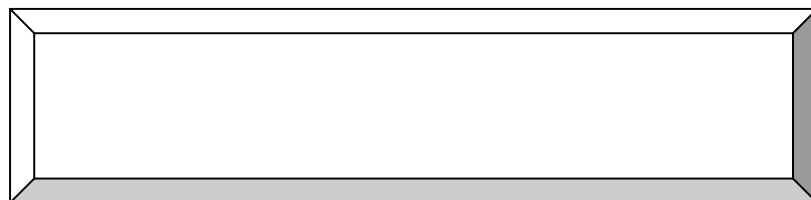




**Mahatma Gandhi University**

**MEGHALAYA**

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# **PROFESSIONAL PROGRAMME**

**PROGRAMME CODE---314**

**Bachelor of Arts in Mass Communication Advertising and Journalism (BAMCAJ)**

**SEMSTER I**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
BAMCAJ11	Principles of communication-I	3
BAMCAJ12	History & Industry of Mass Communication	3
BAMCAJ13	Reporting & Editing	3
BAMCAJ14	Communication Skills	3
BAMCAJ15P	Reporting & Editing Practical	2
BAMCAJ16P	Project-Viva	2
<b>TOTAL</b>		<b>16</b>

**SEMESTER II**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
BAMCAJ21	Mass Communication: Concepts and Processes	3
BAMCAJ22	Reporting Techniques & Skills	3
BAMCAJ23	Editing: Concepts & Processes	3
BAMCAJ24	TV Journalism	3
BAMCAJ25P	Practical	4
<b>TOTAL</b>		<b>16</b>

**SEMESTER III**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
BAMCAJ31	Basics of Camera, Lights and Sound Television	3
BAMCAJ32	Advertising and Public Relations	3
BAMCAJ33	Press Laws and Media Ethics	3
BAMCAJ34	Event Management: Principles & Methods	3
BAMCAJ35	Information Technology	2
BAMCAJ36P	Practical	2
<b>TOTAL</b>		<b>16</b>

**SEMESTER IV**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BAMCAJ41	Global Comparative Media	3
BAMCAJ42	Television Production: Idea to Screen	3
BAMCAJ43	Computer Application For Journalism	3
BAMCAJ44	Print Media & Photo Journalism	3
BAMCAJ45P	Practical	2
<b>TOTAL CREDITS</b>		<b>14</b>

**SEMESTER V**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BAMCAJ51	Advertising: Concepts & Principles	3
BAMCAJ52	Cyber Journalism	3
BAMCAJ53	Radio Techniques	3
BAMCAJ54	Organization & Management	3
BAMCAJ55P	Practical	4
<b>TOTAL CREDITS</b>		<b>16</b>

**SEMESTER VI**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BAMCAJ61	World Media Scenario	4
BAMCAJ62	Government information System	4
BAMCAJ63P	Media Research	4
BAMCAJ64P	Project Report	4
<b>TOTAL CREDITS</b>		<b>16</b>

## Detailed Syllabus

### SEMESTER- I

#### **BAMCAJ11 --- Principles of Communication-I**

##### **UNIT I: Introduction to communication**

Meaning, need, types models.

##### **UNIT II: History of communication**

##### **UNIT III: Tools**

Tools of communication

##### **UNIT IV: Fundamentals of communication**

Features, Importance, Patterns

##### **UNIT V: Types of communication**

Meaning of Formal communication/ Informal Communication, Verbal / Written Communication, Barriers of communication

##### **UNIT VI: Essentials of communication**

##### **UNIT VII: Theories of communication**

Two step and multi step, commercial, Play theory, Perception and retention theory, Individual Theory

##### **UNIT VIII: Effective principles**

Effective principles of communication

##### **UNIT IX: Process of communication**

Transmission of ideas, facts & figures from one person to another, elements of communication process (message, sender, encoding, channel, receiver, decoding, acting & feedback)

##### **UNIT X: Factors affecting process of communication**

##### **UNIT XI: Forms of communication**

Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language

##### **UNIT XII: Oral Communication**

Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interviews, exit interviews, preparation with reference to welcome, introduction and thanks.

