



ARYABHATTA KNOWLEDGE UNIVERSITY

Mirlapur, Patna - 800001
E-mail:- akuniv10@gmail.com

Notification

The Hon'ble Vice-Chancellor, Aryabhatta Knowledge University, Patna has approved the Syllabus of BBA (International Business) and BA (Journalism & Mass Communication) w.e.f. session 2021-22, which is hereby notified in anticipation of approval of Academic Council and Executive Council of the University.

By order of the Vice-Chancellor

Sd. /-

Registrar

Aryabhatta Knowledge University, Patna

Memo no. : 012/Acad/04-07/AKU/2017 (Vol-II)-985

Date: 08.04.2022

Copy to:

1. PA to the Vice-Chancellor, Registrar Office, Controller of Examinations for information, Affiliation Section for information and Exam Section with copy of said Syllabus for information and needful.
2. Sri Vishal Ratan Kumar, Web Programmer for uploading the said syllabus on University website.
3. The Principal, ST. Xavier's College of Management & Technology, Patna for information and needful.
4. All affiliated colleges running vocational programmes for information and needful.


6/4/22
Dr. Rakesh Kumar Singh
Registrar

Aryabhatta Knowledge University, Patna

Encl: 2

SEMESTER 1

PAPER – BA (JMC) 101: COMMUNICATIVE ENGLISH

Unit 1: Introduction

(07 Hours)

Definition and features: Communication as a Medium of Transference and Functions of Effective Communication, Process of Communication, Oral and Written Communication, Formal and Informal Communication, Miscommunication, Identifying Barriers in Communication to Aid Clarity in Communication

Verbal Communication: Intrapersonal Communication, Interpersonal Communication, Small Group Communication, Public Speaking or Mass Communication

Nonverbal Communication: Paralanguage, Kinesics, Haptic, Proxemics, Signs and Symbols, Body Language and behaviour, Appearance, Posture, Gesture, Eye Contact, Artifacts, Voice Modulation

Unit 2: Remedial grammar

(10 Hours)

Basic Grammar: Parts of Speech in English Grammar Time and Tenses, Subject-Verb Agreement, Direct and Indirect, Active and Passive Voice Articles, Common Errors, Idiomatic Usage of Language

Understanding Sentence Structure: Parsing Sentences Sentence Types (the declarative, the interrogative, the exclamatory and the imperative)

Business Lexis or Vocabulary: English for Specific Purposes: English for Specific Purposes Vocabulary Related to Fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General, Corporate sectors, Phrasal Verbs, Word Pairs, Synonyms and Antonyms, affixes – prefixes and suffixes, homonyms, hyponyms, eponyms, contronyms etc.

Unit 3: Phonetics and Phonology

(8 Hours)

Introduction to Phonetics, Clear Articulation and Basic Knowledge of the Phonemes of English; Speech Sound: Phonetic Symbols or International Phonetic Alphabet; Elements of Phonology – Accent, Rhythm, Pitch, Intonation, Stress; Syllabification, accent and rhythm in connected speech and intonation

Unit 4: Employment Communication

(7 Hours)

Communication for Employment (Written): Cover Letter, Resume, CV, Job Application and Follow-up Letter

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Communication for Employment (Oral): Group Discussions and Interviews: What is Group Discussion? Organising a Debate and Actively Participating in It, Attending Job Interviews; Presentations and their evaluation; Jam / Extempore; Mock Interviews; Role play based on observation of behavioural patterns; Hot Seat Simulation Activity - with evaluation - e.g. Being Rajat Sharma

Unit 5: Effective Writing

(12 Hours)

General Introduction; Creative Writing; Articles; Essay; Paragraph Writing; Composition and Composition Types; Summary; Report Writing; E -Mails and Memos; CV Writing and cover Letter; Reports of Survey Questionnaires; Professional Brochure Writing / Writing a Proposal Letter Writing - Formal & Informal; Report Writing - official and business reports.

Unit 6: Effective Reading

(05 Hours)

Techniques of Critical Reading; Extensive and Intensive Reading; Methods of effective reading and writing - skim, scan, and read for gist and/or specific meaning, spot topic sentences, summing up

Reading Comprehension - focus on business, current affairs, travel and tourism, environment

- Public speaking
- Presentation skills and grooming - highlighting the role of soft skills' role in personal success

Selected Readings:

- "June 2001: Reality TV" (An excerpt from Ruahdie, Salman: *Step Across This Line*)
"Photograph" (An excerpt from Kumar, Amitav: *Passport Photos*)

Reference Material:

1. Bovee, Courtland L. (2011), *Business Communication Today*, Prentice Hall (Pearson)
2. Aubrey B Fisher (2012), *Perspective in Human Communication* Macmillan Publishing Co. New Delhi
3. Grant Taylor (2013) *English Conversation Practice* - TMH Edition
4. Raymond Murphy (2015) *Essential Grammar in Use, a Self-study Reference and Practice Book* -, OUP
5. Manish Gupta (2016) *English Blues!* - Penguin Paperback.
6. Wade E. Cutler (2000) *Triple Your Reading Speed* - Pocket Books Paperback.
7. English Listening Lounge www.englishlistening.com
8. Learning through Listening www.learningthroughlistening.org
9. BBC Learning English www.bbc.co.uk/worldservice/learningenglish
www.englishpage.com
10. A Word a Day - AnuGarg's Website www.wordsmith.org
11. Pearson Longman Website on Teaching Business English Skills www.pearsonlongman.com

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12. British Council Website www.britishcouncil.org
13. www.merriam-webster.com
14. Communicative English Syllabus of NIOS
15. CBSE Communicative English Syllabus

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PAPER – BA (JMC) 102: GENERAL ARTS

Unit 1: Overview of Indian Society

(8 Hours)

Understand the multi-cultural diversity of Indian society through its demographic composition: religion, caste, language, regional differences. Understand regional variations according to rural, urban and tribal characteristics. **Concept of Disparity:** Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.

Unit 2: Understanding our Society

(4 Hours)

Examine inequalities manifested due to the caste system and inter-group conflicts. Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.

Unit 3: The Indian Constitution and Aspects of Political Processes

(6 Hours)

The structure of the Constitution-the Preamble, Main Body; Schedule Basic features of the Constitution. Fundamental Duties of the Indian Citizen; The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments

Unit 4: Globalisation and Human Rights

(8 Hours)

Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment, crises in agrarian sector and changes in migration pattern. Human Rights: origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.

Unit 5: A General Overview of Major Religions

(4 Hours)

Hinduism, Islam, Sikhism, Buddhism, and Christianity

Reference Material:

1. *A New Look into Social Sciences*, Sheikh Sahir, A.M. Sheikh and Jaya Dwadshwar, Sage Publication New Delhi.
2. *Social Problems in India*, Ram Ahuja, Rawat Publication New Delhi.
3. *Indian Society and Social Issues*, NadeemHasnainGraw Hill.
4. Chandra, Bipan and Mridula Mukherjee and Aditya Mukherjee (2000), *India since Independence*, New Delhi: Penguin
5. Sikri, Rajiv (2012), *Challenge and Strategy: Rethinking India's Foreign Policy*, New

- Delhi: Sage
6. Basu, Durga Das (2014), *Introduction to the Constitution of India*, Nagpur: Lexisnexis
 7. Fadia, B.L and Fadia, Kuldeep (2014), *Indian Government and Politics*, Agra: Sahitya Bhawan Publications
 8. Austin, Granville (2002), *The Indian Constitution: Cornerstone of a Nation*, New Delhi:
 9. Oxford University Press.
 10. Chakrabarty Bidyut and Rajendra Gupta (2007) *Indian Government and Politics*, New Delhi: Sage
 11. The Life of Buddha and Its Lessons, H.S. Oicott, TGS Publishing
 12. An Introduction to Hinduism, J. Vellarigatt, Media House, New Delhi
 13. Buddhism & Christianity (Tradition, History & Culture), Prof. Dharmakirti, Axis Books Pvt. Ltd., New Delhi
 14. The Rise and Decline of Buddhism in India, Kanni Lal Hazra, Munshiram Manoharlal Publishers Pvt. Ltd., New Delhi
 15. 2500 years of Buddhism, P. V. Bapat, Publications Division, MIB Govt. of India
 16. Sikhism: An Introduction, Niksy-Guninder Kaur Singh, I.B. Tauris & Company
 17. Pathways to Peace, Fr. Bala Kiran Kumar, Asian Trading Center, Bangalore
 18. A Historical Overview of the Indian Religions, Prof. P. Manasseh, Gamaliel Printers & Publishers, Hyderabad
 19. Mere Christianity, C.S. Lewis, E-copy (<https://www.dacc.edu/ssscet/pdfs/PCM/merechristianity/lewis.pdf>)

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PAPER – BA (JMC) 103: INTRODUCTION TO COMMUNICATION

Unit 1: Introduction

(08 Hours)

Defining Communication-Types-Functions-Process-Barriers of communication

Unit 2: Models of Communication

(08 Hours)

Models of Communication- Laswell Shannon and Weaver , Charles Osgood, Wilber Schramm, T.M. Newcomb, Westley and MacLean

Unit 3: Types

(08 Hours)

Non-Verbal Communication-Kinesics-Proxemics-Time Language-Para Language-Physical Context

Unit 4: Communication Dynamics

(20 Hours)

Verbal Communication-Oral-Telephone-Interviews-Group Discussions-Meetings-Speeches Written-Notice, Agenda and Minutes-Business Correspondence

Reference Material:

1. Keval J. Kumar (2015), *Mass Communication in India*, Jaico Publishing House, Mumbai
2. Krishna Mohan Meera Banerji (2012), *Developing Communication Skills*-Macmillan Publishers India Ltd.
3. Meenakshi Ramani, Prakash Singh (2007)-*Business Communication*-Oxford University Press.
4. VirBala Aggarwal and V.S.Gupta (2002)-*Handbook of Journalism and Mass Communication*-Concept Publishing Company, New Delhi.
5. J.S. Yadav and Pradeep Mathur (2008) *Issues in Mass Communication: The Basic Concepts*; Kanishka Publishing House
6. Denis Mcquail and Dr Sven Windahl (1993), *Communication Models for the Study of Mass Communications*; Prentice Hall

