

SCHEME OF EXAMINATIONS

&

SYLLABI

OF

BACHELOR OF JOURNALISM

(MASS COMMUNICATION)

2002-2003

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

KASHMERE GATE, DELHI

BACHELOR OF JOURNALISM (MASS COMMUNICATION)

FIRST SEMESTER EXAMINATION

Course Code	Paper	L	T/P	Credits
bj(mc) 101	Language Skills-English	3	2	5
bj(mc) 103	State & Politics		4	- 4

bj(mc) 105	Social History - Socio-Economic Milieu of India Since Independence	4	-	4		
bj(mc) 107	Principles of Communication			4	-	4
bj(mc) 109	Design & Graphics		4		-	4
Practical						
bj(mc) 151	Communication Lab		-	4		2
bj(mc) 153	Design & Graphics Lab		-	4		2
	Total		19	10		25

## BACHELOR OF JOURNALISM (MASS COMMUNICATION)

### SECOND SEMESTER EXAMINATION\*

Course Code	Paper	L	T/P	Credits		
bj(mc) 102	Mass Communication: Concepts & Processes		4	-	4	
bj(mc) 104	Print Media & Photo Journalism	4		-	4	
bj(mc) 106	Reporting and Editing-I	3	2		5	
bj(mc) 108	Press Laws & Media Ethics	4		-	4	
bj(mc) 110	Computer Applications for Journalism		3		-	3
Practical						
bj(mc) 152	Print Media & Photo Journalism Lab			-	4	2
bj(mc) 154	Computer Lab			-	4	2
Total		18	10		24	

\*Soon after the End-Term Second Semester Examinations the students will undergo training for four weeks and will submit the report incorporating the work done at least eight weeks before the commencement of the Third Semester End Term Examinations.

## BACHELOR OF JOURNALISM (MASS COMMUNICATION)

### THIRD SEMESTER EXAMINATION

Course Code	Paper	L	T/P	Credits
bj(mc) 201	Language Skills - Hindi	3	2	5
bj(mc) 203	Reporting and Editing - II	3	2	5
bj(mc) 205	History of Broadcasting in India: Policies & Principles	3	-	3
bj(mc) 207	Radio Journalism & Programme Formats	3	1	4
bj(mc) 209	Development and Communication	4	-	4
bj(mc) 211	Summer Training Report*	-	-	4
Practical				
bj(mc) 251	Reporting & Editing Lab.	-	4	2
bj(mc) 253	Audio Lab	-	4	2
Total		16	13	29

\*Summer Training Reports will be evaluated by the Board of Examiners comprising Internal and External examiners appointed by the Vice-Chancellor.

## BACHELOR OF JOURNALISM (MASS COMMUNICATION)

#### FOURTH SEMESTER EXAMINATION\*

Course Code	Paper	L	T/P	Credits	
bj(mc) 202	TV Journalism & Programme	Formats	3	1	4
bj(mc) 204	TV Production: Idea to Screen	2	-	2	
bj(mc) 206	Basics of Camera, Lights & Sound		2	-	2
bj(mc) 208	Advertising: Concepts & Principles		4	-	4
bj(mc) 210	Advertising through Print, Radio & TV	4	-		4
bj(mc) 212	Self Development	2	1	3	
Practical					
bj(mc) 252	Television Production Lab.	-	4	2	
bj(mc) 254	Operation & Handling of Video Equipment		-	4	2
bj(mc) 256	Advertising Lab	-	4	2	
Total		17	14	25	

\*Soon after the End Term Fourth Semester Examinations the each Students shall undergo a Functional Exposure Training of six weeks duration in Print Media, Radio Journalism, Television Journalism and Television Production and will submit a Functional Exposure Report containing the actual experiential learning at least eight weeks before the commencement of End Term Examination of the Fifth Semester.

#### BACHELOR OF JOURNALISM (MASS COMMUNICATION)

#### FIFTH SEMESTER EXAMINATION\*

Course Code	Paper	L	T/P	Credits
bj(mc) 301	Event Management: Principles & Methods		4	- 4
bj(mc) 303	Organization & Management		4	- 4
bj(mc) 305	Research Methodology for Media		3	- 3
bj(mc) 307	Cyber Journalism	3	-	3
bj(mc) 309	Public Relations	3	-	3
bj(mc) 311	Functional Exposure Report**	-	-	6
Practical				
bj(mc) 351	Event Management Lab	-	4	2
bj(mc) 353	Research Methodology for Media Lab.	-	4	2
bj(mc) 355	Cyber Lab	-	4	2
Total		17	12	29

\*Every student will be assigned a project at the end of the Fifth Semester and it will be pursued by him/her under the supervision of an internal supervisor. Both the subject and the name of the internal supervisor will be duly approved by the Director of the Institute. The Project Reports (in duplicate) alongwith one floppy will be submitted by the students at least two weeks prior to the date of the commencement of the End-Term Examinations for the Sixth Semester.

