



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHU JI MAHRAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

For

Metric No. – 1.1.1

Programme Outcomes & Course Outcomes

Under the

Criteria - I

(Curriculum Design and Development)

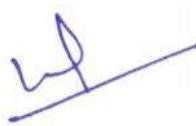
Key Indicator - 1.1

In

Metric No. – 1.1.1

M.A. Journalism and Mass Communication


Co-ordinator
Internal Quality Assurance Cell
CSJM University, Kanpur


(Registrar)
C.S.J.M.University

Kanpur REGISTRAR
C.S.J.M. UNIVERSITY
KANPUR

MA (JOURNALISM AND MASS COMMUNICATION)

Programme Outcome

1. In the ever evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.
2. Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
3. To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
4. To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
5. To impart the knowledge of Mass communication & Journalism covering a wide areas of studies.

Program Specific Outcome

1. Understanding the fundamental relations between society, culture and communication.
2. Provide advanced knowledge on communication theories and models.
3. Introduce students to the practical area of exploring the potential of communication tools to become an able communicator.
4. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.
5. To prepare socially responsible media academicians, researchers, professionals with global vision.

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR

MAJMC 1st Semester

Paper Code	Name of the paper	External	Internal	Total
MAJMC 101	Basic Principles of Communication & Mass Communication	75	25	100
MAJMC 102	History of Mass Media	75	25	100
MAJMC 103	News Reporting and Editing	75	25	100
MAJMC 104	Media Laws	75	25	100
MAJMC 105	Practical/Viva			100

MAJMC 2nd Semester

Paper Code	Name of the paper	External	Internal	Total
MAJMC 201	Media Research	75	25	100
MAJMC 202	Development Communication	75	25	100
MAJMC 203	Public Relations and Advertising	75	25	100
MAJMC 204	Radio Journalism	75	25	100
MAJMC 205	Practical/Viva			100

MAJMC 3rd Semester

Paper Code	Name of the paper	External	Internal	Total
MAJMC 301	Advanced and Specialized Reporting	75	25	100
MAJMC 302	Advanced Editing, Designing and Printing	75	25	100
MAJMC 303	TV Journalism	75	25	100
MAJMC 304	Computer in Mass Media	75	25	100
MAJMC 305	Practical/Viva			100

MAJMC 4th Semester

Paper Code	Name of the paper	External	Internal	Total
MAJMC 401	Internet and Web Journalism	75	25	100
MAJMC 402	Photo Journalism, Film and Animation	75	25	100
MAJMC 403	Media Dissertation	75	25	100
MAJMC 404	Specialization in Media Production	75	25	100
MAJMC 405	Practical/Viva			100

**INSTITUTE OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR**

**SYLLABUS OF
MA (JOURNALISM AND MASS COMMUNICATION)**

Note---Each paper will be of 100 marks. 20 marks of each paper will be given through internal evaluation. The paper having only theoretical part will be of 80 marks. Paper having theory and practical both will be 40 marks each. Similarly, paper having only practical or dissertation parts

**MAJMC 1st Year (1st Sem.)
Paper- I (One)**

BASIC PRINCIPLES OF COMMUNICATION & MASS COMMUNICATION	MAJMC 101
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Course Outcome

1. Recognize and apply foundational historical context from the field of communication. Interpret and evaluate contemporary global culture.
2. Apply theoretical concepts and ethical principles of equity and social justice from within the field of communication and media studies to issues of power, privilege, and oppression.
3. Produce work that contributes knowledge and expresses creativity with content and effective communication skills in media across written, oral, visual, and interactive forms.
4. Evaluate and apply diversity, objectivity and balance to any form of mass Communication. Developing critical thinking to mass communication.

THEORY **MM 75**

- Communication, Definition, Concept, Elements and process. Different forms of communication, oral, written, upward, downward, horizontal communication, intra-personal, inter-personal, group, crowd, public and mass communication. Feedback and barriers of communication. Non-verbal communication, effective communication. Listening in communication, credibility & perception.
- Various models and theories of communication. Aristotle , Models of Lasswell, Berlo's model, Dance's helical spiral model, Shannon and Weaver, Johnson's model, Wilbur Schramm, Osgood, New Comb, Wesley & MacLean, Other new communication models.
- Communication Theories :- Bullet theory, **Sociological**:- Cultivation, Agenda Setting, Use and gratification, Dependency Theory. **Normative theories**: Authoritarian and Free Press theory, Social Responsibility theory, Communist Media theory, Development Communication theory. Democratic Participant Media Theory, New theories in mass media
- Traditional and Modern Media of Mass Communication, Communication Grammar and communication skill. New concepts and trends of mass media.

Suggested Readings:

Kumar,Keval J. 2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.)
McQuail,Denis 2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th edt.)