PAPER – BA (JMC) 104: RADIO BROADCASTING

Unit 1: Introduction

(06 Hours)

Characteristics of Radio as a medium of Mass Communication.
Reinvention of the Radio – Careers in Radio

Unit 2: Script formats

(30 Hours)

General Characteristics of writing scripts for the Radio.
Various Scripts formats:
Writing for the purpose of broadcasting –

- 1) Radio Talk
- 2) Discussion Programme
- 3) Interview
- 4) News
- 5) Documentary and Features
- 6) Commercials
- 7) Radio Drama
- 8) Music Programmes

Unit 3: Programme Formats

(08 Hours)

The Phone-In Programme - Technical facilities – The Open line – The Specific Subject – Consumer Affairs – Personal Counselling

The Vox Pop – phrasing the question – choosing the site – the recorder – putting the question – the final preparation

Unit 4: Music and Sound

(12 Hours)

Music in radio programming – Sound effects- Selecting music and for Radio Programmes

Reference Material:

1. Keval J. Kumar (2015) *Mass Communication in India*; Jaico Publishing House, Mumbai
2. SC Bhatt (2008) *Broadcast Journalism- Basic Principles*; Har – Anand Publications Pvt. Ltd. New Delhi
3. K. M. Shrivastava (2009) *Broadcast Journalism in the 21st Century*; New Dawn Press, New Delhi
4. K.M. Shrivastava (1989) *Radio and TV Journalism*; Stosius Inc / Advent Book Division
5. Peter Stewart and Ray Alexander (2015) *Broadcast Journalism – Technique of Radio and Television News – 7th Edition*, Routledge

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PAPER – BA (JMC) 105 P: BASICS IN COMPUTER APPLICATION – 1 (PRACTICAL)

(60 Hours)

Unit 1:

Introduction to Computer hardware (only basics)

Unit 2:

MS Word: Using all functions within the software to create documents and to work on it

Unit 3:

Power Point Presentation

Unit 4:

Page Maker: Using the functions to design a page for a newsletter

Unit 5:

Quark XPress – designing news applications – Designing a newspaper and magazines

Students will have to design a newsletter on a concurrent topic and present in the class.

Reference Material

1. Kettell et al., (2003) *Microsoft Office 2003*, Tata McGraw Hill, 2003
2. Martin Turner (2016) *Desk Top Publishing With Quarkxpress 2016*; QuarkXpress Pub.
3. Ramesh Bungia (2015) *Learning Pagemaker 7*, Khanna Book Publishing Company
4. Priti Sinha, Pradeep K. Sinha (2004) *Computer Fundamentals : Concepts, Systems & Applications- 8th Edition*; BPB Publications

PRACTICAL EXERCISES

MS - WORD

Design a News Print using Format Options with Pictures. Design a Table using Table Menu commands and setting Bullets & Number Styles to the given points.

MS - POWERPOINT

Prepare a Presentation setting the Animation and Sound Effects to the Text and to the Slides.

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PAGE MAKER

Design a Visiting Card. Design any Invitation.

QUARKXPRESS

Design a News Items using News Links. Add Pictures to the News Items.

Image

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PAPER – BA (JMC) 106 P: DIGITAL AUDIO PRODUCTION – 1
(Practical)

(60 Hours)

Unit 1:

Introduction to Sound – Digital & Analogue - Sound spectrum and frequencies – Audio Console -Patchbay- Audio recording systems - Analogue recording systems- Tape based recording systems- Tapeless Recording systems

Unit 2:

Studio equipment -microphones: types, pickup patterns, uses - audio connectors
Preparing radio scripts for: radio talk - PSA – Jingle

Unit 3:

Audio control booth - Basic Audio operation

Unit 4:

Introduction to Digital Audio Software - digital audio formats

PRACTICAL EXERCISES

1. Voice Recording
2. Recording sound effects (foleying)
3. Radio talk: with intro/extro music and announcement
4. Scripting , production and post production of Radio Jingle
5. Recording of interviews

Students will maintain a lab-book with a record of the exercises: task description| equipment used| procedure followed| script [if any] | Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

REFERENCE BOOKS

1. Jeff Strong(2012)*Pro Tools for Dummies*. John Wiley & Sons NJ
2. David Miles Huber and Robert E. Runstein (2017) *Modern Recording Techniques 9th Ed* Routledge, New York & London
3. Mike Senior (2013), *Mixing Secrets for the Small Studio*; Focal Press New York & London
4. Ken C. Pohlmann (2010), *Principles of Digital Audio, Sixth Edition*; McGraw Hill
5. Christopher L. Bennet (2020) *Digital Audio Theory: A Practical Guide*; Focal Press, New York & London
6. Ian Robertson Sinclair (2008) *Audio Engineering: Know It All*; Newnes, UK

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SEMESTER 2

PAPER – BA (JMC) 201: BASIC MARKETING CONCEPTS

Unit 1: The Marketing Process

(10 Hours)

What is Marketing – Marketing Strategy and Situation Analysis – The Marketing Plan – The Marketing Mix – The Product – The Brand Name – Trademarks and Trade Characters.

Unit 2: Consumer Behaviour

(15 Hours)

The Study of Consumer Behaviour – Consumer needs and Motivation – Personality and Consumer Behaviour – Consumer Perception – Consumer Attitude Formation and Change – Influence of Family, Social Class and Culture on Consumer Behaviour – the consumer's decision making process.

Unit 3: Segmentation and Targeting and Positioning

(10 Hours)

Segmentation Strategies – Positioning strategies – Determining the positioning strategies – making the Positioning decision.

Reference Material:

1. Atanton William J & Others (1989): *Marketing Management*, (New York 1989, McGraw-Hill Book Co. 1990)
2. Blythe Jim (2000): *Marketing Communication*, (Prentice Hall)
3. Joel R Evans & Barry Berman (2000): *Marketing* (Collien Macmillan)
4. Kotler Philip & Armstrong (2000): *Principles of Marketing* (London Prentice Hall)
5. Kotler Philip (1989): *Social Marketing* (The free press, New York, 1989)
6. Kumar Niraj (1998): *Marketing Communication Theories & Practical* (New Delhi, Himalaya Pub.
7. Peter J Paul & Olson Jerry C (1987): *Consumer Behaviour- Marketing Strategy Perspective* (Illinois: Richard Irwin Inc.)
8. Michael R. Solomon : *Consumer Behaviour – Buying, Having and Being* (Pearson, 11th Edition)
9. Ramneek Kapoor (2012) : *Consumer Behaviour – Text and Cases* (McGraw Higher Ed, 2012)

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PAPER – BA (JMC) 202: SOCIAL MEDIA AND COMMUNICATION

Unit 1: Introduction to Social Media

(12Hours)

Internet and information revolution. Development of Social Media, Current state of the industry. Social Media v/s Traditional Media. Social Network Theory. Current Global and Local trends in Social Media. Online politics, Internet surveillance, virtual communities; Social media and fake news, Credibility of the information, Social Media Ethics - Appreciating diversity, understanding cultural sensitivity and social responsibility in the 21st century

Unit 2: Social Media Platforms

(08Hours)

Symmetric and Asymmetric Social Networks, Facebook- Newsfeed, Profile, Ads, Causes, Connect. **Twitter** - Search, Stream, 3rd Party Platforms, Lists, @Anywhere, @Ad Platform. **Video: YouTube** - Commenting system, Top viewed videos, setting up a channel, Live Streaming. **Email:** organisational and private, email domain. **LinkedIn** - Tips and Guides, Profile Reviews. Other channels like photo-sharing networks like Instagram, Pinterest, Snapchat and mobile apps. **Blogs: Blogger, Tumblr, Wordpress, Influencers** - Who are they? How to use them to benefit your brand?

Unit 3: Social Media and Marketing

(12Hours)

The Development Process: Work Plan, Competitor Benchmarks, Goals. **Social Media Marketing Strategy:** Tips for Social Media Management – do's and don'ts, Social Media Audience and Goals for Social Media Marketing. **Social Commerce, Integrated Social Media Campaign.** **Social Media Measurement:** Social Media Metrics, Establishing Goals and Tracking metrics. **Hashtags and SEOs:** introduction to the concept; its determination and ways to modify it. **Managing Information:** Aggregators; Google Alerts.

Unit 4: Social Media in Various Contexts

(12Hours)

Social Media in Journalism, Public Relations, Advertising, Politics. **Content creation:** different voices for different social media platforms. Using Social Media within Different Industries: Marketing, Customer Service, Fundraising, Crowdsourcing, Politics & Policy, Personal Branding, and Collaboration. **The Case for B2C and B2B Companies-** How companies are leveraging social media. Closed social media groups. **PR Implications:** Link between social media and PR, Reputation and crisis management. **Organizational Culture:** Social Media Policy. **Legal Side of Social Media:** In house guidelines, Copyright and Trademark Implications.

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Reference Material:

1. Mark Graham, William Dutton (2019) *Society and the Internet: How Networks of Information and Communication are Changing Our Lives* (2nd Edition), Oxford University Press
2. Ralph Schroeder (2018) *Social Theory After the Internet: Media, Technology and Globalization* UCL Press
3. Erik Qualman (2012) *Socialnomics: How Social Media Transforms the Way We Live and Do Business* (2nd edition) Wiley
4. Lasse Rouhiainen (2012) *Smart Social Media: Your Guide to Becoming A Highly Paid Social Media Manager*, Createspace Independent Pub
5. Articles and materials are available through the "Journal of Social Media in Society".
6. Christian Fuchs (2021) *Social Media: A Critical Introduction*, SAGE Publications Ltd.
7. Michael Brito (2013) *Your Brand, the Next Media Company: How a Social Business Strategy can Enable Better Content, Smarter Marketing, and Deeper Customer Relationships* Que Pub.
8. Timothy Wu (2010) *The Master Switch: The Rise & Fall of Information Empires*, Atlantic Books.
9. Tapas Ray (2006) *Online Journalism: A Basic Text*, Cambridge University Press India Pvt. Ltd.

