

C.C.S. UNIVERSITY, MEERUT

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

First Year			
Code No.	I Semester		
101	Paper One	Introduction to Journalism and Mass Communication	100 Marks
102	Paper Two	Essentials of Mass Media Writing	100 Marks
103	Paper Three	Reporting – I	100 Marks
104	Paper Four	Basics of Computer	100 Marks
Semester – II			
201	Paper Five	Audio Visual Media – I (General Introduction and Radio)	100 Marks
202	Paper Six	Writing Mass Media/Skills	100 Marks
203	Paper Seven	Edition – I	100 Marks
204	Paper Eight	Computer applications in Mass Media	100 Marks
205	Paper Nine	Practical Examination	100 Marks
Second Year			
Semester – III			
301	Paper Ten	Reporting – II	100 Marks
302	Paper Eleven	Audio – Visual Media – II (TV and Films)	100 Marks
303	Paper Twelve	Public Relations	100 Marks
304	Paper Thirteen	Indian constitution, Politics and International Relations	100 Marks
Semester – IV			
401	Paper Fourteen	Editing – II	100 Marks
402	Paper Fifteen	Advertising	100 Marks
403	Paper Sixteen	Indian Legal System and Legislative Procedures	100 Marks
404	Paper Seventeen	Photo Journalism	100 Marks
405	Paper Eighteen	Practical Examination	100 Marks
Third Year			
Semester – V			
501	Paper Nineteen	Design and Graphics	100 Marks
502	Paper Twenty	Media Law	100 Marks
503	Paper Twenty One	Development Communication	100 Marks
504	Paper Twenty Two	Economic Development and Planning	100 Marks
Semester – VI			
601	Paper Twenty Three	Print Media Production	100 Marks
602	Paper Twenty Four	Electronic Media Production	100 Marks
603	Paper Twenty Five	Print Media Practical Exam	100 Marks

604	Paper Twenty Six	Electronic Media Practical Exam	100 Marks
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BACHELOR OF JOURNALISM AND MASS COMMUNICATION (BJMC)

First Year

Semester I

Paper One

Introduction of Journalism and Mass Communication

UNIT I

Journalism and Mass Communication – nature – scope – mass communication – definition – process: mass media and modern society – functions – mass media and democracy.

UNIT II

Early efforts in printing, newspaper – types of newspaper – contents – characteristics: magazines – characteristics and types of books – book publishing in India.

UNIT III

Early communication systems in India, history of Indian press – from earlier days to 1880s, Tilak Era, role in freedom movement – brief history of major English and language newspapers and magazines.

UNIT IV

Ownership of print media – types – merits and demerits: organizational structure of newspaper functions of the staff, editorial, advertising, circulation departments, patterns of newspaper ownership and management of India – procedure to launch a publication, marking practices in print media.

UNIT V

Press Commissions, Press Council, DAVP, INS, ABC, unions of media men and media women, professional organizations – PIB, other public information agencies – of both State and Central governments.

Paper Two

Essentials of Mass Media Writing

UNIT I

Historical background of writing: elements of language – writing as coding of contents language of mediated communication.

UNIT II

Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing.

UNIT III

Use of negatives and double negatives; adjectives and adverbs; transitional devices; redundancy.

UNIT IV

Methods of attribution, identification, quotation, paraphrasing.

UNIT V

Translation – meaning, types and principles of translation; translation and re-writing practices in mass media.

UNIT VI

Practical exercises and Assignments.

Paper Three

Reporting – I

UNIT I

The concept of news: what is news? Definition, scope and types of news, elements of news, - hard and soft news.

UNIT II

Reporting: principles of reporting, functions and responsibilities; writing news – lead – types of lead; body.

UNIT III

Reporting techniques, qualities of reporter.

UNIT IV

News sources – types of sources – cultivation of sources; pitfalls and problems in reporting – attribution – off-the-record – embargo – pool reporting; follow up – advocacy, interpretation, investigation.

UNIT V

Civic reporting: reporting functions – social, cultural, political, seminars, workshop, symposia, civic problems (such as sanitation, health, education, law and order, police, hospitals, etc.)

UNIT VI

Reporting assignments

Paper four

Basics of Computers

UNIT I

Introduction to computers – beginning and evolution of computers; types of computer; computer hardware and software; analog and digital technologies.

UNIT II

Input devices, output devices – meaning and purposes.

Input devices: mouse, keyboard, scanner, floppy, CD, telephone

Output devices – monitor, speakers, printer, floppy, CD, telephone

UNIT III

Operating systems-

DOS, Windows, Windows NT,

MS word with features, Excel, Access, Power Point (Presentation manager)

UNIT IV

Corel Draw environment, bitmaps, cartoons

UNIT V

Introduction to multimedia – definitions, CD ROM and multimedia.