Course Outcome

1. Analyse the different ages of Indian Cinema.
2. Discuss the role of newspapers and radio during the fight for India's independence.
3. Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism

THEORY

MM-75

- Origin, history and growth of human communication and language.
- Media and Modernity: Print Revolution , Telegraph, Morse Code
- Yellow Journalism, Evolution of Press in United States, Great Britain and France. An overview of the history of World Press
- Origin and growth of Indian press - Focus of Indian press before independence - Role of journalism and its role in freedom movement. - Freedom fighters as communicators (Tilak, Gandhi, Ganesh Shanker, Makhan Lal etc.)
- Media in the Post Independence Era : Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press
- Changing Readership, Print Cultures, Language Press
- Emergence of radio Technology,The coming of Gramophone Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies, Patterns of State Control; the Demand for Autonomy.
- The coming of Television and the State's Development Agenda Commercialization of Programming (1980s) Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.
- The early years of Photography, Lithography and Cinema From Silent Era to the talkies,Cinema in later decades
- Internet: A historical introduction.
- Present scenario of different mass media in India. Various Media organizations, institutions and there functions in print and electronic media, eminent personalities.
- Brief Introduction of News Agencies.

Suggested Readings:

- Rao, M.C. 1974,The Press, New Delhi, National Book Trust
Natrajan, J. 2000, History of Indian Press, New Delhi, Publication Division, Govt. of India
Basu. D.D. 2005, Law of the Press in India, New Delhi, Prentice Hall of India

Course Outcome

1. Students will learn writing and understand the difference between News and views.
2. Students will learn editing the text, importance of rewriting which will increase their patience level.

THEORY

MM-75

- News: Definition, concept, elements, types of news, news sources, reporters, types, responsibilities and qualities. Coverage of different crime and accidents.
- Press release, press conference, interviews.
- News writing, styles and presentation. Follow up, news analysis, feature and articles, editorials. New areas and trends in reporting.
- Newsrooms setup, functions of editor, assistant editor, news editor, chief sub-editor and sub editor etc.
- Need of editing: Basic techniques, Proof reading, and editing symbols, writing headlines.
- Page make up
- Different Terminology

Practical –

Writing letter to editor. Preparing press releases. Taking interviews. News writing on different beats. Organizing press conferences. Editing different types of news. Writing headlines. Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical activites as directed and guide by teachers.

Suggested Readings:

Tripathi, RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd edt.)

Course Outcome

1. Discuss the Right of Freedom of Speech and reasonable restrictions applicable.
2. Demonstrate an understanding of the nature of ethics and morality in journalism.
3. Determine the ethical issues of media with case studies.
4. Determine the provision provided to the journalist

Theory **MM -75**

- Media Laws: Need and importance.
- Freedom of speech & expression, right to information & privacy. RTI
- Various laws: law of defamation, contempt of court and legislature, official secret act, copyright act, prasar bharti act, press and books registration act.
- Role of mass media in society
- Press council of India, structure and functions.
- AIR & DD's code of broadcasting for news and advertisement.
- Codes of ethics in public relations and advertising.
- Other relevant laws related to mass media.
- Reports of committees and commissions regarding media in India.
- First and second press commissions. Chanda and Verghese committees.
- Introduction to Cyber Laws.

Suggested Readings:

Trikha,NK:2012, Press Vidhi, Varanasi, Vishvidyala Prakashan

Neelamdar,M:2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.

R.S. Myneni:2020, Media Law, New Delhi, Asia Law House

Bansi, Munna:2014, Mass Media and Related Laws in India, Kolkata, Booksway

Course Outcome

1. Demonstrate knowledge of research literacy.
2. Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research.
3. Develop a high level of written and oral communication skills

Theory**MM-75**

- Concept of research: role, need and importance of media research. Function of research.
- Elements and areas of research.
- Research approaches - qualitative and quantitative approach.
- Types of research. Difference between Media research & Social research, Difference between Media research & Market research.
- Area of study of Media research. Fundamental research, Applied Research, Action Research.
- Objective of media research. Problem of objectivity in media research. Relation between media research and journalism. Essential qualities of a Media Researcher. Media research problem.
- Scientific Method. Fact, Theory and Concepts.
- Hypothesis. Research design.
- Method of media research : statistical, census sampling survey
- Types of research data - primary and secondary. (Demographic, socio economic, socio psychological data's)
- Research Methodology : qualitative research, quantitative research, content analysis ,Case Studies.,
- Techniques and tools of Research – Observation. Interviews, Questionnaire, Schedule. Web surveys, panel discussions, Sampling for research and types of sampling, Scaling Techniques.
- Classification and Tabulation of Data. Analysis and Interpretation of data
- Diagrammatic Presentation of Data .Graphic Presentation of Data.
- Preliminary idea about statistical methods in research: Mean, medium, mode, standard deviation, other kinds of tests.
- Research in different media. Methods of obtain feedback in media
- Research agencies like MARG, MODE, Indian Institute of Public Opinion.
- Use of computer in research.
- New trends and technology of research.
- Media habit, trend and impact study, research for news reporting and other programmes. New trends in media research.
- Research Report writing.