##### **Reference Books:**

1. Principles of communication by R.E Ziemer
2. Principles of communication by William Tranter

#### **BAMCAJ12 --- History and Industry of mass communication**

##### **UNIT I: Eras of Mass Communication**

##### **UNIT II: Introduction to mass communication**

Meaning, needs, Types

##### **UNIT III: History of mass communication**

Stages in History of Advertising Globalisation

##### **UNIT IV: Introduction to Journalism**

Role, Power & Censorship in the press

Making of Newspaper- News Reporting, Investigative and Interpretive Reporting, Sub Editor, Headlines, Feature Writing and Interviews

**UNIT V: Press Codes & Ethics**

Code of Ethics in Indian Journalism, Press Councils guide to Journalistic Ethics.

**UNIT VI: Elements**

Elements of mass communication

**UNIT VII: The Psychology and Sociology of Media Audiences**

Introduction, Media Audiences, the Mass Audiences and their Nature

**UNIT VIII: Models of mass communication**

Dependency model, Agenda setting model, Effect model, Model of gate keeping.

**UNIT IX: Theories of mass communication**

Authoritarian, Social Responsibility, Soviet Media, Democratization theory.

**UNIT X: Issues in communication**

**UNIT XI: Differences**

Difference b/w communication and mass communication

**UNIT XII: Mass media and public opinion**

**Reference Books:-**

1. History of mass communication by Kevin Williams
2. History of media and communication and communication research by David park

**BAMCAJ13 --- Reporting and Editing**

**UNIT I: Journalistic Writing**

Meaning, Forms (news, editorial, features).

**UNIT II: Reporting**

Meaning, Types, Tips, Objectivity, Report writing for all media.

**UNIT III: Principles of Reporting.**

**UNIT IV: Functions & Responsibilities of Reporting.**

**UNIT V: Writing News**

Leads, Types of leads.

**UNIT VI: Reporting**

Techniques, qualities of reporter, news, elements, sources-types.

**UNIT VII: Problems in Reporting.**

**UNIT VIII: Editing**

Meaning, Symbols, Usage, Need and Principles, Proof Reading.

**UNIT IX: Functions and qualifications of**

Sub-editor and chief sub editor.

**UNIT X: News paper meaning**

Newspaper meaning and its production steps.

**UNIT XI: Structure and functions of newsroom.**

**UNIT XII: Difference b/w newspapers and magazines, pages of newspaper**

Newspaper, magazines, pages.

**Reference Books:-**

1. Inside reporting by Tim Harrower
2. Fundamentals of journalism by R.Thomas

**BAMCAJ14 --- Communication Skills**

**UNIT I: Communication**

Meaning, Tools of Communication.

**UNIT II: Theories of Communication**

Hypodermic Needle, Two Step and Multi Step, Commercial Theory, Play Theory, Uses and Gratification Theory.

**UNIT III: Models of Communication**

SMR Model, SMRc Model, Shanon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model.

**UNIT IV:** Types of Communication.

**UNIT V:** Techniques of effective communication.

**UNIT VI: Written Communication**

Meaning of Business report, types and essentials of ideal reports.

**UNIT VII: Drafting**

Preparation of first draft of the report, collection, classification and selection of information, logical ordering, presentation and reports, writing application, personal resumes, business resumes, business letters, memos.

**UNIT VII: Telephone handling manners**

Receiving the call, problems, in telephonic communication, sample telephonic conversation dialogue form.

**UNIT IX: Preparation of Matters of Meetings**

The writing of notices, agenda and minutes, organization and conduct of conference, the use of chart, line chart, scatter diagrams, designing messages, title of charts, choosing of suitable charts.

**UNIT X: Verbal Communication**

Universals of verbal communication, Meaning and barriers in verbal communication.

**UNIT XI: Non-Verbal Communication**

Non-Verbal behavior as communication, Body communication and body movements, Facial Communication, Space communication-physical environment, silence, paralanguage, and temporal Communication.

**UNIT XII:** Process of Communication and Barriers in Communication.

**Reference Books:-**

1. Communication Skills by Richard Ellis
2. The handbook of communication skills by Owen Hargie

**BAMCAJ15P --- Reporting & Editing Practical**

Crime, Politics

**BAMCAJ16P --- Project Viva****SEMESTER II****BAMCAJ21 --- Mass Communication: Concepts and Processes****UNIT I: Introduction to mass communication**

Meaning, needs, Types.

