photos.
12. Writing two editorials.
13. Assigning the qualities/attributes of a good editor (classroom exercise).
14. Finding out facts/opinion /hearsay in at least five stories published in newspapers.

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SEMESTER - I

RADIO JOURNALISM AND PRODUCTION

Unit-I

Radio as a Medium

1. Radio as a medium of mass communication in today's context
2. Characteristics of radio
3. Limitations of radio
4. Three Modes of transmission: AM, SW and FM
5. Different types of radio stations

Unit-II

Radio Formats

1. Why formats?
2. Simple announcements
3. Radio talks/commentaries/comments
4. Radio interviews
5. Radio discussions
6. Radio features and documentaries
7. Radio play
8. Radio running commentaries
9. Radio ads/commercials
10. Phone ins and radio bridges
11. Music on radio

12. Radio News-Radio News defined
13. Main characteristics of Radio News as against news in other media

Unit-III

Writing for the Ear

1. Introduction
2. Characteristics of spoken word

3. Knowing your audience
4. Dramatizing messages

Unit-IV

Radio Production

1. Introduction
2. Elements of radio productions
3. Acoustics
4. Perspective
5. Recording
6. Editing

Unit-V [Radio Production]

1. Sound effects
2. Music
3. Distort/Filter
4. Different types of microphones
5. Editing

Practical

RADIO JOURNALISM AND PRODUCTION

Practical Exercises:

1. Preparation of audio brief
2. Interviews-simulated and actuality
3. Research and scripting of radio documentary/feature/drama
4. Production of radio discussions
5. Presentation of various types of programmes
6. Production of social messages (max 30 seconds)
7. Production of radio documentary/feature
8. Preparation of audience profile
9. End Product

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SEMESTER - I

Television Journalism and Production

Unit-I

TV as a Medium

1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. TV News script format

Unit-II

TV NEWS Gathering

1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. 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)
3. Interview – types of news interview, art of conducting a good interview
4. Anchoring - Live shows
5. Packaging

Unit-III

TV Programme Production

1. Steps involved in production & utilisation of a TV Program
2. Stages of production- pre-production, production and post-production

Unit-IV

Technical Production

1. The production personnel – Single camera and Multi camera production
2. Use of graphics and special effects
3. Developing a video brief

Unit-V

Basics of Video Editing and Programme Evaluation

1. Aesthetic Factor of video editing.
2. Types of video editing- Non-Linear editing ,Cut to cut, assemble & insert, on line, off line editing
3. Designing, Evaluation and field testing of programme

Practical
Television Journalism and Production

1. Preparation of a video brief
2. Idea generation – fiction and non fiction
3. Developing an idea into story
4. Script and story board
5. Production schedule
6. Budget
7. Floor plan
8. Lighting plan
9. Shooting script
10. Production of a programme
11. Post production

At the end students will produce a programme [fiction/nonfiction]

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			Max Marks	Min Marks	Max Marks	Min Marks						
Semester-I												
Theory Group												
MSBJMC201	New Media	100	50	17	20	08	30	12	2	1	1	4
MSBJMC202	Public Relation	100	50	17	20	08	30	12	2	1	1	4
MSBJMC203	Advertising Practises	100	50	17	20	08	30	12	2	1	1	4
MSBJMC204	Media Laws	100	50	17	20	08	30	12	2	1	1	4
Practical Group												
MSBJMC202	Public Relation	50	25	8	-	-	25	10	1	-	1	2
MSBJMC203	Advertising Practises	50	25	8	-	-	25	10	1	-	1	2
MSBJMC204	Media Laws	50	25	8	-	-	25	10	1	-	1	2
MSBJMC205	Dissertation & Viva Voce	100	50	17	-	-	50	20	2	-	2	4
Grand Total		550							13	4	9	26

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SEMESTER - II
NEW MEDIA

Unit-I

Online Communication

- (a) Meaning and definition
- (b) Features of Online Communication

Unit-II

Internet

- 1. Characteristics
- 2. Networking, ISP and browsers
- 3. Types of websites
- 4. Video conferencing, Webcasting

Unit-III

New Media

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

Unit-IV

Online Journalism, Laws and Ethics

- 1. Traditional vs Online Journalism-difference in news consumption,
- 2. presentation and uses
- 3. Online Writing & Editing: do's and don'ts

- 4. Cyber Crimes & Security : Types and Dimension
- 5. Cyber Laws & Ethics and the difficulty in enforcing them

Unit-V

Web Designing

- 1. Elements & Principles of Web Designing
- 2. Basic Programming for Web Designing-- HTML

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SEMESTER - II

PUBLIC RELATIONS

Unit- I

Public Relations

1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. How PR is different from advertising, publicity and propaganda
4. Ethics of PR - IPRA code - professionalism, PRSI

Unit-II

[Corporate Communication]

1. Corporate Communication, Difference between Corporate communication & PR
2. Tools and techniques of Corporate Communication

Unit-III

[Tools & Techniques]