Niraj

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PAPER – BA (JMC) 203: MEDIA EDUCATION

Unit 1: Introduction

(10 Hours)

What is media literacy? – Definition -5 fundamentals of Media literacy – Principles of Media Literacy - Why is Media Literacy important? Importance of information - Importance of skills

Unit 2: Messages and Content

(14 Hours)

Importance of Media literacy - Message saturation -Active and passive exposure - Skills of Media Literacy- Rudimentary skills -exposure-recognizing symbols and patterns - matching the meaning- process skills- message focussed skills - analysis- comparison/contrast- Message extending skills

Unit 3: Media Literacy Concepts

(08 Hours)

Concept of Media education- Significance of Media literacy - Agenda of media Literacy- Traditional vs non-traditional teaching methods - NCERT and Media Education

Unit 4: Effects and Impact

(14 Hours)

Children and television- children and advertisements- impact of TV, music video and new media on adolescents and young people - portrayal of gender in the media -case studies

REFERENCES

1. W. James Potter (1998). "Media Literacy" Sage Publications New Delhi
2. Elana Yonah Rosen et.al.(1998) "Changing the world through media education" Fulcrum foundation, Colorado.
3. Pat Brereton(2001). "Continuum Guide to Media Education" London.
4. Jacob Stampickal&Leela Joseph (2000). "Teaching Media Education" Devmons, New Delhi.
5. Arthur Asa Berger (2005). "Media Analysis Techniques" Sage publications, New Delhi.
6. Len Masterman. (1990) "Teaching the Media" Comedia Publishing Group, London.

PAPER – BA (JMC) 204: MASS COMMUNICATION THEORIES

Unit 1: Concepts

(11 Hours)

Mass media and Society- effects of mass communication within society- functions of mass media- interactive perspective.

Hypodermic or Bullet Theory- Individual Differences Theory- selective exposure- selective perception- selective retention

Unit 2: Cognitive Dissonance and Personal Influence

(11 Hours)

L.A. Festinger's Cognitive Dissonance Theory- concept of dissonance- sources of dissonance

Paul Lazarsfeld's Personal Influence Theory- two-step flow of communication-multi—step flow of communication

Unit 3: Sociological Theories

(11 Hours)

Sociological Theories of Mass Communication- The Cultivation Theory- Social Learning Theory- Agenda Setting Theory- Play Theory-Uses and Gratification Theory- Dependency Theory

Unit 4: Normative Theories

(11 Hours)

Normative Theories of Mass Communication- Authoritarian Theory- Libertarian Theory- Social Responsibility Theory- Soviet Communist Theory- Development Media Theory and Democratic-Participant Media Theory

Reference Material:

1. Stanley J. Baron & Dennis K. Davis (2000) *Mass Communication Theory: Foundations, Ferment, and Future*, Thomson Wadsworth, Second edition.
2. Emory Griffin, "A First look at communication theory"
3. Stephen W. Littlejohn and Karen A. Foss (2010) *Theories of Human Communication*, Waveland Pr Inc.
4. Stanley J Baron (2012) *Introduction to Mass Communication Theory*, Congugo Publishers
5. VirBala Aggarwal and VS Gupta (2002) *Handbook of Journalism and Mass Communication* : Concept Publishing, New Delhi
6. Stanley J. Baron and Dennis Davis (2013) *Mass Communication Theory: Foundations, Ferment, and Future* Wadsworth Publishing Company USA
7. Uma Narula (2008) *Mass Communication: Theory and Practice*, PHI Learning Pvt Ltd Delhi

N. K. Singh

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PAPER – BA (JMC) 205 P: BASICS IN COMPUTER APPLICATION – 2 (PRACTICAL)

(60 Hours)

Unit 1:

Photoshop: Applying effects to the photographs – Adding layers – Applying special effects

Unit 2:

Corel Draw – Basic Tools – Graphics – Applying Graphics Concept – Designing Pamphlets, Posters Handbills Etc- Exporting output in different output

Unit 3:

Editing in Adobe Premiere

Reference Material:

1. Ron Mansfield (2013). "Working in Microsoft Office" Tata McGraw-Hill Publishing Company Ltd. New Delhi
2. Pooja Mathur, Dr. Shruti, Jain (2017) *Computers - Basics and Applications* ;Galgotia Publishing Company
3. Andrew Faulkner and Connal Chavez (2018) *Adobe Photoshop CC Classroom in a Book First Edition* ; Pearson Education
4. Maxim Jago (2018) *Adobe Premiere Pro CC Classroom Book First Edition*; Pearson Education

PRACTICAL EXERCISES:

Photoshop

1. Applying special effects to photographs using different tools
2. Convert Black and White Photographs into Color in Photoshop.
3. Apply Rainbow effect to the images in Photoshop.
4. Prepare Cover Page Using Photoshop.
5. Design a Front-Page using Photoshop

Corel Draw

6. Understanding Corel Draw
7. Basic Tools
8. Using Coral Draw for Graphics Design
9. Preparing Titles for Movie

Adobe Premiere

10. Use of Adobe Premiere for editing small clippings
11. Add sound effects to the movie clips.
12. Apply different transitions to the movies.

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- 13. Use of Adobe Premiere for editing small clippings and making a DVD
- 14. With the available rushes groups will make a 3 minutes film

Project: Students will have to make a digital library comprising a minimum of ten pictures (out of which at least two must be animations) and a website template.

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PAPER – BA (JMC) 206 P: DIGITAL AUDIO PRODUCTION – 2 (PRACTICAL)

(60 Hours)

Unit 1: Sound Aesthetics - Environment- Figure/ground- perspective-continuity-energy

Unit 2: Mono-stereo-surround sound - Remote, live, and sports production

Unit 3: Drama script - Vox pop - Semi scripted programme

Unit 4: Digital technology and advancements - Creating files and naming them - Recording - Using EQ, DYNMS, SFX, and Reverb - Source Selection - Cleaning and Editing

Unit 5: How to do a music recording? - Elements of music recording - Mixing Pre and Post Mastering

PRACTICAL EXERCISES

1. Group exercise: 8 minute children's radio drama
2. Individual exercise: Recording a 30 second PSA
3. Group exercise: 10 minute panel discussion
4. News programme [10 minutes] [mix of 5 news feeds+ 2 min voxpop+ 2 minute studio interview]

Students will maintain a lab-book with a record of the exercises: task description| equipment used| procedure followed| script [if any] | Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

Reference Material:

1. Mike Collins (2014), *Pro Tools II: Music Production, Recording, Editing, and Mixing* Focal Press, New York & London
2. David Miles Huber and Robert E. Runsten (2017) *Modern Recording Techniques 9th Ed* Routledge, New York & London
3. Mike Senior (2013), *Mixing Secrets for the Small Studio* Focal Press New York & London
4. Ken C. Pohlmann (2010), *Principles of Digital Audio, Sixth Edition*, McGraw Hill
5. Christopher L. Bennett (2020) *Digital Audio Theory: A Practical Guide*, Focal Press, New York & London
6. Ian Robertson Sinclair (2008) *Audio Engineering: Know It All*, Newnes, UK

SEMESTER 3

PAPER – BA (JMC) 301: PUBLIC RELATIONS

Unit 1: Understanding PR

(12 Hours)

PR – Definition, Nature and Scope – Role of PR in the 21st Century – Model of PR - Types of PR – Types of Public and Tools of PR - Art of persuasion, feedback, campaign planning and strategies - PR Campaign - PR Research – PR Campaign Evaluation

Unit 2: Media, Investor and Government Relations

(08 Hours)

Media Relations – Writing press release, rejoinders – organizing press conferences – Newspapers space – Role of Corporate Communication in Annual General body meeting and Sponsorships – investor Relations Overview – Developing an Investor Relation Program – Investor Relations and the Changing Environment – The Rise of Regulations – The Rise of Government Relations

Unit 3: New Channels of Communication

(04 Hours)

Communication channels and the role of technological innovation – Bulletin boards – Intranet communications – News letter

Unit 4: Internal Communication

(04 Hours)

Role and scope of internal communication with employees - Various tools of internal communication - house journal, video magazine idea boxes, open houses, brainstorming sessions, clubs, extra-curricular activities

Unit 5: Crisis Communication

(04 Hours)

Managing Communication in a crisis – Lobbying – Importance of PR in corporate communication – Analysing and compiling news – Organizing media events – Communication audits

Reference Material:

1. Sandra C Duhe (2007) *New Media And Public Relations*, Peter Lang
2. Patricia Swann (2010) *Cases In Public Relations Management* (New York: Routledge)
3. Leonard Saffir and John Tarrant (1994) *Power Public Relations: How To Get PR Work For You* NTC/ Contemporary Publishing Company.
4. Alison Theaker (2012) *The Public Relations Handbook (4th Edition)* Routledge
5. Smith D. Ronald (2013) *Strategic Planning For Public Relations (4th Edition)* Routledge New York.
6. Brown Barbara Diggs (2000) *The PR Style Guide* Thomson Wadsworth

7. Brown Barbara Diggs (2011) *Strategic Public Relations, An Audience Focused Approach* US: Wadsworth Cengage Learning
8. Rob Brown (2010) *Public Relations And The Social Web* Kogan Page Special Priced Titles Page.
9. Scott M Cutlip, Allen H. Center, Glen M. Broom (2003) *Effective Public Relations* Pearson.
10. Anthony Davis (2011) *Everything You Should Know About Public Relations* Kogan Page Limited.
11. Sandra Oliver (2009) *Public Relations Strategy* Kogan Page.
12. Patricia J Parsons (2016) *Ethics In Public Relations: A Guide To Best Practice* Kogan Page

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PAPER – BA (JMC) 302: PRINT JOURNALISM

Unit 1: Theories of Press

(8 Hours)

Theories of Press – Authoritarianism – Libertarianism – Soviet Theory – Social Responsibility theory – Indian Mainstream and Vernacular press – Role and impact of Newspapers in Society – Impact of technology on newspaper (Newsgathering, editing, design, and layout, printing)

Unit 2: Basics

(8 Hours)

News – Definitions – News values – Different types of news – Hard and Soft news – News sources – News Agencies – Newspaper organisation: Editorial, Business, Circulation – The reporter's duties – Qualities – Various Reporters – Bureau Chief – Beat and Spot reporting – Curtain raiser – House style

Unit 4: Writing

(10 Hours)

Writing for Newspapers – Different structures – Pyramid – Hourglass, Diamond structure – Intro or lead and its significance – ABC of Journalism (Accuracy, brevity and Clarity) – Objective writing – Balance – In-depth reporting – Editorials – Op-ed – Significance of letters to the editors – Columnists – free lancers

Unit 5: Editing

(8 Hours)

Editing – The flow of news copy – Sub-editor: functions and proof reading – Headlines – Importance – Different types – dos and don'ts in headline writing – Editor – Photojournalism – Captions and cut-line writing

Unit 6: Formats

(15 Hours)

Report Writing: General Events, Press Conferences, Crime, Public Meetings, Press Releases, Disasters, State Assemblies, Parliament, Business, Science and Technology, Obituaries, Sports, Public Issues, Letters to the Editor. **Feature Writing:** Personal Profiles, Book Reviews, Film Reviews, Music Reviews.