**UNIT II: Mass Communication**

Characteristics, features, Scope.

**UNIT III: Elements**

Elements of mass communication.

**UNIT IV: Culture of mass communication****UNIT V: Functions of Mass Communication**

To-Persuade, Inform, Educate, and Entertain.

**UNIT VI: Tools of Mass communication**

Newspaper.

**UNIT VII: Models of mass communication**

Dependency model, Agenda setting model, Effect model, Model of gate keeping.

**UNIT VIII: Theories of mass communication**

Authoritarian, Social Responsibility, Soviet Media, Democratization theory.

**UNIT IX: Differences**

Difference b/w communication and mass communication.

**UNIT X: Mass Communication as a global tool.****UNIT XI: Journalism and Mass Communication**

Mass media and modern society-functions-mass media and democracy.

**UNIT XII: Verbal & Non-Verbal Communication****Reference Book:-**

1. Mass Communication by Ralph Hanson
2. Introduction to mass communication by Stanley Baron

**BAMCAJ22 --- Reporting Techniques and Skills****UNIT I: Principles of reporting**

Functions, responsibilities.

**UNIT II: The Business of Mass Media and Reporter****UNIT III: Writing News**

Lead, Types of Leads, Body-Techniques Of re-writing, News agency copy.

**UNIT IV: Gathering the News**

Reporting and Reporters- Training & Qualification to be a reporter, reporting for Newspaper.

**UNIT V: Reporting Techniques**

Qualities of a reporter, News-Elements, Sources.

**UNIT VI: Types of reporting**

Objective, Legal, Political, Crime, Economic & Commercial.

**UNIT VII: Problems in reporting**

Pitfalls, attribution-off-the-record, embargo, pool reporting.

**UNIT VIII: Reporting**

Crime, courts, Civil Administration, Civic, culture, politics.

**UNIT IX: Writing the story.****UNIT X: Writing for Magazines, Newspapers.****UNIT XI: Photo Journalism .****UNIT XII: Differences**

Reporter and correspondent.

**Reference Books:-**

1. Investigating reporting by John Ulmann
2. Investigating reporting by David Spark

## **BAMCAJ23 --- Editing –Concepts and Processes**

### **UNIT I: Introduction**

Meaning, Concepts, Objectives.

### **UNIT II: Nature and Need for editing**

Principles, editorial desk, functions of editorial desk.

### **UNIT III: Copy Editing**

Preparation of copy for press, style sheet, editing symbols, proof reading symbols.

### **UNIT IV: Functions of sub-editor**

Qualifications of chief sub-editor, copy selection, copy testing.

### **UNIT V: Basic Editorial Set-up of a Daily**

Position of editor, Managing Editor, Assistant Editor and their functions.

### **UNIT VI: Structure and functions of news room**

Daily newspaper, weekly, periodicals, different sections and functions.

### **UNIT VII: Editorial Set-Up of a Magazine**

### **UNIT VIII: News Editor**

Roles, Responsibility and selection of news.

### **UNIT IX: Editing Desk Vs Reporting**

Chief Sub Editors, Sub Editors and their functions.

### **UNIT X: Headlining**

Principles, types, techniques.

### **UNIT XI: Language Skills for the Desk**

Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification.

### **UNIT XII: Working of the News Room**

Coordination Process.

### **Reference books**

1. Self editing by Renni Browne
2. Technical Editing by D.Rude

## **BAMCAJ24 --- TV Journalism**

### **UNIT I: TV Journalism**

Mass Communication: Meaning & definitions, Characteristics & features Scope the concept of Mass & Mass Culture of Mass Communication.

### **UNIT II: Mass Communication**

Interface between Intra personal & Mass Communication.

### **UNIT III: Media**

To-Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media.

### **UNIT IV: Theories**

Meaning of theories based on scientific study & analysis; Four major theories of Press, according to Fred Siebert, Theodore Peterson & Wilbur, Schramm.

### **UNIT V: Journalism**

Journalism and Mass Communication: Mass media and modern society - functions - mass media and democracy; Print media in India: on overview.

