PROFESSIONAL PROGRAMME
PROGRAMME CODE---314  
Bachelor of Arts in Mass Communication Advertising and Journalism (BAMCAJ)

### SEMESTER I

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<tr>
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<tr>
<td>BAMCAJ11</td>
<td>Principles of communication-I</td>
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<tr>
<td>BAMCAJ12</td>
<td>History &amp; Industry of Mass Communication</td>
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<td>BAMCAJ13</td>
<td>Reporting &amp; Editing</td>
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<td>Communication Skills</td>
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<td>BAMCAJ22</td>
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<td>BAMCAJ24</td>
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<td>Advertising and Public Relations</td>
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<td>Press Laws and Media Ethics</td>
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<td>Event Management: Principles &amp; Methods</td>
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<td>Television Production: Idea to Screen</td>
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<td>Computer Application For Journalism</td>
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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: Oral Communication
Intrapersonal communication, interpersonal communication, group communication (public, crowd,
small group), mass communication, non-verbal communication, body language
UNIT XII: History and Industry of mass communication

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: Newspaper 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, Shannon 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
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

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

UNIT VIII: 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 II: Constitutional Safeguards to Freedom of Press.
UNIT III: Press Commissions & their recommendations.
UNIT VI: Law of Libel & Defamation.
UNIT VII: Contempt of Court.
UNIT VIII: Parliamentary Privileges.
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

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**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.

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**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 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?
UNIT V: Why is News Important
UNIT VI: News Media Operations
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 Kobré, 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
UNIT XI: Advertising Theories
Unique Selling Proposition, Brand Image, Relevance to Indian Advertising.

UNIT XII: Role & effects of 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 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
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:
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
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.

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 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:-
2. Media and society: challenges and opporUNITies 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 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 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


Reference Books:
1. Management Information Systems by Joseph, Joseph/mohapatra

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