\*\*The Functional Exposure Report shall carry 100 Marks and shall be evaluated by a Board of Examiners comprising of Director/Principal or his nominee and one external examiner to be appointed by the Vice-Chancellor.

BACHELOR OF JOURNALISM (MASS COMMUNICATION)

## SIXTH SEMESTER EXAMINATION

Course Code	Paper	L	T/P	Credits
bj(mc) 302	World Media Scenario	4	-	4
bj(mc) 304	Contemporary Media Technology	4	-	4
bj(mc) 306	Project Report*	-	-	12
bj(mc) 308	Comprehensive Viva Voce	-	-	04
	Total	8	-	24

\*The Project Report shall carry 100 Marks and shall be evaluated by an External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice-Chancellor of the University.

Note :

1. The total number of the credits of the BJ(MC) programme = 156.

Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 150 credits.

Bachelor of Journalism (Mass Communication)

First Semester

LANGUAGE SKILLS - ENGLISH



Objective: This course aims to equip students with language skills so that they may be able to express themselves with fluency & clarity. Given that many of these students will be communications managers & future media professionals, Language Skills are an important component of this programme. The stress will be on equipping students to organise their ideas systematically & to use English correctly & effectively. This course will address language skills in a holistic manner. It will focus on effective writing, oral fluency as well as, presentation skill. Although some teaching of grammar may be necessary, the emphasis is on usage rather than the rudiments of language.

### Course Content

#### A. Fluency in Grammar Usage

1. 1. Subject-Verb Agreement
2. Tenses
3. Active & Passive Voice
4. Reported Speech
5. Prepositions
6. Conjunctions
7. Effective Sentence-Construction
8. Vocabulary

#### B. Writing/Comprehension Skills

1. Answering questions on Comprehension Passages
2. Composing an effective paragraph (Single Idea)
3. Persuasive Writing-Writing Articles (Expressing Multiple Ideas)
4. Letter-Writing (Especially Business Correspondence relevant for Media Professionals)

5. Writing a report (Using facts/data/details)
6. Summarising a Report/Article/Editorial
7. Making an Abstract/Precise (Identifying Key Ideas)
8. Writing a Review (of a Book/Cultural Event)

### C. Methodology

1. Classroom teaching is to be practical. It will be based on exercises/worksheets, which cater to the competence level of the students. A single prescribed text is not advisable.
2. Home assignments should include the following:
  - Vocabulary Building Programme
  - Students prepare 2-3 minute speeches as class presentations. (Topics may cover current events/social/developmental issues)
  - Students choose media events for writing reviews

Note: Tutorial will be devoted for helping the students to develop their Presentation Skills so as to enable them to be more expressive. Sample activities could be: 2-3 minute speeches (Prepared/Extempore); Presenting review of Cultural Events; Peer Review of Class Presentations; Group work (4-5 students work as research team & present a Report on a Current Affairs topic)

### SUGGESTED READINGS

1. Comprehension, Precise & Paragraph Writing L Shaffer
2. Dictionary of Modern English Usage G Davison

- |    |                                      |               |
|----|--------------------------------------|---------------|
| 3. | Strengthen Your Writing              | Narayanaswami |
| 4. | Improve Your Word Power              | R Birley      |
| 5. | Plain English Guide                  | M Cutts       |
| 6. | Paragraph Writing for All            | G K Puri      |
| 7. | Developing Writing Skills in English | S K M angal   |
| 8. | Dictionary Confusable Words          | G Davidson    |

## Bachelor of Journalism (Mass Communication)

### First Semester

#### STATE & POLITICS

Course Code: bj(mc) 103

L-4

T/P-0

Credits-4

#### Part-I (State and its role)

##### 1. Defining Politics:

- as a art of government

- as public affairs
- as consensus
- as power

2. Government, Systems, Regimes.

3. Political Ideologies-Liberalism, Conservatism, Socialism, Feminism, Environmentalism. Religious fundamentalism, The End of Ideology?