### **UNIT VI: Piece to Camera.**

### **UNIT VII: Presentation.**

### **UNIT VIII: Interview.**



**UNIT IX:** Programming Production.

**UNIT X:** Anchoring a show.

**UNIT XI:** Packaging for a Channel.

**UNIT XII:** Packaging Stories.

**Reference Books:-**

1. TV Guide by Dr. Stephen
2. Presenting On TV and radio by Janet

### **BAMCAJ25P --- Practical**

**UNIT I:** Presentation

**UNIT II:** Interview

**UNIT III:** Programming Production

**UNIT IV:** Anchoring a show

### **SEMESTER III**

### **BAMCAJ31 --- Basics of camera, Lights and Sound Television**

**UNIT I: Camera**

Meaning.

**UNIT II: Video Camera**

Types of video camera.

**UNIT III: Shots**

Different types of shots.

**UNIT IV: Camera movements**

Tilt, Track, Crane movements etc.

**UNIT V: Lenses**

Different types of lenses.

**UNIT VI: Application of Lenses**

**UNIT VII: Lighting:**

Lights and lighting.

**UNIT VIII:** Basics of lighting, Techniques.

**UNIT IX:** Different types of lights used in videography.

**UNIT X:** Use of filters & reflectors

**UNIT XI: Sound**

What is sound? UNIT of sound, Voicing.

**UNIT XII: Microphones, audio mixers**

Types of microphones, use of audio mixers for recording & editing of sound

**Reference Books:-**

1. Television production handbook by Herbert Zettl
2. An introduction to television studies by Jonathan Bignell

### **BAMCAJ32 --- Advertising and Public Relations**

**UNIT I: Introduction to Advertising**

Definition, Origin & development, Growth of advertising in India, Scope (Effects on

Economy/Industry), Facets of advertising (As an act of commerce, as hidden persuader).

**UNIT II: Purpose of Advertising**

Need for advertising, Functions of advertising, Benefits of advertising: To Seller, Buyer & Media.

**UNIT III: Types of Advertising**

Commercial & Non – commercial, Product & Consumer, Classified & Display; Retail & Wholesale, Regional, National & Co-operative; Govt. advertising, Comparative advertising.

**UNIT IV: Advertising as a Communication Tool**

Communication Process & Advertising, Communication Principles, Theories applied to advertising.

**UNIT V: Advertising as a Marketing Tool**

Concept of Marketing & advertising, Marketing Mix - 5 P's in marketing, Segmentation of consumer & positioning of product.

**UNIT VI: Advertising Theories**

Unique Selling Proposition, Brand Image, Relevance to Indian Advertising.

**UNIT VII: Role & effects of Advertising**

Negative & Positive Effects, Advertising & Society, Advertising & Development, Role of advertising in National Economy, Social/Public Advertising .

**UNIT VII: Role of Public Relations in Corporate Image Building**

**UNIT IX: Functions of Public Relations**

**UNIT X: PR as distinguished from Marketing, Sales Promotion & Advertising**

**UNIT XI: PR Techniques**

**UNIT XII: Relationship & Duties of the PR Practitioner - Value of IPR Code & the International Codes of Conduct**

**Reference Books:-**

1. Advertising and Public Relations by Stan Tymorek
2. Advertising and public relations by Florence F. Rowles, Ruth Haynes Carpenter, Woman's Occupational Bureau (Minneapolis, Minn.)

**BAMCAJ33 ---Press Laws and Media Ethics**

**UNIT I:** Press, Law, Society & Democracy.

**UNIT II:** Constitutional Safeguards to Freedom of Press.

**UNIT III:** Press Commissions & their recommendations.

**UNIT IV:** Press & Registration of Books Act.

**UNIT V:** Working Journalist Act.

**UNIT VI:** Law of Libel & Defamation.

**UNIT VII:** Contempt of Court.

**UNIT VIII:** Parliamentary Privileges.

**UNIT IX:** Press Council Act.

**UNIT X:** Official Secret Act.

**UNIT XI:** Right to Information.

**UNIT XII:** Ethics, Self-Regulation & Freedom of Expression.

**Reference Books:-**

1. Media, ethics and laws by Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh
2. Press Laws and Media Ethics by Anil K. Dixit