Practical/ Assignments/Project Work

1. Preparing a list of subject for research at least 10 topics.
2. Preparation of research design.
3. Preparation of questionnaire for survey.
4. Preparation of source list of information. Data Collection.
5. Review of literature related to project at least 5000 words.
6. Short duration observation, Preparation of research based 10 news.
7. Taking interviews for habit, trend and impact study.
8. Report writing related to project 50 to 80 pages.

Suggested Readings:

Shama, Jainarayan, 2007, Research Methodology, New Delhi, Deep & Deep Publication , Pvt. Ltd

Joshi, Uma:2002,Media Research, Delhi, Author Press

Course Outcome

1. Understanding different approaches to development, its problems and issues.
2. Understanding the role of media in development.
3. Knowledge about characteristics of developing societies and finding gaps between developed and developing societies

Theory

MM -75

- The meaning of development. Concept and definition. Earlier concepts, theories and models of development. Characteristic of developing societies, development issues, new concept of development.
- Development communication: Development Indicators. Meaning, concept, and definition. Role of mass media in development. Prerequisites of development and development communication.
- Development communication policies. Government attitude and approach. Government systems for development communication: radio, television, PIB, field publicity, song & drama division, photo division etc. Problems & limitations in development communication.
- Modernization and Social Change. Meaning of Modernisation-Social Welfare Function of Modern Societies –The Impact of the British on the Social Change, Militant Nationalism and Cultural Revivalism.
- Rural Development in India: Community Development Programme. Integrated Rural Development Programme.CAPART-National Rural Employment Programme. National Rural Employment Programme. Panchayati Raj Land Reforms.Training for rural Development Programme- Agricultural Marketing
- Women and Child development: Department of Women and Child Development .Integrated Child development Services. Early Childhood Education, Nutrition Programmes,National Awards, National Children Fund,United Nations Children's Fund. Welfare of women, Education of women, Employment and Training Programme for women's. Women's development corporations.Dowry Prohibition Act. Indecent Representation of Woman (Prohibition) Act,1986. The Commission of Sati (prevention) ACT,1987.
- Development support communication, family planning, health, environment, education, agriculture.
- Development agencies and programmes.
- Process and techniques of development communication
- New concepts in development communication.
- Development reporting.

Suggested Readings:

Narula, Uma:2004, Development Communication, Theory and Practices, New Delhi, Haranand Publication

MAJMC 1st Year (2nd Sem.)
Paper- 3

PUBLIC RELATIONS AND ADVERTISING

MAJMC 203

Course Outcome

1. Discuss PR as a discipline of management in private and government organisations.
2. Understand using of PR tools and produce press releases and other PR literature.
3. Formulate public relations strategies. Plan public relations campaigns and explain the ethical aspects of PR.
4. Recognize the Laws and Ethics especially meant for advertising.

Theory

MM -75

Public Relations:

- **PR** –Concepts, Definitions and Theory, The Evolution of PR- The Pioneers and their Works, Theoretical Underpinnings in PR, Understanding Various Concepts: PR, Press-Agency, Publicity, Propaganda and Advertising. Defining Publics/Stakeholders, Importance of PR
- **The PR Process:** Defining the Problem, Why it is Problem, the Strategy, PR Budget, Media Selection, Feedback and Evaluation; Case Studies "
- **Tools of PR:** Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics), Various printed PR material and Publicity material, Exhibitions and displays, Spoken word, Printed word ,Audio and visual, Staged events
- The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion
- **Types of PR:** Political PR, PR vs Spin, Sports PR, PR's Evolving Role in Business, Government, NGOs and Industry Associations
- **Persuasion and Public Relations:** The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change.
- **PR and Writing:** Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.
- Crisis Communication, Media Tracking, PR Angle & Response, Research in PR, Laws and Ethics in PR, Introduction to PR Awards, PR Measurements, Campaign Planning in PR
- Understanding Media, Needs, Media (Press Kits, Developing Media Linkages, Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts)
- Duties and responsibilities of PRO.. Corporate PR. PR in government departments.
- Digital Public Relation

Advertising:

- **Marketing :** Concepts, Principles and Definitions, Nature and Scope of Marketing, Importance of Marketing, Market, Market/consumer Segmentation, Market research Marketing Strategy: The Process and Implementation, The marketing mix ,AIDA Model, DAGMAR.
- **Consumer Behavior :**Concept, Definitions, Models and Applications Human Psychology and Behaviour, Concepts and Theories on Human Motivations, Need Drivers and Need Satisfaction, Need Manifestations and Wants.
- **Brand:** The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning Understanding the Branding Process, Brand Positioning, Brand Benefits, Consumer Benefits " Brand Matrix and Media Matrix.
- **Introduction to Advertising:-** Concept, Nature, Definitions, Evolution, Role, Objectives,

Functions, and Significance, Basic Theories and Applications " Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Advertising Theories, Brand, Brand property, Rosser Greeves USP/ Ogilvy's

- **Advertising Agency:** the Role of Advertising Agency, Types of Advertising Agencies, Evolution of Ad Agencies- Various Stages and Current Status, Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Budget and Audit Process : " Allocation of Budget and Methods " Agency Revenue Processes " Audits and its Processes
- **Advertising and Society:** Ethical Issues in Advertising ,Social Criticism of Advertising ,Laws in Advertising ,Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.
- **Media Planning:** An Overview of Indian Media Scenario , Media Planning and its Application, Media Characteristics, ,Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan, Media Buying
- **Creativity And Campaign Planning:** Introduction to Creativity, Ad making concept, Copy writing, Campaign Planning, Campaign Production

Practical: A separate sheet will be given with this syllabus.

Suggested Readings:

Kundra Shipra 2005:Introduction to Advertising and Public Relations, New Delhi, Anmol Publication Pvt. Ltd

Jethwaney Jaishri & Jain Shruti 2006:Advertising Management, New Delhi, Oxford University Press
Mohan Savita 2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa

Course Outcome

1. Concepts of radio as a medium of mass communication, radio broadcasting technicalities, AM and FM radio.
2. Listening to radio programs and understanding the formats and genres of radio programming.
3. Learning broadcast language, style of writing, news script writing.

Theory

MM-75

- Introduction to radio. Characteristic and importance. Understanding radio industry and programming. How a radio station works. National Programmes of All India Radio; BBC and other International Radio Stations. Introduction of FM broadcasting and Recent Developments in FM Broadcast. Internet radio and Community radio, Educational Radio.
- **Basic concepts of Audio production :** Basics of Sound, Microphones :Designs, Categories and Applications. Digital Studio Mixer. Portable Audio Mixers. Recording formats. Understanding sound recording / Perspective of sound ,Sound transfer, Editing and post-production. Editing software's .OB recording equipment ,Audio Workstations – Audition, Sound Forge, Nuendo, Avid Pro tools and others. Studio recording : Off air / On air studios and their working Online Sound editing : Online Sound editing software , Newsroom software- Dalet, phone –in & radio bridge , FM broadcast softwares – RCS,
- **Language, Voice & Delivery:** Presentation, pitch, inflection and modulation ,Exercises on voice improvement and modulation, The art of presentation: vocal range, authority, warmth, musicality, deep breathing, cliches, pronunciation Voice over's Introduction & understanding Dubbing/ VO/ Narration.
- **Writing and Producing various programmes of radio:-** Basic principles for radio writing. Difference between written and spoken language. Narrative Theory – telling stories. Soundscape work.
- **Introduction and Production of radio programmes:** Radio Talk, Radio discussion, Radio Interview; Radio News Reels; Radio Feature, Radio documentary, Radio play, Radio music programmes, Radio magazine, Radio Phone-in, Radio-bridge, Radio-report. Vox Pop,
- **Radio News:** - Types of news bulletins : 15-minute bulletin, 5 minute, news-on-phone, headlines, Radio News Magazine ,New Format ,News Writing for Radio : Compiling Radio news bulletins:-Production of different formats of news - 2-minute headline bulletin to one hour news show , Handling of news run down, last minute changes and on air changes in the news Headline writing , Role and Importance of Headlines , Different types of Headlines , Checking Language, Spelling and Grammar „Following Style Book
- **Radio newsroom organization & structure :**Newsroom organization and structure and functions, Different editorial positions in newsroom and their roles and responsibilities , Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation , Managing and Allocating Editorial Resources, Team work ,Editorial Co-ordination: Managing Different Desks

Practical: A separate sheet will be given with this syllabus.

Suggested Readings:

Kaushal 2007: Radio Prasaran, New Delhi, Pratibha Publication

Katheria, Naresh 2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakashan Kumar, Prashant 2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication

Course Outcome

1. Sociology learning provides initial knowledge about society, social life and social interactions.
2. It prepares an individual for social life by inculcating values, morals, and manners. It gives knowledge about communities in which he interacts, like rural and urban communities.
3. Students will apply critical thinking skills to the understanding of society and mass media. They will Display an understanding of the social, historical, ethical and current legal framework in which mass communication has evolved in a global society.