Reference material:

1. M.V. Kamath (2018)- *Professional Journalism*- Vikas Publication House
2. Jason R. Detrani (2021) *Journalism: Theory and Practice*- Apple Academic Press
3. Lynette Sheridan and Burns (2013): *Understanding Journalism*, SAGE South Asia
4. S. Banerjee (1997) *News Editing theory and practice* – Jaico Publishers
5. Tony Harcup (2014). *A Dictionary of Journalism (Oxford Quick Reference)* OUP
6. Barun Roy (2004): *Beginner's Guide to Journalism* Pustak Mahal, Delhi

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PAPER – BA (JMC) 303: TELEVISION PRODUCTION - 1

Unit 1: Introduction

(08 Hours)

Introduction to Television Production – Television production process – Production elements – Camera, Lighting, Audio, Switching, Video Recording and Special effects – Television Studio – Studio Control room

Unit 2 : Production

(09 Hours)

Stages in production: Pre-production – Writing treatment for single camera production – Post production – Production people – Non technical personnel – Technical personnel – News production personnel

Unit 3: Camera

(09 Hours)

Television camera introduction – How camera works – Types of camera: Analog versus Digital camera, Studio cameras – ENG and EFP camera, Consumer Camcorders – Electronic characteristics – Aspect ratio – White balance – Resolution – Operating light level and gain – Operational characteristics

Unit 4: Lenses

(09 Hours)

Lenses: Optical characteristics of lenses – Focal Length – Focus – Iris – Depth of field – Operation lenses – Zoom control – Digital Zoom control – Focus control – Mounting Equipment – Basic camera mounts – Mounting head – Special mounting devices – Camera operation and picture composition – Framing effective shots

Unit 5: Lighting

(09 Hours)

Studio lighting instruments: Spot light, flood lights – Field lighting instrument: Portable spotlights – Portable flood lights, techniques of television lights – Three point lighting: Key light, Fill light, and Back light – Introduction Video Editing – Linear and non-linear editing – Offline and Online editing – Editing procedures and transition devices

Reference Material:

1. Herbert Zettl. (2006) "Television Production Handbook Ninth Edition." Wadsworth Publishing Company, Belmont, California, USA.
2. Herbert Zettl. (2006) "Video Lab 3.0" (A DVD for Television production)
3. Vanki Belavadi (2013) *Video Production*, Oxford University Press India
4. Ronald J. Compeit and Jaime S. Gomez (2005) *Introduction to Video Production: Studio, Field, and Beyond*. Routeledge, NY

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PAPER – BA (JMC) 304: ADVERTISING

Unit 1: Introduction to Advertising

(02 Hours)

Advertising defined – A brief History of Advertising – The Development of Modern Advertising – Contributions of Advertising to Social Welfare – Social Effects – Economic Effects.

Unit 2: The Advertising Agency and the Business of Advertising

(02 Hours)

The Advertiser: Organizing for Advertising Decision Making – The Advertising Agency – Special Service Groups

Unit 3: Channels of advertising

(08 Hours)

The world of Media: An overview – The Evolution of Media into Advertising Vehicles – Types of Media – Media Expenditures – Media Characteristics – Print as an advertising Medium. The Medium of Newspapers – The Medium of Magazines – Audit Bureau of Circulation – Radio as an Advertising Medium – Types of Broadcast Advertising – Broadcast Ratings – Television as an Advertising Medium – Television Rating Points – Direct Advertising – Speciality Advertising – Point of Purchase Advertising – Outdoor Advertising (bill boards, kiosks) – Internet Advertising: Delivery Methods – Compensation Methods – Benefits of online advertising – Concerns – Regulation – Mobile as an advertising Medium.

Unit 4: Setting Goals and Objectives

(04 Hours)

Function of Objectives – General Business Objectives – Specific Objectives – The DAGMAR approach

Unit 5: Planning and Managing the Advertising Campaign

(08 Hours)

Seven Basic Steps in Campaign Planning – Advertising Coordination – Brand Management – Associating feelings with brand – Brand Equity, Image and Personality

Unit 6 :Advertising Creativity

(08 Hours)

Attention and Comprehension – Understanding Benefit Based Attitudes – Creative Strategy – The Creative Process: Coming up with an Idea – The Art of Copywriting – The Creative Approaches – Advertising Visualization and Design

Unit 7: Advertising Budget

(04 Hours)

Advertising as an investment – the Advertising Budget Making Process – setting Media Budgets

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Unit 8: Media Planning and Implementation**(08 Hours)**

Media Planning – Media Decision Tools – The Media Plan : Media Strategy – Media buying : Putting the Media Plan in Action

Unit 9: Advertising Regulation**(02 Hours)**

Legal Restrictions on Advertising Practice – Enforcement of Laws Affecting Advertising – Law Enforcing or Regulatory Bodies in Advertising – Self-Regulation in Advertising

Reference Material

1. Bergd BG (1999): *Advertising Principles Choice Challenge Change* (NTC Business Book, USA)
2. Elliott Richard(2009): *Strategic Advertising Management* (NTC Business Book, USA,)
3. JethwaneyJaishri (2010): *Advertising management* (Oxford University Press,)
4. JethwaneyJaishri& Jain Shruti (2006): *Advertising Management* (Oxford University Press)
5. MarukondaR.(2013) : *Advertising Promotions and News Media* (DPS Publishing House India)
6. Batra, Auckers&Myers (1999): *Advertising Management* (Pearson Education India)

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PAPER - BA (JMC) 305 : COMMUNICATIVE HINDI [ELECTIVE-1]

1. संचार माध्यमों में हिन्दी भाषा एवं क्षेत्रीय भाषा की महत्ता एवं उपयोगिता (03)
2. व्यावहारिक पत्र लेखन (05)
पत्र की संरचना, पूछ-ताछ के लिए पत्र, आज्ञा सूचकपत्र, सूचनाबोधक पत्र, शिकायत पत्र, शिकायत प्रबंधन पत्र, सामान्य पत्र,
3. लेखनकला: रिपोर्ट लेखन, संरचना, अनुच्छेद लेखन, टिप्पण समाचार लेखन, ज्ञापन (10)
4. कार्यालयीन आदेश, अनुस्मारक, प्रेस विज्ञापित, परिपत्र अधिसूचना, सरकारी आदेशों का प्रारूप, संक्षेपण, पल्लवन
5. ध्वनि विज्ञान (04)
6. अनुवाद विज्ञान (04)
7. पारिभाषिक एवं तकनीकी शब्दावली (10)
8. मौखिक संचरण: पाठ का उच्चारण के साथ पठन (08)
—समाचार प्रसारण
—भाषण लेखन एवं प्रस्तुति
—साक्षात्कार प्रस्तुति

Text Book(पाठ्य किताब)

1. आधुनिक हिन्दी व्याकरण स्वरूप एवं प्रयोग: डॉ भारती खुशालकर

Reference Materials (संदर्भ किताबें)

2. राष्ट्रभाषा हिन्दी एवं व्याकरण: डॉ जितेंद्र वत्स
3. आधुनिक हिन्दी व्याकरण और रचना: डॉ वासु देवनन्दन प्रसाद
4. अपनी हिन्दी कैसे सुधारे: रवींद्र कुमार
5. संक्षेपण और पल्लवन: कैलाश चंद्रभाटिया व तुमन सिंह
6. अनुवाद विज्ञान: डॉ राजमणि शर्मा
7. अनुवाद (सिद्धांत और समस्याएँ) रविन्द्रनाथ श्रीवास्तव
8. अनुवाद (भाषाएँ-समस्याएँ) एन. ई. विश्वनाथ अय्यर
9. भाषा, साहित्य और संस्कृति: विमलेश काति वर्मा (संपादन)

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PAPER – BA (JMC) 306: COMMUNICATIVE ENGLISH [ELECTIVE-2]

Unit 1: Vocabulary (08 Hours)

Antonyms
Synonyms
Homonyms
One word for many

Unit 2: Correspondence in Organisations (12 Hours)

Email etiquette/ Business emails
Public Relations Letters:-
Writing letters of Congratulations
Letters of Appreciation
Letters of Sympathy
Seasonal Greetings
Letters offering favours or thanks for favours received

Unit 3: Writing and Comprehension (08 Hours)

Précis writing
Comprehension
Essay Writing

Unit 4: Writing for the Media (16 Hours)

- (i) Press Release
- (ii) Obituary
- (iii) Public Service Messages
- (iv) Blog feature

Reference Material:

1. Rajendra Pal and J.S. Korlahalli (2012): *Essentials of Business Communication*, Sultan Chand and Sons, New Delhi
2. Meenakshi Raman and Prakash Singh (2012): *Business Communications*, Oxford University Press
3. Krishna Mohan and Meera Bannerji (2017): *Developing Communication Skills*, Macmillan India Ltd.
4. Vishal Dineshbhai Pandya (2018): *Developing Communication Skills*, AkinNIK Publications
5. Wilfred D Best (2012): *The Students' Companion*, Harper Collins Publishers, India

PAPER – BA (JMC) 307 P: WEB DESIGNING (PRACTICAL)

(60Hours)

Unit 1:

HTML: Internet Basics – Browking, FTP, E-mail, WWW, URLs, Concept of Site Designing, Basic HTML & Advanced HTML Tags, Various Types of Linking, Active X Controls.

Unit 2:

MS-Front Page 2003: Designing Web pages with MS – Front Page 2003.

Unit 3:

DHTML: Dynamic HTML, Editing HTML Code, Sites.

Unit 4:

Dreamweaver I: An Introduction to Dreamweaver, Site Definition and Management, Page Layouts, Tables.