4. Democracy-Who are the people? How should they rule? How far should the people's rule extend? Models of Democracy-Classical, Protective, Developmental, People's Democracy

5. The State- What is State? Nature of State & distinction between State, Society & Government

6. Role of the State-Minimal States, Developmental States, Socio-Democratic States, Collective States & Totalitarian States

The threat to the State-The process of globalisation, privatisation & localisation

Part-II (International affairs)

1. Nationalism & globalisation-Nations & Nationalism: What is a Nation? Nations as cultural communities. What is Nationalism? Its varieties (Liberal, Conservative, Expansionist & Anti-Colonial with special emphasis on India's experience)

2. Sub-national Politics: Centralisation or decentralisation? Federal or Unitary System? Ethnic & Community politics

3. Changing World Order-Rise & fall of Cold War-A New World Order? The changing balance of the global economy

4. Trends towards a World Government? International Organisations-European Integration, The SAARC, The UNO

### Part-III (Indian Polity)

1. Making of modern India : Freedom Struggle and its impact

2. Constitution and Governance: Union & its territories, Citizenship, Fundamental Rights & Duties, Directive Principles of State Policy. The Union-Executive President & Vice President, Prime Minister, Council of Ministers, Cabinet, Legislature-Rajya Sabha, Lok Sabha, Functions of Parliament, Judiciary-Supreme Court, High Court and District Courts.

3. Administrative Set-Up: Ministries of the government, Union Territories, Local Govt., Municipalities, Panchayats. Election Commission, Electoral Reforms, Reservation of seats, General Elections. UPSC.

### SUGGESTED READINGS

1. Foundations of Politics Andrew Heywood (Mac Millan Foundation)

2. State & Politics in India Edited by Parth Chatterjee (Oxford University Press)

3. Betrayal of Indian Democracy M B Chande (Atlantic Publishers)

4. India-2000

Bachelor of Journalism (Mass Communication)

First Semester

SOCIAL HISTORY - SOCIO-ECONOMIC MILIEU OF INDIA SINCE INDEPENDENCE

Course Code: bj(mc) 105

L-4

T/P-0

Credits-4

Part-I (Economic concepts & Indian economy)

1. Economy:

- a) Meaning, Definitions
- b) Market, Command and Mixed Economy
- c) Economic Growth and Development

2. Underdevelopment

- a) Circular and Cumulative Process
- b) Vicious Circle of Poverty
- c) Impediments to development

3. Nature of Indian Economy: Low per-capita income, Inequitable distribution of income & poverty, Predominance of agriculture, Rapid population growth, Low-level of Human Development,

Unemployment , scarcity of capital, Fiscal imbalance, Balance of payment, Disequilibrium, Inflation, Technological backwardness.

4. Economic reforms: Recent economic & structural reforms, Recent trends towards privatization & disinvestment of public sector undertakings, their impact on Indian economy, Social impact of economic reforms.

6. India & the World Economy: Globalisation, Towards a new World Economic Order, Setting up of WTO, India & WTO, WTO-trespassing the Sovereignty of Nation States

7. Socio-Economic Issues & the Media: Power & Politics concerning caste, Religion & Minorities, Communalism, The Bias in the Media, The Mass Media & Democracy, The Mass Media, Public Opinion & Social control, Terrorism, Corruption, Political Defections.

## Part-II (Indian Heritage)

1. Aspects of our Heritage: Language & Literature, Philosophy, Religion, Arts, Sciences, Society-Our Social Heritage, Indian Culture

2. The Bhakti Movement & The Indian Renaissance

3. Profiles in Greatness: Philosophers, Saints & Singers, Scientists, Leaders of India

4. Science and Religion: The Indian view point

5. Recent Political Thought: Gandhi & Subhas Chandra Bose

## SUGGESTED READINGS

- |                                   |                      |
|-----------------------------------|----------------------|
| 1. The Problems of Indian Economy | S K Misra & V K Puri |
| 2. Modern Economics               | Jack Harvey          |
| 3. The Indian Economy             | Robert Lucas         |
| 4. Indian Economy under Reforms   | Nagesh Kumar         |
| 5. Social Reforms                 | P V Rajeev           |
| 6. An Introduction to Sociology   | Hen Browne           |

Bachelor of Journalism (Mass Communication)

First Semester

#### PRINCIPLES OF COMMUNICATION

Course Code : BJ(MC)-107

L-4

T/P -0

Credits - 4

1. Fundamentals of Communication : Meaning & Elements/components of human communications; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication, Communication - Objectives, Scope & Functions, Factors responsible for growing importance of Communication, Effective communication & its Barriers.
2. Process of Communication : Transmission of ideas, Facts & feelings from one person to another-elements of Communication process (message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback).



3. Sociology of Communication & Socialisation

4. Forms of Communication :

- (a) Intra Personal Communication
- (b) Interpersonal Communication
- (c) Group Communication (Public, Crowd, Small Group)
- (d) Mass Communication
- (e) Non-Verbal Communication & Body Language

5. Theories of Communication :

- (a) Hypodermic Needle Theory
- (b) Two-step & Multi-step Theory
- (c) Commercial Theory
- (d) Play Theory
- (e) Uses & Gratification Theory
- (f) Selective Exposure, Selective Perception & Selective Retention Theory
- (g) Individual Difference Theory

6. Models of Communication : SMR Model, SMRc Model, Shannon & Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, Newcomb Model, Convergent Model, Gate Keeping Model.