Theory

MM-75

- News: Presentation: Different styles. Follow up, news analysis, comment, column writing.
- Articles and editorial. Reviews.
- Specialized reporting - Political, economics, accidents and crime reporting, sports, science & technology, health and medical. Culture and life. Spiritual, environment, human right, education and carrier reporting. Judicial. Legislature, foreign reporting, agriculture and rural development, current issues, investigative and interpretative stories. News based on people's opinion; articles and features on different subject, coverage of lives of various section of society, news writing for radio T.V and Internet.
- Report writing for magazines and different supplements of newspapers, new trends and areas in reporting.

Practical:

Newsgathering and report writing on various beats. Searching of information on net. Taking interviews. Writing review of books, radio and T.V. programmes. Preparing video capsule and documentary on various subjects. Writing news analysis, comment and articles. Other related programmes.

Suggested Readings:

Prem Prakash : Reporting India : My Seventy Year Journey as a Journalist, 2020

Keval J Kumar : Mass Communication in India, 2020

Pat Murphy : BBC Sports Report, Bloomsbury Publishing, 2022

Course Outcome

1. Concept of news and new process.
2. Understanding the structures of news writing style, language of newspaper, sourcing, attributions, interviews and quotations.
3. Understanding the concept of page makeup and display.
4. Practical training of designing newspaper pages .
5. Knowledge about different page makeup and photo editing software.

Theory:

MM-75

Editing: Need and importance. Role of sub-editor, proof reading marks.

- Role of sub-editor.
- Editing the copy of new agency and news of different subjects.
- Magazine and book editing.
- Auto editing for audio & visual programmes.

Designing:

- Definition of design . Types of Designing, Elements of design, principle of design, type and typeface. Choosing type- face.
- **Text and Typography (Fonts):** Typography, typesetting, readability, classes of type, display type, type groups, roman, serifs, gothic, block, square serif type, cursive or script type, measuring type, size, width, resolution, compositing technology
- **Sign and Technology:** Ascending/Descending, leading, kerning, appropriateness, harmony, appearance, emphasis, copy casting and type specification, character-count method ,word – count method, points, picas, typesetting, typesetting methods,
- **Image and Graphics:-** Introduction to digital Image, type and properties of graphics, Color's theory : models and modes, Fundamental digital image and file formats . Basics Concept making and Implement on Computer, Generating Ideas, Basics About Various Software's in Industry for still image manipulating, knowledge about pixels, measuring units in diff image manipulating software's.
- **Vector Graphics** (Designing, Color Theory, Vector Designing & Editing, Text Formatting): Interface: Working with menus, toolbars, Dockers. Document Setup: Setting Page Size& Orientation, Document Navigation Rulers & Guidelines: Status Bar. Text: Formatting, Text Layout, Skewing and rotating, Creating drop shadow, Text to Path, Extruding text. Objects: Grouping & locking objects, Combining & breaking apart, Transforming & Shaping, Cutting objects apart, Trim, weld & Intersection of objects. Lines & Curves: Using freehand & Bezier tool, Line properties, Arrowheads Eraser & artist media tools Nodes & Paths. Color & Fills: Solid Color, Color Palettes, Eyedropper & Paint bucket, Fountain, Fills, Patterns, Texture Fills, Interactive Mesh Fill. Special effects: Envelopes, Blends, Perspective, Shadow Objects, Power clip Command, Transparency, Distortion, Contour, Lens Docker. Complex Shapes: Polygon & Stars Spirals Printing Menu. Software will use : Corel Draw & Introduction to Adobe Illustrator
- **Page Making:** Document Setup Option Page Type, Page Style, Page Numbering, an Page Measurement Standard Tool Bar Options Create New Document with Setting, Open & Store Options, Preferences Import & Export Objects options, Scanning, Document Setup, Columns Guide Setting, etc. Formatting Tool Bar Option Copy Paste Options, Cross Pasting, Multiple Pasting, Insert Objects, and Import Images & Text from other Objects etc. Text Setting Options Fonts Setting, Control Palette, Paragraph Setting, Text Warping, Master Files, Text Rotating options Alignment Setting, Text Colors. Rulers & Guide Lines Print Out Bar Import Objects, Polygon Setting, Draw & Filling Objects, Alignment Setting of the Images etc. **Software will be used Adobe In Design , PageMaker & Quark Express.**
- Makeup of newspaper's page, types, principles of layout, computer in designing, leaflet, pamphlet, folder, brochure, posters etc.

- Designing for magazines and newspaper supplements. Role of colas.

Printing & Technology:

18.Basics of Printing Technology: History of printing In East Asia ,Middle East, & Europe (Woodblock printing, Movable type printing , Rotary printing press) Modern printing technology (Offset press Gravure , Digital printing), screen fabrics, filament, mesh count, strength, weave patterns, silk, nylon, polyester, metal mesh, paper, stencil types, direct and in direct, ink, press types, flatbed, flatbed cylinder, cylinder, textiles, precision flatbed, rotary.