Semester II

Paper Six

**Audio Visual Media - I
(General Introduction and Radio)**

UNIT I

Introduction to electronic media components of electronic media, electronic media as a medium of mass communication; growth of radio, television and films in India; characteristics of radio.

UNIT II

Ownership and organizational structure of radio; AIR and private channels; educational radio, commercial radio; emerging trends franchising and community radio, AM and FM.

UNIT III

Radio script writing: language for radio, grammar of radio; script writing for news, commercials, features, interviews and plays.

UNIT IV

Radio programme production: sound mixers, recorders, mics and their use sound effects, mixing, recording. Programme presentation announcing, news reading.

UNIT V

Exercises and Assignments.

Paper Seven

Mass Media Writing Skills

UNIT I

Writing with creativity and colour: meaning of colour writing, art of writing with flair, difference between news writing and colour writing, the delayed intro style. Narrative and interpretation writing.

UNIT II

Features: types of features, ingredients of feature writing, art of writing different kinds of features Writing for magazines: sports writing.

UNIT III

Edit page writing: Writing leaders, articles, middles, literary Prices, columns, reportage, interviews, profiles, letters.

UNIT IV

Technical writing: business writing, science writing, developmental writing, writing for target groups and special interest groups. On line writing.

UNIT V

Writing reviews: reviewing books, film review, art review, reviewing music, dance and other performing arts and cultural activities, TV and radio review.

UNIT VI

Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalists. Freelancing for newspaper, magazines, TV, radio and on – line media.

UNIT VII

Exercises and Assignments.

Paper Eight

Editing – I

UNIT I

Editing: Nature and need for editing, principles of editing, editorial desk, functions of editorial desk; copy editing – preparation of copy for press – style sheet – editing style proof reading symbols and their significance.

UNIT II

Functions and qualifications of a sub editor and chief sub editor, copy selection and copy tasting.

UNIT III

Structure and functions of newsroom of a daily, weekly newspaper and periodicals – different sections and their functions.

UNIT IV

Heading – principles, types and techniques – I.

UNIT V

Editing exercises and Assignments.

Paper Nine

Computer Applications in Mass Media

UNIT I

Different applications of computers for mass media – introduction – text, graphics, drawings, animation, sounds.

UNIT II

Multimedia applications – business applications, educational application, public utility, virtual reality; multimedia skills.

UNIT III

Page maker, Interfacing, working with text, page setup, printing, formatting techniques, graphics and drawings.

UNIT IV

Images, bitmaps, drawing, principles of animation, use of video – broadcast, video standards NTSC-PAL-SECAM-HDTV, integration of computers and televisions, video editing, linear aspects.

Internet – sourcing – web technology and its application; new generation Internet potential and limitations – priorities and utilization.

UNIT V

Web vs. print – a comparison, advertising, copy creation and feed back on the Net, Profiling the reader, content generation and research, design of context.

UNIT VI

Website elements visual design, background, colours, sale promotion service, promotion in the website. Interactivity – diversity, legal challenges – copy right issues, technology issues, political issues, social issues, economic issues, ethical issues.

Paper Ten

Practical Examination

Second Year

Semester III

Paper Eleven

Reporting – II

UNIT I

Development reporting: reporting social issues, controversies, development programme implementation and impact, feedback and evaluation.

UNIT II

Rural reporting: agricultural – practices, problems and policies, caste community relations, rural-urban relations.

UNIT III

Advanced reporting exercise in features and interviews, proceedings of the meetings of panchayats, municipal corporations, and legislative assembly.

UNIT IV

Writing news analysis, backgrounders and news-based articles.

UNIT V

Specialized reporting: sports, science and technology, medicines, economics and commerce, reporting from stock exchanges, commodity and bullion markets.

UNIT VI

Interpretative reporting, investigative reporting.

Paper Twelve

Audio – Visual Media – II (TV and Films)

UNIT I

Television: characteristics of television, comparison with other media, educational TV, commercial TV, satellite TV, cable TV.

UNIT II

Ownership and organization: ownership pattern – Doordarshan, other Indian and foreign channels; organizational structure of Doordarshan and other channels, their comparative merits and demerits.

UNIT III

Writing for television: language and grammar of television; principles of TV script writing; script writing for news, interviews, documentaries, short talks and commercials.

UNIT IV

Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends.

UNIT V

Films: characteristics, historical background, types of films; film production techniques; principles of script writing for films; state of the film industry; regional cinemas; problems and issues; future prospects.

UNIT VI

Exercises and Assignments

Paper Thirteen

Public Relations /Corporate Communication

UNIT I

Public relations definitions – PR as a communication function – history of PR – growth of PR in India, PR specially, propaganda and public opinion, PR as a management function.