7. Verbal Communication

Universals of Verbal Communication

Meaning & Barriers in Verbal Communication

Language, Sub-Language & Culture

## Elements of speech communication

### 8. Non-Verbal Communication

Non-Verbal behaviour as communication

Body communication-Body movement, Facial Communication

Space Communication-Physical environment

Silence, Paralanguage & Temporal communication

## SUGGESTED READINGS

1. Communication C.S. Rayadu,  
(Himalaya Publishing House, Mumbai)
2. Perspective Human Communication Aubrey B Fisher  
(Macmillan Publishing Co. New Delhi)
3. Communication-concepts & Process Joseph A Devito
4. Lectures on Mass Communication S Ganesh
5. The Process of Communication David K Berlo

6. Communication Facts & Ideas in Business L. Brown (Prentice Hall)

Bachelor of Journalism (Mass Communication)

First Semester

DESIGN AND GRAPHICS

Course Code : BJ(MC)-109

L-4

T/P -0

Credits - 4

I Elements of Design and Graphics, Visualisation, Convergence and  
Divergence - Conceptualisations Functions and significance

I Fundamentals of Creativity in Art - Logic - Style - Value -  
Tools of Art - Illustrations - Graphs.

I Basic elements and principles of Graphics, Design Lay-Out and Production;  
Typeface families - Kinds - Principles of Good Typography; Spacing -  
Measurement - Point System.

I Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo

I DTP, Use of Computer Software, Character generation

I Use of Multi-Media.

I Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset,  
Plate Making,

I Types of Papers

I Magazine lay-out; Pagination; Designing and Printing of Cover Pages;

I Safety measures in Printing Press

I Colour Printing-Colour Combinations-Colour Scanning-Colour Separation-  
Colour Correction - Colour Positives - Colour Negatives

I Preparation of Bromides; Artpulls

## Bachelor of Journalism (Mass Communication)

### First Semester

#### COMMUNICATION LAB

Course Code : BJ(MC)-151

L-0

T/P -4

Credits - 2

#### 1. Micro Communication Lab on Communication Dynamics

- I Simplicity & Complexity
- I Has the message been received
- I Use of Emphasis
- I Formality
- I Humour
- I Emotion
- I Staying in control

#### 2. Communication Skills/Perception

- I Speaking
- I Listening
- I Writing
- I Reading

3. Use of
  - I I-Statements
  - I We Statements
  - I You- Statements
  
4. Verbal, Communication
  - I Verbal Language
  - I Public Speaking
  
5. Non-Verbal Communication
  - I Body movement
  - I Eye movement, posture
  - I Silence
  - I Sign language
  
6. Methodology
  - I Each student will prepare & present six minutes presentation on the given topic
  - I Face the Audio System/Camera
  - I Record & Pre-listen/Pre-view
  - I Peer review
  - I This Exercise will be repeated three times

First Semester

DESIGN & GRAPHICS LAB

Course Code: bj(mc)-153

L-0

T/P -4

Credits - 2

1. Visualising concepts and ideas
2. Designing, Layouting and Illustrations
3. Graphic Designing exercises
4. Composition
5. Designing of Lay-outs for various magazines/newspapers
6. Developing story books
7. Designing of Cover-Page
8. Designing pamphlets, folders, flash cards, flip charts

9. Handling of material for free expression-water colour, poster colour, acrylic colour
10. Such other exercises as the faculty incharge may deem fit
11. Evaluation of all such assignments
12. Visit to printing press of various kinds

#### Bachelor of Journalism (Mass Communication)

#### Second Semester

#### MASS COMMUNICATION: CONCEPTS AND PROCESSES

Course Code: bj(mc) 102

L-4

T/P-0

Credits-4

1. Mass Communication: Meaning & definitions, Characteristics & features,  
Scope the concept of Mass & Mass Culture of Mass Communication
2. Mass Communication and other forms of Mass Communication  
Interface between Intra personal & Mass Communication





- |   |                 |
|---|-----------------|
| 8. The Communication Revolution               | Narayana Menon  |
| 9. The Story of Mass Communication            | Gurmeet Singh   |
| 10. Mass Communication Theory                 | Denis McQuail   |
| 11. Mass Culture, Language & arts in India    | Mahadev L Apte  |
| 12. You & Media: Mass Communication & Society | David Clark     |
| 13. Towards a Sociology of Mass Communication | Denis McQuail   |
| 14. The Myth of Mass Culture                  | Alan Swingewood |
| 15. Introduction to Communication Studies     | John Fiske      |

Bachelor of Journalism (Mass Communication)

Second Semester

PRINT MEDIA & PHOTO JOURNALISM

Course Code: bj(mc) 104

L-4

T/P-0

Credits-4

1. Journalism: Concept, Dimension, Growth, Importance, Requirements, Ideals, Nature, Objectives, Purpose & Functions.
2. 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. 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.