Practical:

Editing news and other materials. Proof reading and marking. Designing for various purposes i.e. leaflet, brochures, posters, wall writing, Newspaper & magazine pages, logos, package etc. Printing different materials. Other related activities or as directed by teachers.

Suggested Readings:

User Guide of Various Software

Collins Wayne , Graphic Design and Print Production

Course Outcome

1. Exposure to the development of television as a technology and as a medium.
2. Concept of evolution of television in India.
3. Concept of television news room structure.
4. Practical training elements of television writing.
5. Writing original Voice Over, shooting, editing and producing news at per television standard.

Theory:

MM-75

- Introduction to television as a mass medium characteristics and importance.
- Different TV Programmes - Fictional and non- fictional programmes.
- Script writing Different formats for script writing. Various stages of writing. Shooting script, Storyboard, Script for various programmes. Scriptwriter - quality & responsibility. New trends in script writing.
- **Introduction to TV/Video Production:-**TV/Video production: meaning and scope, Video production process: pre production, production, post production. Production personnel and their duties and responsibilities. Types of video programmes production. Television studio and ENG production
 - **Introduction to Video Camera:-**Working principle of a video camera. Different types of video cameras.CCD.Components of video camera. Different Types of Television Cameras: ENG camera, EFP camera, Studio cameras
 - Basic shots and their composition, Concept of looking space, head room and walking space. Zoom control: servo, manual, remote, zoom extenders. Focus control : auto, manual , remote, back focus, macro focus. Camera view finders (B/W and colour). Its indicators and control.
 - Principle of Video Camera:- Camera control unit Primary & secondary colours Photo conduction, photo voltaic, photo emissive effect, Working principle of video camera, CCD cameras : Three CCD, single CCD colour camera. Various sizes of pickup devices
 - Balancing of Colours of a video camera.,Colour temperature, White balance: Process and need.,Camera filters, Camera control unit (CCU),Waveform monitor for output level of video, Vector scope Video camera lenses:- Perspective, Types and use-normal lens, telephoto lens, wide-angle lens. Zoom lens. Tripod, types of tripod heads, dolly, trolley & other accessories. Different types of camera shots and use Different types of camera angles and use Camera movements – types & use. Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control camera, high-speed video cameras Types of microphones used on video camera Types of audio & video connectors Introduction to video formats: VHS, S-VHS, U-matic: Low-band & Hi- band, beta cam, beta cam SP, digi-beta cam, mini DV, DV/DVC, DVC Pro, DV-CAM etc TV camera-Mike
- **Lighting for Television**
Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems, Illumination system : inclusive of inverse square Law & Luxmeter
- **Editing Concepts and Fundamentals & Editing Techniques**

Editing - meaning and significance, Grammar of editing – (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, on linear workstation. Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non

linear editing (basic softwares)

- Indoor and outdoor shooting: TV news and news based programme. Anchoring for different programmes.

Practical:

Script writing for different programmes. Field shooting - Taking interview etc. Short demonstration. Anchoring for different programmes. Production of small documentaries or as directed by teacher.

Suggested Readings:

Ivan, Cury 2011: Directing and producing for Television, London, Focal Press

Singh Mahaveer 2014: Doordarshan Live, Delhi, Shilpyan Prakashan

Singh, Mahaveer 2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

Course Outcome

1. Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology.
2. Concept of gathering data from primary and secondary sources. Use of Data to report objectively.
3. Describe the usage of computers and why computers are essential components in business and society.
4. Understanding the concept of page makeup and display

- **Theory:** **MM-75**
 - 1 **Computer Basics:** Introduction: Introduction to computers, parts of computer system, hardware, software, difference between hardware and software, user, data, processor, memory, input devices, output devices. Generations of Computers: 1st, 2nd, 3rd, 4th, 5th generation. Basic computer organization: C.P.U, A.L.U. Keyboard, Mouse, OMR, OCR, Bar Code Reader, Scanner, Light pen, Cameras etc. Output Devices: Monitors (CRT, FST and LCD). Impact and non impact printers (Dot matrix, Inkjet, LaserJet), Plotters. Storage Devices: Hard Disk, Floppy disk, CD's, DVD's.
 - 2 **Operating System:** Introduction: Introduction to Operating System, its need and Operating System services; Operating System classification - single user, multi-user, simple batch processing, Multiprogramming, Multitasking, Parallel system, Distributed system, Real time system.
 - 3 **Office Automation Tools :-** Introduction to Office suits, Microsoft Word environment and interface, tools, and menus, document formatting, mail-merge and other tools, e-mail handling, Creating spreadsheets, creating charts and graphs, using functions. Microsoft presentation software environment and interface, creating slides, inserting multimedia objects, transition and custom animation.
- **Practical:**

Preparation of different letters in word using mail merge, News letter, Block diagram of computer on chart paper. Preparation of different sheets in excel. Making slide presentations in Power Point on given topics.