UNIT II

Stages of PR – planning – implementation – research – evaluation; PR practitioners and media relations – press conference – press releases – other PR tools.

UNIT III

Communication with publics – internal and external – community relations – employees relations; PR in India – public and private sectors; PR counseling; PR agencies; PR and advertising – PR for media institutions.

UNIT IV

Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management – case studies.

UNIT V

PR research – techniques; PR and law; PR and new technology; code of ethics for PR international PR; professional organizations of PR; emerging trends in PR.

Paper Thirteen

Indian Constitution, Politics and International Relations

UNIT I

Introduction to Indian Constitution – characteristics, preamble-directive of principles state policy, fundamental rights, fundamental duties, citizenship, federalism and pachayati raj.

UNIT II

The legislature, the executive, the cabinet; the judiciary-powers and functions; the President, Union list, concurrent list, State list: emergency declaration; separation of powers.

UNIT III

Media freedom-media system-media economics and freedom from advertisers and pressure groups; lobbying trade unionism political parties; internal freedom.

UNIT IV

Nature of the party system study of the major national parties and of some of the more important regional parties and their social bases; effects of fragmentation of parties on the formation and working of governments at the Centre and the State.

UNIT V

The electoral system – process, stresses and strains, secularism and communalism in India-problems and trends Centre-State relation and reports on center-state relations.

UNIT VI

Brief study of international relations-foreign policies of India, UK, USA, Russia, UN and its agencies and their functions, regional organization such as ASEAN , SAARC, OIC, OAC, India's relations with China, Pakistan, South Asian countries, Africa, Europe and America.

Semester IV

Paper Fourteen

Editing – II

UNIT I

Advance exercises in editing, re-writing, page make up and layout, rewriting the copy of mofussil correspondents, editing political and foreign copy.

UNIT II

On-line editing, word processing, spell-check, grammar-check, page make up on computers.

UNIT III

Photo editing, cropping, composition, colours, caption writing, placement of photographs, photo features.

UNIT IV

Principles and art of using graphics, maps, charts, cartoons, drawings etc in the page making, knowledge of legal requirements, check-out list.

UNIT V

Editing exercises and assignments.

Paper Fifteen

Advertising

UNIT I

Advertising- definitions, historical development, social and economic benefits of advertising mass media and advertising; criticisms; types of advertising, consumer advertising – corporate- Industrial – retail – national – trade – professional – social.

UNIT II

Product advertising – target audience – brand image – positioning, advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III

Advertising agency – structure and functions, creativity – media selection – newspapers magazines, radio, television, outdoor, strategy, planning, media budget, campaign planning.

UNIT IV

Copy writing and advertising production techniques, print, radio, television films, outdoor, ideation, visualization, use of computers practical assignments, copy preparation.

UNIT V

Research in advertising – planning, execution, copy research, market research, ethical aspects of advertising, law and advertising; advertising and pressure groups, emerging trends.

Paper Sixteen

Indian Legal System and Legislative Procedures

UNIT I

Law meaning of law; law, society and the Press; public and private law; constitutional and criminal law, personal law, law and justice.

UNIT II

Legal structure unified and hierarchical, Supreme Court – jurisdiction and powers – original and appellate jurisdiction – power to issue writs – judicial review. High courts – their structure, jurisdiction and powers permanent, additional and acting judges, transfer to other High courts – original, appellate and writ jurisdictions, power of superintendence and control over subordinate courts, subordinate courts – their structure, jurisdiction and powers.

UNIT III

Legal procedures, civil 'wrong' and criminal 'offence'; grant of remedies for 'wrongs', Cr.P.C. Stages in a case; time-bar; procedure in criminal cases – FIR investigation, arrest, custody, detention, search, seizure, bail, remand – judicial, police – trial – charge – sheet, hearing witnesses and arguments, acquittal or conviction. Various stages of appeal right to fair trial, right to life and liberty.

UNIT IV

Evolution of parliamentary practices in India; composition of sovereign parliament – bicameralism, relative role of the two Houses, State legislatures – compositions, functions and powers, distribution of legislative powers between the Union and the States.

UNIT V

Functioning of parliament; sittings of the Houses, sessions of parliament, President's Address. Speaker and his powers, panels of chairmen, Chairman of Rajya Sabha, rules of procedure and conduct of business, adjournment, adjournment sine-die and dissolution of the House their effects, motions and discussions – no-confidence motion, adjournment motion, calling attention notice, special mention, privilege motion, discussions, short duration discussions, control on the Executive.