Unit 5:

Dream Weaver – II: Web Pages and Sites, Formatting web pages, Page Layout, Interface Elements, New Documents and Sites, Editing Code

Reference Material:

1. Marc D. Miller, Thomas C. Padgett (2006), "Web Design using Macromedia Dream Weaver" – McGraw Hill
2. Patrick McNeil (2010), *The Web Designer's Idea Book Volume 2*; FW Media
3. Jason Beard and James George (2015) *The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science*, Third Edition, Shroff-SitePoint

PRACTICAL EXERCISES

HTML & DHTML

1. Write HTML code to display the table formats.
2. Write HTML code to display Order and Unordered List.
3. Design a Web Page using basic HTML tags.
4. Using HTML & DHTML Tags Design a Web Site.

MS – Front Page 2003

5. Using Microsoft Front Page 2003 design a web site with links.

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Dream weaver I

Using basic Dream weaver concepts design a Web site with images.

Dream weaver – II

Using Dream weaver Design a Web Site and place the flash movies in the Web Site.

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PAPER – BA (JMC) 308 P: TELEVISION LAB 1 (PRACTICAL)

(60 Hours)

PRACTICAL EXERCISES:

These are compulsory exercises and must be recorded in the VP practical lab book

Camera Operation – Composition – Shooting Simple and Complex Shots (Week 1-2)

Lighting Techniques- White balance (week 3-4)

Basic Video Editing on non-linear editing systems (week 5-7)

20 shot project (shoot, edit, use only SFX and music track) (Week 8-10)

PSA/Commercial Ad project- pre-production: concept/treatment/ budget/ full script/shooting script/ production: continuity sheet/ post production: log sheet/ edit sheet/ editing/ (Week 11-15)

Students will maintain a lab-book with a record of the exercises: task description| equipment used| procedure followed| script [if any] | Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

Reference Material:

1. Herbert Zettl. (2006) *Television Production Handbook Ninth Edition.* Wadsworth Publishing Company. Belmont, California, USA.
2. Herbert Zettl. (2006) *"Video Lab 3.0"* (A DVD for Television production)
3. Vaidi Belavadi (2013) *Video Production*; Oxford University Press India
4. Ronald J. Compesi and Jaime S. Gomez (2005) *Introduction to Video Production: Studio, Field, and Beyond*, Routledge, NY

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SEMESTER 4

PAPER – BA (JMC) 401: TELEVISION PRODUCTION – 2

Unit 1: Production

(08 Hours)

Producing: Production models – Production methods – Concept formulation – Writing the program proposal – Preparing budget – Pre-production planning – Facilities request schedules – Permits and clearances – Publicity and promotion – Production process – Post-production activities

Unit 2: Direction

(09 Hours)

The director in pre-production – The director's role – The Director's terminology – Multi-camera directing procedures – Directing rehearsals – Directing the show – Stand by procedures – On the air procedure

Unit 3: Set and Floor

(09 Hours)

Television scenery: Standard set units – Platforms and Wagons – set pieces – Properties: Stage props, set dressings, hand properties, elements of scene design – Floor plan – Set backgrounds and platforms – Studio floor treatments – makeup and costume

Unit 4: Visual Effects

(09 Hours)

Visual effects and graphics – Standard electronic effects: Superimposition – Keying – Digital Video effects: Computer manipulated effects – Multi-image effects – Optical effects – Mechanical effects – Specification of Television Graphics

Unit 5 ENG EFP

(09 Hours)

Electronic news Gathering or ENG – Electronic Field Production – Big remotes – Communication signal – Distribution Systems – Sports Remotes – Remote Setups – Communication Satellites

Reference Material

1. Herbert Zettl. (2006) "Television Production Handbook Ninth Edition," Wadsworth Publishing Company, Belmont, California, USA.
2. Herbert Zettl. (2006) "Video Lab 3.0" (A DVD for Television production)
3. Vanuki Belavadi (2013) *Video Production*; Oxford University Press India
4. Ronald J. Compesi and Jaime S. Gomez (2005) *Introduction to Video Production: Studio, Field, and Beyond*, Routledge, NY

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PAPER – BA (JMC) 402: CORPORATE COMMUNICATION

Unit 1: Understanding Corporate Communication

(10 Hours)

The Changing Environment for Business - Definitions, concept and genesis of CC - Difference and similarities between PR and CC -The CC Function - Ethics and laws in corporate communication

Unit 2: Strategy in Corporate Communication

(10 Hours)

Defining strategy and its role - Campaign planning - problem definition, defining TA, Identifying channels, implementation, feedback - Areas of strategic consideration - internal TA, brand management, lobbying, public affairs/issue management - Case studies in corporate communication campaigns

Unit 3: New Dimensions in Corporate Identity

(08 Hours)

Identity - Image and reputation - Crystallizing public opinion and propaganda - Its relationship with various constituencies - Corporate advertising

Unit 4: Corporate Social Responsibility

(04 Hours)

Defining CSR - Role, scope and need for CSR - CSR and image management - Case studies in CSR

References for Corporate Communication

1. Donling R G (1994): *Corporate Reputation* (London, Kogan page)
2. Jethwani Jaishri (2010): *Corporate Communication*, (OUP: New Delhi)
3. Jethwani Jaishri (2010): *Corporate Communication: Principles and Practice*(OUP: New Delhi)
4. Carroll Craig E (2011): *Corporate Reputation and the New Media* (US: Taylor and Francis)
5. Christensen, Lars Thøger (2010): *Corporate Communications: Convention, Complexity, And Critique*(New Delhi: Sage Publications)
6. Cornelissen Joep (2011): *Corporate Communication: A guide to theory and practice, 3rd edition*(New Delhi: Sage Publications)
7. Abeion Daniel (1986): *Communication In The Corporate Environment*(NJ, Prentice hall)
8. Argenti Paul (2002): *The Power Of Corporate Communication*(NY McGraw Hill)
9. Blackeman, Robyn (2010): *Integrated Marketing Communication: Creative strategy from idea to implementation*(New Delhi: Pinnacle)

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PAPER – BA (JMC) 403: COMMUNICATION AND DEVELOPMENT**Unit 1: Core Concepts****(10 Hours)**

Media reflections- Media influence – Media and Indian family –Media and consumerism- Media and violence (Cognitive theories- Arousal, cultivation) Children and the media – Women in Mass media Theories of development and underdevelopment – Three perspectives or ways of thinking about and practicing development

UNIT 2: Development and Models**(12 Hours)**

Media and Development: Definitions of development- The development process – theories of development –persuasive model – – Dependency model -Mass media model- Unilinear Model- Modernization and Industrialization – Diffusion of innovation – International dimension of development communication

UNIT – 3: Development Journalism**(12 Hours)**

Development journalism: Introduction- objectives of development journalism-Dominant Paradigm-Alternative paradigm – Mass media and development approach – Minimal effects of Mass Media theory -Participation and communication – Development aid since World War II

UNIT 4: Public and development communication**(10 Hours)**

Public education and development communication- Traditional and Folk media for development – Information and communication technologies for rural development- Media in developing countries- UNESCO charter- Mass media and national goals –Sustainable development- environmental challenges to sustainable development

UNIT 5: ICT and Development**(12 Hours)**

ICT and Development – New roles for Communication Technology in Development – Development of Communication technology in India- ICT in Rural development –Role of the internet in Rural Development –case studies– The concept of e-governance

Reference Material

1. Uma Narula (2019) *Development Communication: Theory and practice* Har-Anand Publication Pvt Ltd
2. R. Srinivas Melkote (2001) *Communication for Development in third world: Theory and practice for empowerment (2nd edition)* SAGE India
3. J.V. Vilanilum (1993) *Science, Communication and Development* Sage Publications Pvt. Ltd
4. Britta Helene Mikkelsen (2005) *Methods for Development work and research: A guide for practitioners* SAGE India
5. K. Sathinandan Nair, Shirley A White (1993) *Perspectives on Development Communication* SAGE Publications Pvt. Ltd

6. Kanwar Bahadur Mathur (1994) *Communication for Development and Social Change* Allied Publishers Limited
7. Bella Mody (1991) *Designing messages for Development Communication. Audience Participation Based Approach (Communication and Human Values)* SAGE Publications Pvt. Ltd
8. Arvind M. Singhal, Everett M Rogers (2000) *India's Information Revolution* SAGE Publications Pvt. Ltd

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PAPER – BA (JMC) 404: FILM STUDIES

Unit 1: Beginnings

(06 Hours)

Brief History of World Cinema- Beginnings- Lumiere Brothers - Silent era- Griffith, Potter, Melies, Sennet, Chaplin – Advent of Sound - Colour Movies

Unit 2: Film Theory

(10 Hours)

Elements of film theory – Film language – Film as means of expression – Genre - Genre and form in Indian Cinema – Eminent personalities of World cinema - Hitchcock- Kurosawa- Bergman- Spielberg- Iranian cinema

Unit 3: Historical and Social Dimensions

(12 Hours)

Social and political processes of the 20th century and the development of Cinema- German expressionism- Russian School- Italian neo-realism – French New Wave –

Unit 4: Indian Cinema

(10 Hours)

Indian Cinema: Beginnings and Silent Period (1912-1934) — The talkies - V. Shantaram- Bombay talkies- Calcutta Film Industry - South Indian Scenario- Bhojpuri Cinema - Women film makers of India

Unit 5: Contemporary Cinema

(5 Hours)

Contemporary Film Scenario -Present day Hollywood- Contemporary European Cinema - Contemporary Indian Cinema - Women Film Makers of India

Unit 6: Film Appreciation

(12 Hours)

Review of Film makers and specific films: Orson Welles (Citizen Kane) – Alfred Hitchcock (Psycho) – Akira Kurosawa (Rashomon) – Vittorio De Sica (Bicycle thief) – Satyajit Ray (Apu Sansartrilogy)- Raj Kapoor (Awaara) – Aparna Sen (36 Chowringhee Lane)- Majid Majidi (Children of Paradise)

