

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

Total Credits = 22

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

Total Credits = 24

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

Overall

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

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

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**THIRD SEMESTER
SYLLABUS**

INTRODUCTION TO ADVERTISING

Subject Code: BJMCS1-301

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

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

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West Books (Madras) Pvt. Ltd., Chennai

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

MEDIA LAWS & ETHICS

Subject Code: BJMCS1-302

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

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

RADIO JOURNALISM AND PRODUCTION

Subject Code: BJMCS1-303

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objective:

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

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

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

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UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

BASICS OF CAMERA, LIGHTS AND SOUND

Subject Code: BJMCS1-304

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

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UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

ADVERTISING LAB

Subject Code: BJMCS1-305

L T P C
0 0 4 2

Duration: 60 Hrs

Course Objectives

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

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

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

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

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

Suggestive Readings

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

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

RADIO JOURNALISM AND PRODUCTION LAB

Subject Code: BJMCS1-306

L T P C
0 0 4 2

Duration: 60 Hrs.

Course Objectives

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

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

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

Practical Exercises

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

Suggested Readings

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

VIDEO PRODUCTION LAB

Subject Code: BJMCS1-307

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

Duration: 60 Hrs.

Course Objectives

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

Course Outcomes

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

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

Exercises/Assignments

Camera

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

Lighting

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

Sound

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

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

Suggested Readings

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

**FOURTH SEMESTER
SYLLABUS**

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DEVELOPMENT COMMUNICATION

Subject Code: BJMCS1-401

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

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

TELEVISION JOURNALISM AND PRODUCTION

Subject Code: BJMCS1-402

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

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

PUBLIC RELATIONS

Subject Code: BJMCS1-403

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

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

WEB MEDIA

Subject Code: BJMCS1-404

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives:

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

FOLK MEDIA

Subject Code: BJMCS1-405

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

Duration: 60 Hrs

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

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

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

UNIT-I (15 Hrs)

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

UNIT-II (15 Hrs)

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

UNIT-III (15 Hrs)

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

UNIT-IV (15 Hrs)

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

Suggestive Readings

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

WEB MEDIA LAB

Subject Code: BJMCS1-406

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

Duration: 60 Hrs

Course Objectives:

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

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

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

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

Exercises/Assignments

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

Suggestive Readings

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

PUBLIC RELATION LAB

Subject Code: BJMCS1-407

L T P C
0 0 4 2

Duration: 60 Hrs

Course Objectives

The main objectives of this course are:

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

Course Outcomes

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

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

Exercises/Assignments

1. Plan, design and implement the following for the launch of a product/service /idea

- a. Press release
- b. Audio release
- c. Video release
- d. Social media news release

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