Suggested Readings:

Kumar, Suresh 2004: Internet Patrkarita, New Delhi, Taxisila Prakashan (1st ed) Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication
Sinha,P.K. 2009: Computer Fundamentals, New Delhi, BPB Publications

MAJMC 2nd Year (4th Sem.)
Paper- 1

INTERNET & WEB JOURNALISM

MAJMC 401

Course Outcome

1. Utilize the Internet Web resources and evaluate on-line e-business system. Solve common business problems using appropriate Information Technology applications and systems.
2. Concept about Internet architecture such as networking, types of web sites, video conferencing, web casting.
3. Knowledge about digital media and communication.
4. Notion of Web Journalism

Theory:

MM-75

- Internet-Introduction, History, evolution and development, Services of internet: newsgroups, bulletin etc, Fundamentals of internet: Url WWW, Web page, website. Working of internet: networking and its classification. Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP), Domain Name, Gateway, Download & Upload.
- **The Fundamentals and Principle of Web Design.** Planning a website using a structured document. Site Navigation types. HTML/DHTML & HTML Editor tools: Content management System: Illustrations & Web Imaging Design and use of Multimedia & animation. Creating web illustrations like buttons, banners & Bars.
- **New Media:-** Introduction of New Media , Cyber culture , New Media Tools
- **Web & Online Journalism:** Concept, Basic Principles. Information, news and entertainment web Content Planning & Writing. News and feature writing for Web News portal. Writing & making E-Paper. Content Developing for Social Networking Sites. Presentation of web content, Blog Writing. Content writing for different website. Writing online PR. Writing for web advertising.
- **Internet marketing (Online advertising):-**
 1. **Search engine optimization:** Introduction – What Is SEO: Search Engines, Differences between the Major Search Engines, How Search Engines Work
 2. **Social media marketing:**
- **Practical:**
- Designing web page and E-paper for various purposes:-News Portal and Company website through using software HTML. Content Writing for websites and homepages.

Suggested Readings:

Verma,Deepika,2020:TheEra ofNewMedia,NewDelhi,A.R.Publication (2nd Edition)
Talesra,Hemlata/Nagda, M.L.,2003 : Web Paged Learning, Delhi, Authors Press

Course Outcome

1. After learning photography students can have their livelihood. They can work as a professional photographer and they can start a startup business also.
2. In Film, the students not only learn to understand the cinema but also understand the Socio, Economic and Cultural importance of Cinema.
3. He will understand to watch the cinema and can analyse the impact of cinema not only in their life but on society also.

- **Theory:** **MM- 75**
- Origin of photography, Early experiments and later developments Type of photography. Digital photography. **Photo Journalism:** Need and importance, subject of photo picture sources, picture selection enlarging, reducing, Insetting, clubbing, picture editing, photo developing.
- **Photographic Optics and Equipments**
(a) Reflection and refraction of light, dispersion of light through a glass prism, lenses, different kinds of image formation, principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective. **(b)** Defects of images formed by lens: Chromatic and spherical aberration, curvature of field, distortion and astigmatism, methods of reducing the above defects. **(c)** Aperture of diaphragm, its function, f notation, different kinds of aperture and their construction, dependence of depth of field and focus on distance and f number. **(d)** Types of camera lenses: Single (meniscus), achromatic, symmetrical and unsymmetrical lenses, telephoto, zoom, macro, supplementary and fish-eye lenses. **(e)** Photographic camera types: Pin-hole, box, folding, large and medium format cameras, single lens reflex (SLR) and twin lens reflex (TLR), miniature, subminiature and instant camera, choice of camera and sizes, rising, falling, cross movements and swing back devices. **(f)** Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters, various types and their functions, focal plane shutter and in-between the lens shutter, shutter synchronization, self-timer. **(g)** View-finders and focusing systems: Direct vision and ground glass view finders, frame view finder, plane mirror and penta-prism view-finder, Fresnel prism focusing, split image focusing , range finders and range finder focusing , mechanism focusing distance scale. **(h)** Film chamber: Film transport mechanism, manual and auto winding, film speed setting device. **(i)** Exposure counter, self-timer, tripod stand, panning tilt head, lens hood, cable release, extension tubes and bellows, tele converter and changing bag. **(j)** Enlarger: Different types, construction, working. **(k)** Exposure: Correct exposure and its determination, exposure meters- Types and function, exposure tables. **(l)** Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, filter factor, colour correction filter.
(m) Photographic Light Sources: **(n)** Natural source, the Sun, nature and intensity of the sunlight at different times of the day, different weather conditions. **(o)** Artificial light sources: nature, intensity of different types of light sources used in photography namely; (i) Photo flood lamp, (ii) Spot light, (iii) Halogen lamp, Barn doors and snoot, lighting stands. **(p)** Flash unit: Bulb flash and Electronic flash, main components, electronic flash units, studio flash, slave unit, multiple flash, computer flash, x-contact, exposure table. **(q)** Perspective and composition, rules of composition.
- **Photo Editing : Adobe Photoshop:** learn the tools and what they do, basic workflow, creating effective storing batch renaming, how to save your photos, digital asset management, File types, File sizes, Color types, **Layers**, layer styles, opacity, adjustment layers, **Basic Retouching:** Color manipulations, Levels Curves, Seeing Color accurately, Patch tool, Cropping, Reading your palettes, Dust and scratches
Advanced Retouching: smoothing skin, smoothing wrinkles, special color effects: black and