Reference Material

1. Thoraval, Yves (2000) *The cinema of India (1896 – 2000)* Macmillan Publishers, India
2. Sharma, Biren Das (Ed)(1993)- *Indian Cinema: Contemporary Perceptions from the Thirties -* (Celluloid Chapter, Jamshedpur)
3. Dash, R N (2013) *Understanding the Art of Cinema-A Guide for Beginners*- Oriental Academy of Arts and Letters, Odisha (Indian Book House)
4. Gokul and Wimal Dissanayake (2000). *Indian popular cinema*. Orient Longman
5. Kauturi Basu&Dwaipayan Banerjee (2018) *Towards a People's Cinema: Independent Documentary and Its Audience in India* (Three Essays Collective, New Delhi)

PAPER – BA (JMC) 405 P: TELEVISION LAB – 2 [PRACTICAL]

(60 Hours)

1. Multi Camera Production – Talk show
2. Multi Camera Production - Demonstration
3. Documentary/ tele-film production (15 minutes)
4. Switcher Operations
5. Advanced editing and special effects on non-linear editing systems

Students will maintain a lab-book with a record of the exercises: task description| equipment used| procedure followed| script (if any) | Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

Reference Material

1. Herbert Zettl. (2006) *Television Production Handbook Ninth Edition.* Wadsworth Publishing Company. Belmont, California, USA.
2. Herbert Zettl. (2006) "Video Lab 3.0" (A DVD for Television production)
3. Vasuki Belavadi (2013) *Video Production*; Oxford University Press India
4. Ronald J. Compesi and Jaime S. Gomez (2005) *Introduction to Video Production: Studio, Field, and Beyond*, Routeledge, NY

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**PAPER – BA (JMC) 406 P: DIGITAL PHOTOGRAPHY (PRACTICAL)
[ELECTIVE-1]**

UNIT 1: (5 Hours)

Photography: basic concepts – Aperture – shutter speed—ISO – Hard and soft light – Effective use of light in photography – Photography as a career option and types: Journalism, aerial photography, wildlife photography- landscape-macro- night-panoramic- portrait street etc.-

UNIT 2: (3 Hours)

Types of Cameras –point and shoot, SLR, DSLR,

UNIT 3: (3 Hours)

Basic Composition – Elements of visual composition- depth of Field- symmetrical and asymmetrical composition

UNIT 4: (8 Hours)

Photoshop: Applying effects to the photographs – Adding layers – Applying special effects

PRACTICAL EXERCISES AND LAB BOOK (25 Hours)

1. Camera handling: Compact/SLR - lenses
2. Texture and pattern
3. Landscape and macro photography
4. People and places- street photography
5. Photo essay project

Students will maintain a lab-book / portfolio with a record of the exercises: task description| equipment used| procedure followed| Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

Reference Material

1. Tom Ang (2018) *Photography: The Definitive Visual History* (DK Publishers)
2. Brian Black (2020) *DSLR Photography for Beginners* (Repro Books)
3. Harigobind Pachat (2020) *The Art of Street Photography: Overcoming the fear and more* (Notion Press)
4. Tim Daly (2004) *The Digital Photography Handbook: An Easy-to-Use Basic Guide for Everybody* (Amphoto Books)
5. Les Meehan (2003) *Digital Photography Basics* (Collins & Brown)

PAPER – BA(JMC) 407 P: DEVELOPMENT COMMUNICATION [PRACTICAL] [ELECTIVE-2]

(60 Hours)

Unit 1: Media and Development

Definitions of development - the development process- theories of development - persuasive model-Mass media model - Unilinear model

Unit 2: Communication for Development

Public education and development communication- IEC and BCC - Development and ICT - Media in developing countries

Unit 3: Using folk media: creating glove puppets and scripting and production of 12 minute puppet theatre.

Unit 4: Using folk media: scripting and production of a 15 minute street play.

Unit 5 (INDIVIDUAL WORK)

1. Plan and design a hoarding on a development issue
2. Design a poster on a health related communication and do pre-testing.
3. Script and produce a radio spot on a development issue, do pre- and post-testing.
4. Write a feature on a health related, education related, and agriculture related issue.

Students will maintain a lab-book/ portfolio with a record of the exercises: task description| equipment used| procedure followed| script [if any] | Self-evaluation of the task | The lab book exercises will be countersigned by the professor in-charge and produced as part of the evaluation at the University viva-voce.

Reference Material

1. David Currell (1996) *Introduction to Puppets and Puppet-Making* (Book Sales Marketed by Amazon)
2. Ashley Bryan (2014) *Ashley Bryan's Puppets: Making Something from Everything* (Athenium Books for Young readers)
3. Sayan Dey (2016) *From Stage to Nukkad, Tracing the Indian Theatrical Gemology* (Grin Publishing)
4. Martin Esslin (1977) *An Anatomy of Drama* (Hill and Wang, NY)
5. Don Kiseer (2013) *Theatre of the Mind. Writing and Producing Radio Dramas in the Classroom* (Kindle Edition)
6. DK, Judith Miller, et al (2021) *Design: The Definitive Visual Guide* (DK Publishers)

SEMESTER 5

PAPER – BA (JMC) 501: MEDIA CRITICISM

Unit 1: Deconstructing media literacy

(03 Hours)

Understanding Media literacy- media education-media criticism- importance, purpose and exposure to media objectivity- Approaches to evaluation of media content.

Unit 2: Media and its audience

(03 Hours)

Audiences, owners, and controllers of mass media - what is news?-Advertisement-Entertainment

Unit 3: Electronic media criticism

(08 Hours)

Electronic Media criticism: brief history and cultural functions- criticism and communication process-ethics, values, and morality defined- composite criticism

Unit 4: Media and value systems

(10 Hours)

Media as value suppliers- access, freedom of expression and predominant value systems - The protestant ethics -Social Darwinism- Detecting programme's value systems- media literacy methods- critical autonomy- Media pedagogy

Unit 5: Media and culture

(10 Hours)

Media awareness-information overload- media and our culture- Demystifying the media-media and sensorial appeal- dehumanisation through the media- media and consumerism-Media and reality and construct reality -key concepts of mass media and popular culture-forms, code, conventions- ideologies and values- consumerism

Unit 6: Social analysis and violence in Media

(10 Hours)

Popular culture- introducing social analysis- social analysis of media experience - mobilizing a movement- sexuality and the media- violence and the media

Reference material

1. Barn, Stanley (2011) *Introduction to mass Communication: media literacy and culture, seventh edition*: McGraw Hill
2. Mark Achbar (1994) *Manufacturing Consent: Noam Chomsky and the Media*: (Black Rose Books)
3. Edward S Herman and Noam Chomsky (1995) *Manufacturing Consent: The Political Economy of the Mass Media* (RILK Publisher)
4. Vincent Mosco (1996) *The Political Economy of Communication: Rethinking and Renewal (Media Culture & Society series)*: (SAGE Publications Ltd)

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5. Rayner, Wall, Kruger (2004) *Media Studies: The Essential Resource* - (Routledge)
6. Peter B. Orlik (2000) *Electronic Media Criticism: Applied Perspectives* (Lea's Communication Series) Routledge

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PAPER – BA (JMC) 502: HUMAN RIGHTS AND MEDIA

Unit 1: Introduction to Human Rights

(05 Hours)

Historical origins - sources of HR - perspectives on HR and duties - types of rights - Nature and concept of duties - UN and UN charter - International Bill of rights - State responsibility in International law - Indian values and human rights - Emerging dimensions in human rights -

Unit 2: Principles and theories of Human Rights

(10 Hours)

Evolution of Human Rights Concept - approaches to human rights - theories and principles - Internationalisation of human rights - British Magna Carta 1215 - French declaration of the Rights of man 1789 - Human rights in 1st World War era - UN Charter

Unit 3: Organisations related to Human rights

(03 Hours)

Brief overview of UN and its specialized agencies - UN General Assembly - UN Security Council - India in Security Council - UN Commission on Human rights

Unit 4: State of Human rights in India

(08 Hours)

Genesis - Right to equality - political rights - rights relating to person - Human Rights and relevant articles in Indian Constitution - Right to privacy - Privacy and the Indian Constitution - historical tracing of the concept of privacy - judicial activism and the right to privacy - Protection of data and privacy - Rights of minorities - Multiculturalism in Indian Constitution - security of weaker sections in secular India - Judicial protection for human rights - custodial violence - Role of media and Human rights in India.

Unit 5: Child and Human Rights

(09 Hours)

Rights of Children - UN convention on the rights of a child - Human rights and female foeticide - Sexual exploitation, forced labour, child labour - Child prostitution - Children in conflict with the law - Human rights violation on street children - Parenting and child health - Child's right to education - Media reporting on children and child rights.

Unit 6: Women and Human rights

(09 Hours)

UN and Status of women - CEDAW - Global Gender agenda - offences, violence and crime against women - Dowry and dowry related violence - Domestic Violence - Women prisoners - sexual harassment at workplace - Beijing Declaration and Action plan - Media and Reporting on women's issues.

Reference material:

1. Tristan Anne Borst (2012) *Media, Mobilization and Human Rights: Mediating Suffering* Zed Books
2. Andrew Clapham (2007) *Human Rights: A Very Short Introduction* OUP UK

3. Neil Stammers (2009) *Human Rights and Social Movements* Routledge
4. Benjamin Gregg (2012) *Human Rights as Social Construction*, Cambridge University Press
5. Justice Raj Kumar, Manisana Singh (2009) *The Rights of the Child in India* Akansha Publishing House, New Delhi.
6. S.N. Tripathy (2012) *Right to Education: Education for the Deprived Children*. Abhijeet Publications, New Delhi.
7. B. Gopalakrishnan (2004) *Rights of Children* Aavishkar Publishers, Jaipur.

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PAPER – BA (JMC) 503: RESEARCH METHODOLOGY

Unit 1:

Introduction- Meaning and definition of Research - Development of Mass media Research - Media Research and Scientific Method - Characteristics- Purpose of research- Types of Research [Pure, Applied, Exploratory, Descriptive, Diagnostic study, Evaluation studies, Action research] - Research procedures- Quantitative/Qualitative research - Basic/ Applied research - Significance of Research in media.

(8 Hours)

Unit 2:

Research Design: meaning, definition, objectives - steps in planning- characteristics of good research design - Components of research design - Experimental and non-experimental Hypothesis testing research - Types of Research designs.