3. News Media Operations: How news media functions? Three Modes of Daily Journalism, National media - How it nationalises the news? Agenda setting function of the National media, New categories of News, Approaches to Journalism.

Press Organisations.

4. News Agency Journalism: History, functioning & role of PTI and UNI, International News Agencies, Feature Syndicates

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

6. Photographic equipment - Cameras - types - formats - lens - their types and functions - film - types and functions- accessories.

7. Camera and Photo - Shots-focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographers' manual and computerised photography.

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

9. 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.

Bachelor of Journalism (Mass Communication)

Second Semester

## REPORTING AND EDITING-I

Course Code: bj(mc)-106

L-3

T/P -2

Credits - 5

1. Reporting: Principles of reporting, functions and responsibilities, writing news- lead - types of leads; body - techniques of re-writing - news agency copy.
2. Reporting : reporting techniques - qualities of a reporter - news-elements, sources - types - pitfalls and problems in reporting - attribution - off-the-record - embargo - pool reporting ; follow-up.
3. Reporting - crime, courts, health, civil administration, civic society, culture, politics, education beats.
4. 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 symbols, proof reading symbols and their significance.
5. Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy testing.
6. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.
7. Headlining - principles, types and techniques

## Bachelor of Journalism (Mass Communication)

### Second Semester

#### PRESS LAWS AND MEDIA ETHICS

Course Code: bj(mc) 108

L-4

T/P-0

Credits-4

1. Press, Law, Society & Democracy
2. Constitutional Safeguards to Freedom of Press
3. Press Commissions & their recommendations
4. Press & Registration of Books Act
5. Working Journalist Act
6. Law of Libel & Defamation
7. Contempt of Court
8. Parliamentary Privileges
9. Press Council Act
10. Official Secret Act
11. Right to Information
12. Copyright, Intellectual Property Right
13. Social Responsibility of Press
14. Ethics, Self-Regulation & Freedom of Expression

#### SUGGESTED READINGS



Symbols; Control of Object Outlines - Text Creation and Alignment -  
Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons -  
Use of colours in publishing concepts.

Bachelor of Journalism (Mass Communication)

Second Semester

PRINT MEDIA & PHOTO JOURNALISM LAB

Course Code: bj(mc) 152

L-0

T/P-4

Credits-2

1. Discussion and analysis of newspapers and news magazines
2. Preparing Display boards on important news events/topical issues
3. Cameras, Lens and other Accessories
4. Different kind of Shots
5. Development of photographs- How it is done?
6. Photo editing

7. Photographing people, portrait and still, environment, sports, landscape, disasters
8. Photography for Advertising
9. Photo - Feature
10. Field assignments and their evaluation

Bachelor of Journalism (Mass Communication)

Second Semester

COMPUTER LAB

Course Code: bj(mc) 154

L-0

T/P-4

Credits-2

1. Word Processing-MS Office-2000, MS Word, Other word processing programs
2. Page Layout: Adobe PageMaker, MS Publisher, QuarkXpress
3. Graphics: Adobe Illustrator, Classic Art Techniques, Adobe PhotoShop, CorelDRAW, Design for presentations, Macro Media free hand, MS PowerPoint, Web Graphics with Adobe PhotoShop, Web Graphics with Macro Media fireworks
4. Scanning printed images. Editing photographs. Transferring photographs to pages.
5. Formatting type/font. Selecting backgrounds. Using colours. Creating tables. Working with images. Using frames.



Bachelor of Journalism (Mass Communication)

Third Semester

LANGUAGE SKILLS - HINDI

Course Code: bj(mc) 201

L-3

T/P-2

Credits-5

Bachelor of Journalism (Mass Communication)

Third Semester

REPORTING AND EDITING-II

Course Code: bj(mc) 203

L-3

T/P-2

Credits-5

1. News Bureau : Functions of news bureau, special beats like embassies, ministries, public sector undertakings, national headquarters of political parties.
2. Parliamentary reporting : Coverage of the proceedings of Parliament and state legislature, municipal corporations and panchayats.
3. Specialised reporting : Interpretative, investigative, advocacy, covering sports, science and technology, economics and commerce, book reviews, films reviews, TV programme reviews, theatre and cultural programmes reviews.

4. Advanced editing : Re-writing, page make-up and layout, rewriting the copy of mofussil correspondent, editing political and foreign copy.
5. On-line editing : Word processing, spell-check, caption writing, placement of photographs, photo features.
6. Edit page : Its structure and purpose, Edits and middle, special articles, columns and letter to editor.
7. Specialised writing/editing : Supplements, pullouts, features, interviews, news analysis, backgrounders.
8. Editing skills : Editing of broadsheet, Tabloid, Magazine.