white, sepia, grainy, printing basics, emailing basics, making cards, making collages, cataloging your images, editing your photo shoot, naming your shoot, automating your shoot batch processing, intro to actions

- **Film:** An introduction & understanding of Film culture and technique. Film based programmes. Film Review.
- **Animation:** Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques. **Adobe Flash:** Introducing Flash, The Authoring Environment, Drawing tools, Symbols and the Library, Buttons, Button Action Script, Instance Names, Controlling Nested Objects, Animation: The Timeline, Frames and Key frames, Tweens and Guides, Nested Timelines, On to the Web, Optimizing Your Work Publishing Flash Content to the Web, Where to Go From Here, Advanced Animation::Complex Timeline Control, Mask Layers, Color Settings, Filters, and Blend Modes, Adding Sound, Importing Graphic Files, Timeline Action Script. **Introduction of 3DS Max and Maya:** Modeling, Texturing, Lighting ,Rigging and Animation
- **Practical:**
Camera handling, Taking photos for different occasions. Collection of photos, Preparation of photo feature. Caption writing, Cropping and retouching photos. Story presentation with help of photos. Other related activities. Animated Advertisements for TV/Website and all assignments given by teacher.

Suggested Readings:

Verma, Deepika, 2020: Social Media: Language, Policy and Management, New Delhi, Parikalpna Pub. Co

Chakravarthy,Jagdish,2004 : Net, Media and the Mass Communication, New Delhi, Author Press

Course Outcome

1. Demonstrated their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies.
2. Gathered the relevant information and analysed and presented this information in a way which satisfactorily assesses the topic.

Dissertation

MM-75

Every student will have to select a topic / subject of research related to mass media and communication to prepare a research design. The student will collect information applying proper research methodology and submit the report in 3 copies in 100 pages each with soft copy in Rewriteable CD/DVD . The report should contain following format.

- Introduction (1000-2000 words)
- Review of Literature (5000 words)
- Problem definition (500 words)
- Hypothesis (500 words)
- Objective (10-30)
- Methodology (Define research Design-area, sampling size, types of data collection in 500 words)
- Preparation of questionnaire/schedule related to dissertation topic.(20-50 questions),(Size of sampling 50-100)
- Tools for the collection of research data (in 100 words)
- Data Proceeding related to Dissertation topic.
 1. Data classification, codification and tabulation according to questionnaire/schedule.
 2. Data analysis & interpretation according to questionnaire/schedule.
 3. Data presentation through graphics (table, Pie-Chart, Line-Chart, Column-Chart, Pyramid, Cone, Bar, Doughnut, and Cylinder-chart etc.)
- Findings and results (According to objectives of dissertation topic)
- Brief conclusion and suggestion (According to findings and results)
- Appendix
 1. References (Books, Research Journals, Journals, Periodicals, Newspapers, Magazines, Web journals, E-books, E-News papers etc.
 2. Picture/clipart/Image related to dissertation topic.
 3. Publications.
 4. Newspaper Cutting
 5. Bibliography
 6. Any other attachment related to dissertation.

Note:

1. Progress report should be submitted to consulting faculty on Friday in every week.
The report
will have to be submitted within stipulated time fixed by the Institute.
2. Dissertation prepared according UGC Standard and Guidelines.

Course Outcome

1. Evaluate and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production, and editing.
2. Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment.
3. Student understands and shows practical skills for the post workflows from asset management through final project delivery including client/director collaboration, technical and aesthetic editing skills, and mastery of software tools, colour correction and delivery of the product in required industry standard formats.

MM-75

Practical Project work

- Reporting and editing
- PR and advertising
- TV Journalism
- Photography
- Web journalism

Note: The student can select above-mentioned subjects and will have to do different activities and produce materials related to them, which will be evaluated by the examiners.