UNIT VI

Legislative and other procedure, Question Hour – types of questions, Half-an-Hour discussions, Zero hour process of passing bills – general bills, money bills, constitution amendment bills, procedure for passing budget, statutory and other resolutions private members' business parliamentary committees, their structure and functions.

THIRD YEAR

Semester V

Paper Nineteen

Design and Graphics

UNIT I

Elements of design and graphics, visualization, convergence and divergence conceptualization functions and significance, fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.

UNIT II

Basic elements and principles of graphics, design lay – out and production, typeface families kinds – principles of good typography : spacing-measurement-point system.

UNIT III

Type composition – manual – mechanical – lino – mono – Ludlow – photo, DTP use of computer software, character generation- use of multi-media.

UNIT IV

Printing methods – letterpress, cylinder, rotary, gravure, screen, offset, plate making, types of papers, magazines layout pagination, designing and printing of bromides, art pulls.

UNIT V

Colour printing colour combinations colour scanning colour separation colour correction colour positives colour negatives preparation of bromides art pulls.

Paper Twenty

Media Law

UNIT I

Nature and scope of Media Law; an overview of various laws having bearing on the media –print, electronic and on-line.

UNIT II

Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures on media – internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc.

UNIT III

Press and Registration of Books Act, 1867, laws on defamation, contempt of courts and official secrecy, censorship; privileges of legislature.

UNIT IV

Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, copyright Act.

UNIT V

Prasar Bharti Act, Cable Television Act, Broadcasting Bill, law regarding information technology.

UNIT VI

Media ethics – concept of ethics, ethics and law, rules of media ethics, broadcasting code, Press codes, advertising code of print and broadcast media.

Twenty One

Development Communication

UNIT I

Meaning, concept and process of Development Communication, Development Communication and Society, measures of Development Communication, characteristics of developing countries, Development Communication experience.

UNIT II

Theories and paradigms of Development communication, Development Communication dichotomies, problems of Development Communication, participatory Development Communication process with special reference to India.

UNIT III

Role of mass media organizations in Development Communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of Development Communication, role of NGOs in development.

UNIT IV

Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.

UNIT V

Case Studies On:

- a) Development Communication Experiences
- b) Role of NGOs in Development
- c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

Twenty Two

Economic Development and Planning in India

UNIT I

Economic development – concept and general perspective, common characteristics of underdevelopment; India as a developing economy and its international standing.

Strategies of development, balanced vs unbalanced growth strategy; wage goods strategy; basic need strategy; Mahalanobis' heavy import substitution strategy; export – led growth strategy.

UNIT II

Capital accumulation as a factor in economic growth; role of education in economic development; population economic development (the two – way relationship).

Aspects of human development – education, poverty and inequality of income distribution (with special reference to India); problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income, per capita income and labour force since Independence. Assessment of the Indian growth experience with respect to these.

UNIT III

Agriculture: role of agriculture in India's economic development, factors influencing productivity in agriculture – institutional factors, technological factors, pattern of ownership, prices and availability of finance.

Industry: the rate and pattern of industrial growth, trends since 1950, industrial policy with special emphasis on New Industrial Policy 1991.

UNIT IV

Public sector in India and its role in the growth process; role of the small scale and cottage industries and government's policy with respect to these; problem of industrial sickness.

UNIT V

External sector role of foreign aid, capital and MNCs in India's growth process, foreign trade composition and direction, India's balance of payments problem;

Impact of liberalization particularly since 1991 on Indian economy – WTO and IMF conditionalities.

Paper Seventeen

Photojournalism

What is photojournalism? Beginnings, necessity and significance.

UNIT I

Photography – elements and principles – visual meaning photographer's jargon
Composition of photography – subject and light.

UNIT II

Photographic equipment – cameras – types formats – lens – their types and functions, film-types and functions – accessories.

UNIT III

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 computerized photography.

UNIT IV

Photographing people, portrait and still, wildlife, environment, sports, landscape,
industrial disasters, photography for advertising, conflicts war political and social
photography.

UNIT V

News values for pictures, photo essays – photo features; qualities essential for
photo journalism, picture magazines – colour photography, impact of technology,
practical, field assignments and their evaluation.

Paper Eighteen

Practical Examination

Semester VI

Paper Twenty Three

Print Media Production

Students will be given exercises on reporting, editing and layout for Print Media and on advertising and public relation.

Paper Twenty Four

Electronic Media Production

Students shall produce two programmes each in the field of radio and television, They will also be given exSemester VI

Paper Twenty Three

Print Media Production

Students will be given exercises on reporting, editing and layout for Print Media and on advertising and public relation.

Paper Twenty Four

Electronic Media Production

Students shall produce two programmes each in the field of radio and television, They will also be given exercises on computers.

Paper Twenty Five

Print Media Practical

Paper Twenty Six

Electronic Media Practical