1. News release - seven point formula
2. Media relations - press conference and press tours
3. Internal and External PR media - corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising

Unit-IV

Role of PR

1. Role of PR in developing countries
2. Role of PR in Educational and Research Institutions
3. Role of PR in Rural Sector
4. Role of PR in Defence
5. Role of PR in Political and Election Campaigns
6. PR for Individuals

Unit-V

PR Campaign

1. Finding a problem
2. PR campaign - programme planning, evaluation
3. Research in PR

Practical

MSBJMC304 - PUBLIC RELATIONS

Exercises/Assignments:

1. Collect at least five press clippings of any company for its launch of product/service/corporate communication.
2. Collect Corporate & Institutional ad of a product/service (five each).
3. Write press note and press release.
4. PR campaign planning and evaluation.
5. Organise press conference in the situation of crisis.
6. Write speeches, memos and notices.
7. Minute-to-minute planning of an event.
8. Prepare power point presentations.

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SEMESTER - II
Advertising Practices

Unit-I

Integrated Marketing Communication

1. Integrated Marketing Communication: Definition & concepts
 - (a) Public relations
 - (b) Salesmanship
 - (c) Publicity
 - (d) Sales promotion
 - (e) Marketing public relations
 - (f) Direct marketing
 - (g) Rural marketing
2. Advertising as marketing tool
 - (a) The product marketing process
 - (b) Market segmentation process
 - (c) Target marketing process
 - (d) Advertising and product, price, place and promotion element.
3. Advertising as PR tool
 - (a) PR, Publicity & Corporate Advertising
 - (b) PR technologies implemented in advertising

Unit-II

Account Planning

1. Define strategy and its role and relevance
2. Elements of Marketing plan
3. Plan advertising campaign (the planning cycle), USP,
4. Marketing objectives v/s advertising objectives
5. Setting the advertising objectives
6. Good objective setting
7. Direct and Indirect objectives

UNIT III

Account strategy

1. Advertising strategy
2. Advertising Campaign, various stages of Advertising Campaign
3. Budgeting process: budgeting & appropriation of fund
4. Factors affecting advertising budget, methods of setting advertising budgets
5. Concept & stages of Branding, brand management, brand image
6. Role of Advertising: Product life cycle, segmentation brand positioning, brand equity
7. Account Planning , pitching & presentation preparation

Unit-IV

Creating Strategy to Development

1. Concept of creativity
2. Idea generation
3. The creative brief
4. Advertising Research: Consumer, Market & Product
5. Types of copy, how to prepare ad copy
6. Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video
7. Story board, audio-video copy formats
8. Production process of print copy – thumbnail, roughs, comprehensive, mechanical
9. Role of colours, photographs, computer graphics, artwork
10. Appeals in Advertising
11. Production process for audio and video copies – pre production, production and post-production

Unit-V

Media Planning

1. Media agencies: definition, need and importance
2. Media plan: objectives, situation analysis, choice of media, media mix, target audience, strategy, media schedule, plan delivery
3. Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP
4. Uses and importance of media planning software: TAM, INTAM, IRS, NRS
5. Avenues for retail merchandize: point of purchase, point of sale

6. Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing.

PRACTICALS

MSBJMC401 - Advertising Practices

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

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SEMESTER - II

MSBJMC202 - MEDIA LAWS AND ETHICS

Unit-I

Freedom of the Press and the Law

1. Laws - Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions
2. Freedom of the press and the Constitution-need for a free press in a democracy
3. Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression
4. Article 19(1)2 reasonable restrictions to freedom of the press
5. Supreme Court decisions on freedom of the press
6. Press laws before Independence and after
7. First Press Commission after Independence
8. The Press Council Acts, National Emergency
9. Composition, role, powers, guidelines and functions of the Press Council

Unit-II

Media Laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament.

1. The State: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353)
2. Citizens: Defamation (IPC (499) 500) civil and criminal defamation-libel, slander
3. Legislature: Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation)
4. Judiciary: Contempt of Court, Covering and reporting court proceedings (Article 361A)

Unit-III

Common court terminologies

1. Plaintiff
2. Defendant

3. Affidavit
4. Evidence,
5. Prosecution,
6. Conviction,
7. Accused,
8. Acquittal,
9. Bail,
10. Prima Facie,
11. Subjudice

Media Ethics-

Why Media Ethics- truth-accuracy-balance-decency-human rights.

Unit-IV

Acts and Laws

(Introduction to various Acts/Laws which a journalist needs to know)

1. Press Registration of Books Act. 1867/1955 role of RNI
2. Role and functions of the Registrar of Newspapers
3. Intellectual Property Rights
4. Copyright Act 1957
5. Official Secrets Act 1923

6. Right to Information Act 2005
7. General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalist Act.

Unit-V

Electronics and New Media Laws

1. Emergence of electronic and new media law
2. The AIR Code
3. The Commercial Code of AIR & Doordarshan
4. Cable Television Act and Rules
5. Advertising Standards Council
6. Media regulations: self or govt.