Bachelor of Journalism (Mass Communication)

Third Semester

HISTORY OF BROADCASTING IN INDIA: POLICIES & PRINCIPLES

Course Code: bj(mc) 205

L-3

T/P-0

Credits-3

A. Radio as a mass medium: Strength & weaknesses, Characteristics & edge over other media, Radio technology, Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, Mike, Recording, Editing, Transmitter, Computer

B. History of Broadcasting: Radio came to India, Expansion of Radio, Development with five year plans, Diversification of broadcast, Education turned Entertainment, Commercial attempt, 3-tiers of Radio Broadcast, Local Reach, Community Broadcast, Different Services.

C. Policies & Principles: Radio's role in Nation building, Public broadcast & Commercialisation, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast, Privatisation & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy.

Bachelor of Journalism (Mass Communication)

Third Semester

RADIO JOURNALISM & PROGRAMME FORMATS

Course Code: bj(mc) 207

L-3

T/P-1

Credits-4

A. Principles for formatting: Variety is the password, Menu for everybody, Music has the priority, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, Knowing the target, Channel Identity, Special audience.

B. Writing for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB),

Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, Copy Writing

C. Concept of Good Presentation, Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.

Bachelor of Journalism (Mass Communication)

Third Semester

DEVELOPMENT AND COMMUNICATION

Course Code: bj(mc) 209

L-4

T/P-0

Credits-4

1. Development- Concept & Process

- (a) Definition & Meaning
- (b) Concept of development
- (c) Concept in Third World Context
- (d) Basic needs model
- (e) Priority areas in development
- (f) Process of development

2. Ingredients of Development

- (a) Ingredients-5 Ms
- (b) Crunch of Money for development-How to generate/create money

3. Indicators of Development

- (a) Economic & Social indicators
- (b) Checklist of indicators
- (c) Economic Index
- (d) Human development Index
- (e) Physical quality of life
- (f) Communication as an indicator of development

4. Development, Democracy & Human Rights

- (a) System of governance & development
- (b) Democracy as catalyst of development
- (c) Significance of Human Rights for development

5. Development & Communication-Concepts & Theories

- (a) Development a bottom-up approach
- (b) Communication a trickle-down approach
- (c) Four Approaches-
  - Development Communication
  - Communication for development
  - Communication support for development
  - Development support for communication

6. Development Communication

- (a) Concept, significance of development communication
- (b) Roadblocks, future of development communication

7. Communication & Development
  - (a) Communication gaps in development
  - (b) Appropriate kind of communication for different types of development
  
8. Media & Development
  - (a) Mass Media as tool for development
  - (b) Problems with use of media for development
  - (c) Creativity in media presentation of development issues
  - (d) Role & performance record of each medium-Print, Radio & TV in Indian context
  
9. Communication & Development: The Indian Experience
  - (a) Communication scenario
  - (b) Development paradoxes
  - (c) Skewed disparities
  - (d) Social & economic development
  - (e) Rural & Urban development
  - (f) Role of development communication in India
  
10. Development Issues & Concepts
  - (a) Concepts
    - Sustainability
    - Poverty Reduction
    - Social Relation (Inequality)
    - Human Development

- Participation
  - Institutional Development
  - Structural Adjustment
  - Environmental Protection
- (b) Selected Development Issues
- Rural Development
  - Agricultural Extension
  - Health & Family Welfare
  - Women & Empowerment
  - Poverty & Unemployment
  - Energy & Environment
  - Literacy & Education
  - Safe drinking water
  - Slum Development

#### SUGGESTED READING

1. Media & Development M R Dua & V S Gupta
2. Mass Communication & Development Dr. Baldev Raj Gupta

3. Mass Communication In India                              Keval J Kumar
4. What Do We Mean By Development                              An Article by Nora  
     C Quebral, International Development  
     Review, Feb, 1973, P-25
5. Modern Media in Social Development                              Harish Khanna
6. The Changing conceptions of Development                              An Article by S L Sharma in  
     the journal of National Development,  
     Vol. 1, 1980
7. Lectures on Mass Communication                              S Ganesh

Bachelor of Journalism (Mass Communication)

Third Semester

SUMMER TRAINING REPORT

Course Code: bj(mc) 211

L-0

T/P-0

Credits-4

Soon after the End-Term Second Semester Examinations, the students will undergo training for four weeks & will submit a report incorporating the work done, at least eight weeks before the commencement of the Third Semester End Term Examinations.

Summer Training Reports will be evaluated by the External Examiner appointed by the  
Chancellor.