**BAMCAJ34 --- Event Management: Principles and Methods**

**UNIT I:** Role & importance of exhibitions.

**UNIT II:** Objectives of the exhibition.

**UNIT III:** Advantage of exhibition over other devices.

**UNIT IV:** Importance of direct contact.

**UNIT V:** Choosing the right exhibition - Where to participate.

**UNIT VI:** Why exhibitions sell? Concept of neutral territory.

**UNIT VII:** PR for an exhibition.

**UNIT VIII:** Role of the Press in promotion of an event.

**UNIT IX:** Publicity inputs or visible aids for promoting an event.

**UNIT X:** Print & Display material.

**UNIT XI:** Trade Fair: Uses & Abuses.

**UNIT XII:** Gauging Cost Effectiveness.

**Reference Books:-**

1. Corporate actions: a guide to securities event management by Michael Simmons, Elaine Dalgleish
2. Events management by G. A. J. Bowdin, Johnny Allen, William O'Toole

### **BAMCAJ35 --- Information Technology**

#### **UNIT I: Introduction to information technology**

Information, Characteristics of information, Uses of information; Flow of information in Organisation, Levels of information, Categories of Information; Information Technology.

#### **UNIT II: Introductory concepts computers**

Introduction to computers, Importance of computers, Computer application in various areas of business, Computers in Personnel department, Computers in Finance department, Computers in Marketing department, Computers in Production department, Office Automation.

#### **UNIT III: Applications of Technology**

General Application of computers in various fields.

#### **UNIT IV: Fundamentals of computers**

Classification of computers, Basic principles of operation of digital computer, Input UNIT, Central processing UNIT, Output UNIT, Computer system, Computer virus.

#### **UNIT V: Development of computers and computer generations**

History of computer, Generation of computers, Computer number system.

#### **UNIT VI: Data processing**

Data Processing concepts, Data Processing cycle, Objectives of Data Processing; Steps of Data Processing, Data Processing operations, Data Bank, Database; Methods of Data Processing, Transaction Processing.

#### **UNIT VII: Operating system**

Functions of operating system, Types of operating system, DOS (Disk Operating System); UNIX operating system, Windows operating system, Windows 98; Windows NT workstation.

#### **UNIT VIII: Networks**

Introduction to network, Types of Networks, Local area network (LAN), Wide area network (WAN) Metropolitan area network (MAN), Topologies.

### **BAMCAJ36P --- Practical**

#### **UNIT I: Lenses**

**UNIT II:** Types of camera

**UNIT III:** P.R. Role

**UNIT IV:** Event Management

**Reference Books:-**

1. Introduction to Information Technology by V. Rajaraman
2. Introduction to Information Technology by I. T. L. Education Solutions Limited

## **SEMESTER IV**

### **BAMCAJ41 --- Global Comparative Media**

**UNIT I: Media**

Media, types of media.

**UNIT II: Concepts of global media**

**UNIT III: Global advertising:**

Global advertising, global agencies.

**UNIT IV:** Global media.

**UNIT V:** Choice of global media.

**UNIT VI: Global market place**

Global market place, requirement of global market place.

**UNIT VII:** Types of global markets.

**UNIT VIII** Doing business abroad.

**UNIT IX: Global campaign**

Global campaign, global marketing environment, global consumer research.

**UNIT X: Global media environment**

Global media environment, global electronic media, global print media, global new media.

**UNIT XI: Ethical and legal considerations**

Ethical and legal considerations in global media environment, impact of technology.

**UNIT XII: Case studies**

Case studies in Global media.

**Reference Books:-**

1. Global entertainment media: content, audiences, issues by Anne Cooper-Chen
2. Comparative media law and ethics by Tim Crook

### **BAMCAJ42 --- Television Production: Idea to Screen**

**UNIT I: Selection of the programme topic:**

Developing programme briefs (Objectives, Contents, Duration etc).

**UNIT II:** Researching the topic.

**UNIT III:** Programme Resources.

**UNIT IV:** Style and format.

**UNIT V:** Structuring the programme.

**UNIT VI:** Storyboard and Script designing.

**UNIT VII:** Script Layout.

**UNIT VIII:** Video Recording.

**UNIT IX: Editing**

What is editing? Rules of editing.

**UNIT X:** Editing sound; Umatic, Beta & VHS.

**UNIT XI: Types of editing**

Cut to cut, A/B roll, Assembly and insert editing.