(8 Hours)

Unit 3:

Research communication: Meaning and definition, Objectives - Content Analysis: meaning, definition, uses, limitations, steps in content analysis- Reliability and Validity

(6 Hours)

Unit 4:

Media Research Evaluation: Definition and meaning of Evaluation -objectives- goals- evaluation strategies- Types of Evaluation- Questions and methods of evaluation- planning evaluation- Evaluation cycle

(8 Hours)

Unit 5:

Research Report writing: Meaning-objectives- purpose - Characteristics of Research report - Functions- problems in writing research reports - Types of Research report - Styles of reporting - parts of a report - Steps in drafting the research report- editing, evaluating the final draft

Unit 6:

Ethics in Media Research: Ethical principles- Common ethical principles in Research - Rights and protection of privacy- Ethics and sponsor- research and team members - Ethics in data analysis and reporting - Ethics in publication and online research

(8 Hours)

Reference Material:

1. S. Kevin (2019) : 'Research Methodology for Social Sciences'; ANE Books
2. C.R Kothari & Gaurav Garg (2019): 'Research Methodology: Methods And Techniques' New Age International publishers
3. Deepak Chawla & Neema Sondhi (2016)'Research Methodology: Concepts and Cases' Vikas Publishing House
4. Roger D. Wimmer r(2015) 'Mass Media Research: An Introduction' (Cengage Learning India Private Limited).
5. Arthur Asa Berger (2013) 'Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches' -Sage Publications Inc.

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PAPER – BA (JMC) 504 P: INTERNSHIP or IN-HOUSE PRODUCTION/ AND VIVA

Students will be required to do any one of the following [a] an internship of three months at a reputed publishing/ newspaper/ public relations/ advertising/ TV/ film production unit or [b] plan, and produce a short radio show of broadcast quality or a magazine of print quality or a short film production.

Internship: Every student of the third year Mass Communication is expected to do internship at either in a media house or with NGOs or in any media related Institution or Corporate houses as corporate communicators or content writers. The students are free to choose any work that pertains to their areas of interest.

They will do an 8 to 10 week long internship i.e. (beginning soon after their 4th End Semester examinations till August end).

There will be a viva voce on the project report for 40 marks; 40 marks for a presentation on the project, totalling 80 marks for Internal Assessment and the same format for the End Semester exams by an external evaluator, approved by the University which would carry 120 marks (60 for viva voce +60 for presentation), bringing the total marks to 200.

Alternatively, a student will be required to make either a radio show/magazine/short film of not less than 15 minutes using professional tools, equipment, and software under the guidance of the faculty member concerned. The entire process of making is to be followed from concept note to post production work. The making process will be documented as a written project, to be submitted along with the DVD (soft copy) of the radio show/ magazine/short film.

The student will face a viva-voce on the project submitted. The internal marks will be 80, the End Semester marking of the project report by a panel of independent professionals, approved by the University and the marks for viva-voce will be 120, to make a total of 200 marks.

Objectives of Internship:

Internship is offered to BA (JMC) students with the following objectives;

- Exposure to the Media business world to get practical experience in the day to day affairs of the world of Media.
- Practical application of the theoretical knowledge of the students in the field of print journalism, broadcast industry, advertising, public relations, corporate communications, communication and development, and electronic media (the new media)
- Understanding how the Media industry works, studying the work environment, experiencing the day to day business decisions, superior-subordinate relationship and experiencing the work pressures as the media industry is a deadline oriented industry.

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- Learning entrepreneurial skills and understanding issues and challenges of entrepreneurship

Organizations to be selected for Internship:

Large and medium Media business enterprises which include Newspapers, Television Channels, Radio channels, Advertising Agencies, Public Relations Agencies, Corporate Communication Departments of large business organizations, Social Media Marketing Agencies, Non – profit Organizations, Magazines, Event Management Companies and other establishments where student get experience in all functional areas of the Media Industry.

Organizations/jobs not to be accepted for Internship:

- Small enterprises which include retail shops, shops in malls and sole proprietary enterprises where students cannot get experience in all functional areas of business.
- Tuition to the children, Sales jobs with sales target, as waiter in bar and restaurant and any enterprise unrelated to the Media industry, cannot be joined as intern.
- Business enterprises/offices within and outside Patna District is permitted
- Internship in organizations outside the country is not allowed.
- Organizations/offices selected for internship must be approved by the Head of the Department.

Period of Internship:

Internship is for two months after 4th semester examinations. Intern must work for 400 working hours, 50 working days; two days leave may be availed. Due to unforeseen situations intern may take leave for more than one day with special permission from the concerned authority of the organization, but total number of working days of internship should not be less than 48 days.

Internship Process:

The following process is followed before and during internship:

- The Head of the Department will give detail internship orientation highlighting the purpose of internship, the organization to be selected, joining procedure, certificates to be provided, duties and responsibilities of intern, preparation of internship report and its valuation.
- Internal supervisor will be allotted from the Department to a group of students. The organization is selected by the student in consultation with the supervisor. The organization selected must be approved by the Head of the department
- The manager supervising the intern is the external guide, his name, designation and phone number must given to the Department before joining the internship for necessary follow up.
- The College will give letter seeking permission from the organization; acceptance of the organization must be obtained by the student well in advance.

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- After joining the organization as intern, joining report must be issued and submitted to the Department within a week of joining the internship
- The student must maintain a work diary. He/she writes work diary daily covering the duties and responsibilities assigned for the day, time of entry and exit, Department in which he/she worked, supervisor under whom he/she worked, the day's experience and learning, problems faced etc.
- Every week end work diary should be signed and sealed by the external guide
- At the end of the internship, external guide must give performance certificate and attendance certificate
- Based on the work diary, intern will write a report of internship.

Duties and Responsibilities of Intern:

The duties and responsibilities of the intern are as follows;

- Intern should strictly follow the internship guidelines of the college
- He/she should respect the organization where he/she joined as intern, abide by the organization rules and regulations and follow the instructions given by the external supervisor at the organization. He/she must work as intern with utmost care and diligence and responsible for any damage caused to the organization by him as an intern
- The intern should get the guidance of the internal supervisor from time to time. Any problem during internship must be brought to the notice of the Head of the department through the internal supervisor.
- The intern should submit the joining report within one week of joining the internship
- He/she should maintain a work diary and see that it is signed and sealed by the external supervisor at the end of the week.
- He/she should produce the work diary, performance certificate and attendance certificate at the end of the internship.
- He/she should submit the internship report on time to avoid the delay in announcement of the second semester result

Role of Internal Supervisor:

The internal supervisor has the following duties and responsibilities:

- Internal supervisor must assist the intern in selection of the organization and see that all preliminary formalities are completed before joining the internship.
- Internal supervisor should monitor the progress of the internship and follow up from time to time with the external supervisor.
- Any problem during internship must be brought to the notice of the Head of the Department.
- Internal supervisor must arrange for presentation of the report in the Department before the submission of final report.
- Internal supervisor should read the draft copy of the report and give necessary corrections and see that the intern submit the report on time.

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Valuation of Internship Report

Internship Report is valued for 100 marks by the internal and external examiners based on the following criteria;

Criteria	Marks
Internship	60%
Diary	20%
Report – content and presentation	20%
Total	100%

Format of Internship Report

Page 1: Cover Page

Page 2: Certificate from the Course Coordinator

Page 3: Joining Report

Page 4: Internal Guide certificate

Page 5: Attendance certificate and performance certificate from the company

Page 6: Table of Contents with page numbers

Page 7: The detailed Project

Page 8: Acknowledgement

Page 9: List of Tables and Charts with page numbers

Chapter Scheme:**I. Profile of the Organization**

- Background information of the Company
- Vision and Mission statement of the company
- Organization structure
- Present status and special achievements and awards

II. Internship Summary- Write according to the date covering the following Points in paragraphs:

- Whether worked alone or in team
- In which department worked in the day
- Methods of work performed during the day
- Your findings and learning during the days work

III. Skills Developed (In general)

- What did you enjoy and what did you like the least
- General knowledge and professional skills developed

IV. Conclusions and Recommendations:

- Summary statement regarding your involvement and observation during the internship
- Some recommendations to the company for the improvement in future

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Appendices: Any document or certificates to be attached.

Presentation of the Internship Report:

Quality of the Paper: Executive bond paper A4 size

The Text of the contents: Times New Roman, paragraph heading and side point in font 13, explanation in font -12, line spacing - 1.5 justified, one side typing.

Chapter Heading Font Size:14, Times New Roman, Centre Aligned, 30 point above and below spacing.

No. of pages: Number of pages in the report 50 - 60.

Page Specification:

Left margin - 3.0 cms

Right margin- 2.0 cms

Top margin - 2.5 cms

Bottom margin - 2.5 cms

Page Numbers- All text pages should be numbered at the bottom centre of the pages.

Submission:

One copy of the report must be submitted in bound book to the CoE Office for valuation and one copy must be submitted in CD in pdf format to the department for the department purpose.

CERTIFICATES

1. FORMAT OF JOINING REPORT (in company letter head)

Sir,

Mr/Ms. Reg. No..... Student of BA (JMC) Fifth Semester at St Xavier's College of Management & Technology, Patna has joined our organization as an intern and reported to duty on (Day and date) at..... (Time)

Date:

Place:

Signature

Name and Designation

Seal

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2. Cover page

College Address with Logo
Programme - M.Com
Internship Report
Name of the Company
Name and Register Number of student
Name of the Internal Guide
Month and Year of Internship

3. Certificate from the Coordinator:

College Address with Logo
Certificate

This is to certify that Mr/Ms.....Register No.has successfully completed internship at (Company name and address). This internship report is prepared after undergoing internship for the period as stipulated by the College and submitted to St Xavier's college of Management & Technology, Patna in partial fulfilment of the requirement for the award of the Degree of BA(JMC).

No part of this report has been submitted for the award of any Degree, Diploma, fellowship or other similar titles or prizes and the work has not been published in any journal or magazine.

Date:
Place:

Signature
Name and designation with Seal

4. Declaration of originality by the student

Declaration

This is to certify that this internship report has been prepared by me after undergoing internship fromto (Date) at (Name and address of the company). This report is my original work and is being submitted for the partial fulfilment of the requirements of the award of the Degree of BA(JMC).

This report has not been submitted earlier to this College or any other Universities/Institutions for the fulfilment of the requirements of the course of the study.