Vice-



## Bachelor of Journalism (Mass Communication)

### Third Semester

#### REPORTING & EDITING LAB

Course Code: bj(mc) 251

L-0

T/P-4

Credits-2

1. Exercises in bureau beats-political, diplomatic
2. Visit to Parliament, State Legislature and coverage of their proceedings
3. Assignments of covering sports events, business reporting
4. Writing book reviews, film reviews, TV programmes, theatre performances
5. Re-writing the copies of stringers, editing political and foreign copy.
6. Exercises in on-line editing
7. Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.

## Bachelor of Journalism (Mass Communication)

### Third Semester

#### AUDIO LAB

Course Code: bj(mc) 253

L-0

T/P-4

Credits-2

#### 1. Identifying & Working with equipment:

- Microphones, its type & usage
- Recording equipment & handling
- Recording, Dubbing & Editing in Studio
- Working with Computer

#### 2. Production Techniques of Programme:

- Recording of voice
- Selection & use of Effects & Music
- Dubbing & Editing
- Preparation of Final Programme

#### 3. Production of Commercial/Drama, Feature/News Reel/Music

Bachelor of Journalism (Mass Communication)

Fourth Semester

TV JOURNALISM & PROGRAMME FORMATS

Course Code: bj(mc) 202

L-3

T/P-1

Credits-4

1. Television for journalism
2. Understanding the medium
3. Writing for visuals
4. Piece to Camera
5. Presentation
6. Reporting
7. Interview
8. Reportage
9. Live Shows
10. Anchoring a Show
11. Programme Production
12. Packaging for a channel
13. Packaging Stories

Fourth Semester

TELEVISION PRODUCTION: IDEA TO SCREEN

Course Code: bj(mc) 204

L-2

T/P-0

Credits-2

Selection of the programme topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.

Video Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, Beta & VHS, Types of editing, Cut to cut, A/B roll, Assembly and insert editing.

Media Research Methodology: Writing support materials (Teacher guidance notes), Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.

Bachelor of Journalism (Mass Communication)

Fourth Semester

BASICS OF CAMERA, LIGHTS AND SOUND

Course Code: bj(mc) 206

L-2

T/P-0

Credits-2

Camera:

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

Lighting:

- (a) Lights and lighting
- (b) Basics of lighting, Techniques
- (c) Different types of lights used in videography
- (d) Use of filters & reflectors

Sound:

- (a) What is sound? Unit of sound, Voicing
- (b) Types of microphones, use of audio mixers for recording & editing of sound

Bachelor of Journalism (Mass Communication)

Fourth Semester

ADVERTISING: CONCEPTS & PRINCIPLES

Course Code: bj(mc) 208

L-4

T/P-0

Credits-4

1. Introduction to Advertising

- (a) Definition
- (b) Origin & development
- (c) Growth of advertising in India
- (d) Scope ( Effects on Economy/Industry)
- (e) Facets of advertising ( As an act of commerce, as hidden persuader)

2. Purpose of advertising

- (a) Need for advertising
- (b) Functions of advertising
- (c) Benefits of advertising: To Seller, Buyer & Media

3. Types of advertising

- (a) (a) Commercial & Non-commercial
- (b) Product & Consumer
- (c) Classified & Display
- (d) Retail & Wholesale
- (e) Regional, National & Co-operative
- (f) Govt. advertising
- (g) Comparative advertising

4. Advertising as a Communication Tool

- (a) Communication Process & Advertising
- (b) Communication Principles, Theories applied to advertising

5. Advertising as a Marketing Tool

- (a) Concept of Marketing & advertising
- (b) Marketing Mix-5 P's of marketing
- (c) Segmentation of consumer & positioning of product

6. Advertising as a PR Tool

- (a) Relationship of Advertising & Public Relation
- (b) Corporate/Institutional Advertising

7. Advertising Theories

- (a) Unique Selling Proposition
- (b) Brand Image
- (c) Relevance to Indian Advertising

8. Role & effects of Advertising

- (a) Negative & Positive Effects
- (b) Advertising & Society
- (c) Advertising & Development
- (d) Role of advertising in National Economy
- (e) Social/Public Advertising

## SUGGESTED READINGS

1. Indian Broad Casting                      H R Luthra (Publications Division)
2. Television Techniques                    Hoyland Beltinger (Harper & Brothers)
3. Advertising Made Simple                 Frank Jefkins (Rupa & Co.)
4. Ogilvy on Advertising                    David Ogilvy (Pan Books)
5. Advertising Management                 Aaker, Myers & Batra

Bachelor of Journalism (Mass Communication)

Fourth Semester

## ADVERTISING THROUGH PRINT, RADIO & TELEVISION

Course Code: bj(mc) 210

L-4

T/P-0

Credits-4

1. Advertising Objectives
  - (a) Setting the objectives
  - (b) Strategies to achieve objectives
  
2. Advertising Campaign



- (a) Various stages of the campaign
- (b) Combined campaigns & inter-media co-ordination