**UNIT XII: Media Research Methodology:**

Writing support materials, Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

**Reference Books:-**

1. Television production by Keith Kyker, Christopher Curchy
2. Television Production by Gerald Millerson, Jim Owens

**BAMCAJ43 --- Computer Application for Journalism**

**UNIT I:** Page Maker.

**UNIT II:** Interfacing.

**UNIT III:** Working with text.

**UNIT IV:** Page Setup, Printing, Formatting Techniques.

**UNIT V:** Graphics and Drawings.

**UNIT VI:** Corel Draw Environment.

**UNIT VII:** Working with Objects, Outing.

**UNIT VIII:** Clipart and Symbols.

**UNIT IX:** Control of Object Outlines - Text Creation and Alignment.

**UNIT X:** Bitmap Graphics - Conversions - Graphs.

**UNIT XI:** COREL SHOW - Cartoons.

**UNIT XII:** Use of colours in publishing concepts.

**Reference Books:-**

1. The Handbook of Journalism Studies by Karin Wahl-Jorgensen, Thomas Hanitzsch
2. Computer application for journalism by Rajiv Saxena

**BAMCAJ44 --- Print Media and Photo Journalism**

**UNIT I: Journalism**

Concept, Dimension, Growth

**UNIT II:** Importance, Requirements, Ideals, Nature, Objectives of Journalism

**UNIT III:** Purpose & Functions.

**UNIT IV: What is News?**

Definitions, Nature of News, Qualities of News, News Value, Hard & Soft News; Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, special interests.

**UNIT V: Why is News Important**

Difference between News & Information - Journalism & Communication - Stories of High Interest - Celebrity Journalism, Trends in modern journalism - Influence of TV channels on serious news reporting in print media- Sensationalism & Entertainment.

**UNIT VI: News Media Operations**

How news media functions? Three Modes of Daily Journalism, National media - How it Nationalizes the news? Agenda setting function of the National media, New categories of News, Approaches of Journalism, Press Organizations.

**UNIT VII: News Agency Journalism:**

History, functioning & role of PTI and UNI, International News Agencies, Feature, Syndicates.

### **UNIT VIII Photography**

Elements and principles - visual language - meaning - photographer's jargon; composition of photography - subject and light.

### **UNIT IX: Photographic equipment**

Cameras - types - formats - lens - their types and functions - film - types and functions – Accessories.

### **UNIT X: Camera and Photo**

Shots - focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines – developing photographer's manual and computerised photography.

### **UNIT XI: Photographing people:**

Portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography.

### **UNIT XII: News values for pictures**

Photo - essays - photo features; qualities essential for photo journalism; picture magazines - colour photography - impact of technology, practicals, field assignments and their evaluation.

### **Reference Books:-**

1. Photojournalism by Kenneth Kobre, Betsy Brill
2. Print Media and Photojournalism by Charles Nandi

### **BAMCAJ45P --- Practical**

**UNIT I:** Page Maker

**UNIT II:** Role of computer in Journalism

### **SEMESTER V**

### **BAMCAJ51 --- Advertising: Concepts and Principles**

#### **UNIT I: Introduction to Advertising**

Definition, Origin & development.

**UNIT II:** Growth of advertising in India.

#### **UNIT III: Scope (Effects on Economy/Industry)**

Facets of advertising (As an act of commerce, as hidden persuader).

#### **UNIT IV: Purpose of Advertising**

Need for advertising.

**UNIT V:** Functions of advertising

**UNIT VI:** Benefits of advertising: To Seller, Buyer & Media

#### **UNIT VII: Types of Advertising**

Commercial & Non – commercial, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising, Comparative advertising.

#### **UNIT VIII Advertising as a Communication Tool**

Communication Process & Advertising, Communication Principles, Theories applied to advertising.

#### **UNIT IX: Advertising as a Marketing Tool**

Concept of Marketing & advertising, Marketing Mix - 5 P's in marketing, Segmentation of consumer & positioning of product.

#### **UNIT X: Advertising as a PR Tool**

Relationship of Advertising & Public Relation, Corporate/Institutional Advertising.

### **UNIT XI: Advertising Theories**

Unique Selling Proposition, Brand Image, Relevance to Indian Advertising.

### **UNIT XII: Role & effects of Advertising**

Negative & Positive Effects, Advertising & Society, Advertising & Development, Role of advertising in National Economy, Social/Public Advertising.