Date:
Place:

Signature
Name and Register Number

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Handwritten signature in purple ink

5. Certificate from the Internal Guide

Name and address of the internal guide

Certificate

I hereby certify that Mr./Ms. Register No. of BA(JMC) Fifth Semester has completed his/her internship at (Name of the company and address). The internship report has been prepared by him/her under my guidance and supervision. I further certify that this internship report or part thereof has not been the basis for the award of any other Degree or Diploma or such other similar title.

Date:

Signature

Place:

Name and address of the guide

6. Format of External Supervisor's evaluation certificate (in Company letter head)

Sir,

This is to certify that Mr/Ms. Reg. No. Student of BA(JMC) Fifth Semester at St Xavier's college of Management & Technology, Patna has completed his/her internship in our organization. He/ She worked as an intern from to (Date).

He / She has shown keen interest and actively involved in all the tasks assigned to him/ her. He/ She discharged the responsibilities to the satisfaction of his/ her fellow workers and superiors. His/ Her conduct and character were good during the period of internship.

Date:

Signature

Place:

Name and Designation

Seal

7. Format of attendance certificate (in Company letter head)

Sir,

Attendance Certificate

This is to certify that Mr/Ms. Reg. No. student of BA(JMC) Fifth Semester at St Xavier's college of Management & Technology, Patna has worked as an intern in our organization from to He has been relieved from the duty on at (Time). He has availed (Number) days of leave during the period of internship.

Date:

Signature

Place:

Name and Designation

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PAPER – BA (JMC) 601: MEDIA ENTREPRENEURSHIP

Unit 1: Entrepreneurial Mindset

(05 Hours)

Overview of entrepreneurship. Primary characteristics possessed by entrepreneurs and methods for developing those skills. Developing entrepreneurial discipline. Becoming comfortable with uncertainty and ambiguity.

Unit 2: Changing Media Economics

(03 Hours)

Overview of traditional media economics and the changing media business. Disruptive technologies and trends that transformed media in the past and are having major impact on media today. Case studies on success of new ventures and established media companies in India – Raghu Bahl (Network18), Subhash Chandra (Zee TV), Ronnie Screwala (UTV), Ajay Bijli (PVR), Shobha Bharti (HT Media).

Unit 3: Business Models for Media

(07 Hours)

Basics of different business models and an overview of how to evaluate various investment opportunities. Assumptions behind a business proposal - size of the market, revenue/cost assumptions, identification and selection of technology platforms and tools. Funding sources available, funding criteria. Angel Investors, Venture Capital and the Indian Venture Capital Market.

Unit 4: Media Law

(10 Hours)

Introduction to the Indian business laws - taxation and company formation. Laws, regulations, and current cases involving media. Laws relating to libel, copyright, and regulation of advertising across traditional and emerging media platforms.

Unit 5: New Venture Business Plan

(10 Hours)

Requirements for developing a business idea/plan. The process of creating a new venture business plan. Tools of media entrepreneurship - ideation, monetization, competitive scan, and the beginning of a business plan. Creating effective business plans for entirely new ventures.

Reference material

1. Vanita Kohli Khandekar(2013), "The Indian Media Business", SAGE Response.
2. Madhavi Goradia Divan(2013), "Facets of Media Law", Eastern Book Company.
3. Neelamkar M (2009) "Media Law and Ethics", Prentice Hall India.
4. Peter Church (2010), "Added Value - The Life Stories of Indian Business Leaders", Roli Books.

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3. Peter Church (2015); *"Profiles in Enterprise - Inspiring Stories of Indian Business Leaders"*, Roli Books.
6. Anita Elberse (2014); *"Blockbusters: Why Big Hits - and Big Risks - are the Future of the Entertainment Business"*, Faber.
7. Clayton M. Christensen (2000); *"The Innovator's Dilemma"*, Harper Business.
8. Jonathan A. Knes, Bruce C. Greenwald and Ava Sove (2009) *"The Curse of the Mogul: What's Wrong with the World's Leading Media Companies"*, Portfolio/Penguin Group.
9. Randall Stross, (2008) *"Planet Google"*, Simon and Schuster.
10. Jeff Jarvis (2009) *"What Would Google Do?"*, Collins Business.
11. *"Risky Business: John Harris, Jim Vandell, and Politico"*, Columbia University: Knight Case Studies Initiative.
12. Chris Anderson (2009), *"Free: the Future of a Radical Price"*, Hyperion.
13. Clay Shirky (2008) *"Here Comes Everybody: The Power of Organizing without Organizations"*, The Penguin Press.
14. Peter Thiel with Blake Masters (2014) *"Zero to One"*, Crown Business.
15. Reid Hoffman and Ben Casnocha (2012) *"The Startup of You"*, Crown Business.
16. Eric Ries (2011) *"The Lean Startup"*, Crown Business.
17. Nick Hilton (2014), *"Hatching Twitter"*, Portfolio trade.

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PAPER – BA (JMC) 602: MEDIA ETHICS

Unit 1: Basics

(11 Hours)

Defining Ethics - Truth, Fairness & Objectivity - Sources of Information- Case Studies on current issues

Unit 2: Constitution

(11 Hours)

Constitutional Provisions on freedom of speech and expression - Constitutional Restrictions on freedom of speech and expression - Law on Morality, Obscenity and Censorship

Unit 3: Relevant Legislation

(11 Hours)

Contempt of court (Reporting on the judiciary) – Defamation - Right to Privacy
Intellectual Property Rights - Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872) - Cinematograph Act

Unit 4: media Ethics

(11 Hours)

Editorial content & integrity- Editorial & advertorial - Meeting Advertisers' Needs
Press Council Guidelines- Broadcast Regulation - Sting Journalism - CoCA and trial by the media

Reference Material

1. Louis Alvin Day (2003) *"Ethics in Media Communications: Cases & Controversies."* Thomson Wadsworth. 4th Edition. Singapore.
2. Paranjy Guha Thakurta (2011), *Media Ethics*; Oxford University Press
3. M Neelamalar (2009), *Media Law and Ethics*; Prentice Hall India Learning Pvt Ltd
4. Narendra Bauri and NavniPrabhakar (2009) *Media, Ethics and Law*; Commonwealth Publishers
5. Juhi P. Pathak (2014) *Introduction to Media Law and Ethics*; Shipra Publications
6. W. James Potter (1998), *Media Literacy*; Sage Publications, New Delhi
7. Mary Ellen Brown (Ed) (1995) *Television and Women's Culture: Politics of the Popular*; Sage Publications, New Delhi

PAPER – BA (JMC) 603: MEDIA AND ENVIRONMENTAL SCIENCE

Unit 1: Introduction

(08 Hours)

Environmental studies: definition, scope and importance – Multidisciplinary nature – Need for public awareness- Connection between Mass Media | Social Media and Environment- Environmental communication and public awareness -Role of Information Technology (IT) in environment and Human Health.

Unit 2: Natural Resources

(08 Hours)

Natural resources and associated problems: Forest resources – Water resources- mineral resources – case study- Food resources – Energy resources – land as a resource – Role of individuals in natural resource conservation – equitable use of resources for sustainable development

Unit 3: Ecosystems

(08 Hours)

Ecosystems: Concept of Ecosystem- Characteristics of ecosystems -Energy Flow in an ecosystem -ecological succession – Food chain -food webs -Ecological pyramids – case study

Unit 4: Biodiversity and Conservation

(10 Hours)

Levels of biological diversity: genetic, species and ecosystem diversity; Bio-geographic zones of India; Biodiversity patterns and global biodiversity hot spots - Endangered and endemic species of India - Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions - Conservation of biodiversity- Nature reserves, tribal populations and rights - human wildlife conflicts in Indian context. e. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental legislation

(06 Hours)

Environmental legislation: Environment Protection Act (1986); Air (Prevention & Control of Pollution) Act (1981); Forest Conservation Act (1980); Water (Prevention and control of Pollution) Act (1974); Wildlife Protection Act (1972).

Unit 6 : Environment and Media: Policies & Practices

(10 Hours)

UN Initiatives and International agreements: Montreal and Kyoto protocols, Paris Climate Summit (2015) and Convention on Biological Diversity (CBD). Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies- National Green Tribunal; Environmental movements: Chipko, Silent valley, Bishnoi, Narmada BachaoAndolan, Nava Danya.

Reference Material:

1. Shiva, Vandana (1991). *Ecology And The Politics Of Survival: Conflicts over Natural Resources in India*. United nations University
2. Panannavar, Arjun Yellapa (2011). *Forest Resources in India: Problems, Policies and Initiatives*. New Delhi: New Century Publications.

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3. Joy, K J Joy, and Suhas Paranjpe (2007). *Water Conflicts in India: A Million revolts in the Making*. New Delhi, Taylor & Francis Books India Pvt Ltd
4. Jelti, K Narindar (1996), *Mineral Resources and Policy in India*. New Delhi: New Century Publications.
5. Dahl, Arthur Lyon (1996), *The Eco principle: Ecology and Economics in Symbiosis*. London, Zed Books.
6. NRC Board on Sustainable Development (2000), *Our Common Journey: A Transition Toward Sustainability*. Washington DC: National Academy Press.
7. Coleman, David C. (2010), *Big Ecology: The emergence of Ecosystem Science*. New Jersey, USA University of California Press.
8. Agarwal, Anil (2001). 'Green Politics'. *Reader Series*, Volume 3, New Delhi, Centre for Science and Environment.
9. Agarwal, Anil and Sunita Narain (1997), *Dying wisdom*. New Delhi: Centre for Science and Environment.
10. Sherman, Kenneth (1998). *Large Marine Ecosystem of the Indian Ocean: Assessment, Sustainability and Management*. Oxford, UK: Blackwell Publishing.

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PAPER – BA (JMC) 604 P: STUDENT PROJECT & VIVA

Students will choose to do a project on any one of the subject papers of their choice. It may be from anyone of the following papers: Print Journalism, Communication, Television, Public Relations / Corporate Communications, Radio, Advertising or Film Studies.

Once a subject is selected, faculty members of the respective papers will provide the topic on which to work.

Students will need to select the topic of their project by the end of the fourth semester. The project will be evaluated by the faculty member under whose guidance it is prepared and the internal evaluation will be out of 80 marks.

Students will face a viva voce on the project submitted before a group of externals, approved by the University, who will mark them out of 120 marks. Altogether the project will be of 200 marks.

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