#### **Reference Books:-**

1. Principles Of Advertising And Imc by Duncan
2. Principles of advertising: a global perspective by Monle Lee, Carla Johnson

### **BAMCAJ52 --- Cyber Journalism**

**UNIT I:** What is Cyber Space? What is Information Super Highway?

**UNIT II:** Internet and Information Revolution

**UNIT III:** Fundamentals of Cyber Media

Comparison of Cyber Media with Print, TV, Radio mediums.

**UNIT IV:** Advantages & Disadvantages of Cyber Journalism

**UNIT V: Writing for Web Media**

Basic rules Do's & Don'ts

**UNIT VI: Writing News stories**

**UNIT VII: Features & Articles on the Web,**

Interviewing on the Web

**UNIT VIII** Print & Electronic Media networks are going on the Net.

**UNIT IX:** Impact of Web Journalism, Recent Trends.

**UNIT X:** Presentation & Layout of Web Newspapers & Magazines Advertising on the Web.

**UNIT XI:** Circulation of Web Newspapers Future of Web Journalism.

**UNIT XII: Analysis of important Indian News based Websites**

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

#### **Reference Books:-**

1. Essentials Of Practical Journalism by Vir Bala Aggarwal
2. Journalism And Mass Communication by Hena Naqvi

### **BAMCAJ53 --- Radio Techniques**

**UNIT I: Radio Station**

Making of a Radio Station.

**UNIT II:** FM Radio .

**UNIT III:** Process of Setting Up and Operating an FM Radio Station in India.

**UNIT IV: Use and mixing of sound**

Audio Effects, Music Voice Modulations Radio Journalism.

**UNIT V:** Microphones

**UNIT VI:** Acoustics

**UNIT VII: Documentaries**

Feature-Documentaries, Plays, Dialogue Writing, Newsreel, Discussions, Interviews, News writing, Commercials / Jingles.

**UNIT VIII:** Voice Modulations

**UNIT IX:** Radio Journalism

**UNIT X: Elements**

Key elements of Radio Writing.

**UNIT XI: Traditional Media**

Traditional Media, Meaning & Role, Difference between Traditional & Electronic Media.

**UNIT XII: Structure of radio**

Structure of All India Radio & Door Darshan.

**Reference books :-**

1. Creating powerful radio by Valerie Geller
2. The Radio Station by Michell

**BAMCAJ54 --- Organization and Management****UNIT I: Media organization:**

Meaning, Nature, Forms of Media Organization.

**UNIT II:** Structure and Functions of Media Organization.

**UNIT III:** Role and Importance of Media Organizations.

**UNIT IV: Management:**

Definition, Nature and Management Functions; Planning –Definition, Process and Importance .

**UNIT V: The Evolution of Management Theory**

Scientific Management Theory, Administrative Management Theory, Behavioral Management theory, Management Science Theory, Organizational Environment Theory.

**UNIT VI: Organizational Structure and Design**

Responsibility, Authority and Accountability, Span of Control, Centralization and Decentralization.

**UNIT VII: Human Resource Planning & Process**

Recruitment, Selection, Orientation, Training and Career Development.

**UNIT VIII Foundations of Behavior**

Attitudes, Personality, and Learning.

**UNIT IX: Leadership**

Importance and major types, Contemporary Issues in Leadership – empowerment, gender leadership, leadership style across and culture; Motivating employees.

**UNIT X: Control Tools and Techniques**

Financial, Operational and Behavioral Controls

**UNIT XI: Establishing a Media Organization**

Steps involved, Process, Importance of Entrepreneurship and Sources of Finance.

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**UNIT XII: Groups and Teams**

Groups, Teams and Organizational Effectiveness, Types of Groups and Teams, Group Dynamics, Managing Groups and Teams for High Performance

**Reference books:-**

- 1 Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India
- 2 Anna Bhattacharyajee, The Indian Press – Profession to Industry.

**BAMCAJ55P --- Practical**

**UNIT I:** Voice Modulations.

**UNIT II:** Radio Journalism.

**UNIT III:** Advertising.



**UNIT IV:** Web Newspapers Future of Web Journalism.

## **SEMESTER VI**

### **BAMCAJ61 --- World Media Scenario**

#### **UNIT I: World Media scenario since the World War - II**

The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance.

#### **UNIT II: Colonization of Communication**

10% population dominating 90% of global news agencies, the news syndicates and mammoth TV network. Why?

#### **UNIT III: Integration between Information and Armament**

Close encounters between information & armament, media & military.

#### **UNIT IV:** Use of media by power blocks, super powers

#### **UNIT V:** Demand for a new information order by developing countries

#### **UNIT VI:** Bilateral, multi-lateral & regional information corporation

#### **UNIT VII:** Non-Aligned news pool.

#### **UNIT VIII:** Struggle for News between developing & developed countries.

#### **UNIT IX:** The Gandhian Approach.

#### **UNIT X:** Barriers to the flow of news.

#### **UNIT XI:** Role of International organizations – UN resolutions on Media related issues.

#### **UNIT XII:** Global Challenges in the New Information Age.

#### **UNIT XIII: New World Information and Communication Order**

Domination of the Transnational News Agencies, Barriers To The Flow of News.

#### **UNIT XIV** Struggle for News between Developed and Developing Countries.

#### **UNIT XV Era of Information Cooperation**

Role of International Organizations – UN Resolutions on Media Related Issues; International Practices On Visual Coverage; Regulations in Media Exchange

#### **UNIT XVI Contemporary Trends in World Media**

The Media Approach from Eminent Personalities; International Mergers/Media Moguls; Boundaries of Media; Global Challenges In The New Information Age.

#### **Reference books:-**

1. Comparing Media from Around the World by Mckenzie.
2. Media and society: challenges and opportunities by Vir Bala Aggarwal

### **BAMCAJ62 --- Government Information System**

#### **UNIT I:** Publicity System the need for Government publicity.

#### **UNIT II:** Basic principles of Government publicity.

#### **UNIT III:** Government publicity guidelines.

#### **UNIT IV:** Operation of Government publicity.

#### **UNIT V:** Maintaining press relations through press conferences, press releases, press tours.

#### **UNIT VI:** Supporting service like background, research, references and photo coverage Government information system.

#### **UNIT VII:** Handling Government and other information sources.

#### **UNIT VIII** Information needs for a journalist in social, developmental, national and international

areas.

**UNIT IX:** The press information officers in Ministry and Government Departments.

**UNIT X:** The Press Information Bureau.

**UNIT XI:** The UN, UNESCO and World bank officers as source of information.

**UNIT XII:** The CII, FICCI, as information sources for business, industry.

**UNIT XIII:** The Bombay Stock Exchange Directory and the Registrar of Companies as sources for profile

**UNIT XIV:** The press information officers in Ministry and Government Departments.

**UNIT XV:** Public vs. Private Information Systems

**UNIT XVI:** E-Government: Concepts, Issues, and Challenges

**Reference Books:-**

1. Management Information Systems by Joseph, Joseph/mohapatra
2. Let's Review: U.S. History and Government by John McGeehan, Morris Gall

### **BAMCAJ63P --- Media Research**

**UNIT I: Writing support materials, Designing Evaluation Tools and Techniques,**

**UNIT II: Evaluation and field**

Testing of programme

**UNIT III: Preview and analysis of programme**

Research: Basic concepts and methods

**UNIT IV: Concepts**

Meaning of research, Process of research, Research problem, Research design, Sampling, Hypothesis.

**UNIT Methods**

Process research, Anthropological research, Historical research, Experimental research, and other types.

**UNIT VI: Formative Research**

Need assessment.

**UNIT VII:** Development of audience profile.

**UNIT VIII** Availability of audience segment.

**UNIT IX:** Access of the media.

**UNIT X:** Resource mapping.

**UNIT XI: Production research**

Print production, Radio programme production, TV programme production.

**UNIT XII:** Analyzing moving images.

**UNIT XIII: Feedback and summative research**

Impact of stated objectives and unintended outcomes.

**UNIT XIV:** Ethics in research.

**UNIT XV: Ways of Appreciation**

Description, Interpretation.

**UNIT XVI: Thinking Methods**

Paradigm Shifts, Thinking Methods.

**Reference Books:-**

1. Media research techniques by Arthur Asa Berger
2. International media research by John Corner, Philip Schlesinger, Roger Silverstone

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