### 3. Advertising Agency

- (a) (a) Organisational Structure/Patterns
- (b) Skills required for various jobs
- (c) Functions of advertising agencies
- (d) Their role & importance
- (e) Selection of advertising agency
- (f) Agency commission & fee

### 4. Advertising Budget

- (a) Advertising expenditure & process of budgeting
- (b) Factors affecting advertising expenditure
- (c) Methods of determining advertising expenditure
- (d) Administering the budget

### 5. Advertising Copy

- (a) Translating advertising message into copy
- (b) Preparing effective copy, Punch lines
- (c) Elements of a print copy- Headlines, Body copy, Illustration, Slogan, Logo
- (d) Role of colours
- (e) Elements of a broadcast copy
- (f) Copy writing techniques for audio & video
- (g) Use of visual signs, sound, audio-video effects, words
- (h) Script writing for radio & television ad

## 6. Production

- (a) Stages of the production process-Thumbnail sketches, roughs, story board, copy/script/final art work etc
- (b) Related inputs-Photography, camera, sound system

## 7. Advertising Media

- (a) Print Media-Newspapers, Magazines, Pamphlets, Handbills, Posters, Souvenirs, Brochures
- (b) Electronic Media-Radio, TV, Cassettes & CDs
- (c) Other Media-Direct Mail, Outdoor Media
- (d) Characteristics, Merits & Limitations of various media

## 8. Media Planning & Scheduling

- (a) Selection of media category
- (b) Reach, Frequency & Impact of selected media
- (c) Cost & other factors influencing the choice of media
- (d) Media Scheduling

## 9. Advertising effectiveness

- (a) Methods of measuring effectiveness
- (b) Pre-testing & Post-testing

## 10. Regulation of advertising in India

- (a) Misleading & deceptive advertising
- (b) Laws related to advertising

(c) Self-regulatory advertising

#### SUGGESTED READINGS

- |                            |                                       |
|----------------------------|---------------------------------------|
| 1. Indian Broad Casting    | H R Luthra (Publications Division)    |
| 2. Television Techniques   | Hoyland Beltinger (Harper & Brothers) |
| 3. Advertising Made Simple | Frank Jefkins (Rupa & Co.)            |
| 4. Ogilvy on Advertising   | David Ogilvy (Pan Books)              |
| 5. Advertising Management  | Aaker, Myers & Batra                  |

Bachelor of Journalism (Mass Communication)

Fourth Semester

#### SELF DEVELOPMENT

Course Code: bj(mc) 212

L-2

T/P-1

Credits-3

1. Value System for Positive Living
2. Public Speaking
3. Presentation Skills

4. Grooming
5. Correct Dress Sense
6. Social Etiquette
7. Confidence Building Measures
8. Preparing for an Interview

Bachelor of Journalism (Mass Communication)

Fourth Semester

TELEVISION PRODUCTION LAB

Course Code: bj(mc) 252

L-0

T/P-4

Credits-2

Focuses on a production of TV programme from conceptualisation through post-production editing

Familiarizes with:

- Story treatment,
- Scripts,
- Storyboards,
- Budgets,
- Floor plan, sets, make-up, costume, jewelry, lights, audio, graphic rehearsals,
- Shooting schedules
- Post-Production editing

Bachelor of Journalism (Mass Communication)

Fourth Semester

OPERATION & HANDLING OF VIDEO EQUIPMENTS

(Camera, Lights & Sound Lab)

Course Code: bj(mc) 254

L-0

T/P-4

Credits-2

Camera:

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Lights:

- (a) Providing theory, rules & principles of quality lighting
- (b) Shows the creative use of back-lighting
- (c) Proper placement of lights & lighting equipment for principle subjects and sets both on location and in the studio

Sound:

- (a) Demonstration of various pieces of audio recording equipment

(b) Creative use of sound effects & music tracks

## Bachelor of Journalism (Mass Communication)

### Fourth Semester

#### ADVERTISING LAB

Course Code: bj(mc) 256

L-0

T/P-4

Credits-2

1. Print advertisement-Copy writing & Ad making
2. Making of posters handbills etc
3. Script writing for radio commercial
4. Radio spots
5. Radio jingle
6. Script writing for TV commercial
7. TV spots
8. Production of Print, Radio & TV advertisements
9. Planning & Designing advertising campaigns
10. Critical evaluation of advertisements

## Bachelor of Journalism (Mass Communication)

Fifth Semester

### EVENT MANAGEMENT: PRINCIPLES & METHODS

Course Code: bj(mc) 301

L-4

T/P-0

Credits-4

1. Role & importance of exhibitions
2. Objectives of the exhibition
3. Advantage of exhibition over other devices
4. Importance of direct contact
5. Choosing the right exhibition-Where to participate
6. Why exhibitions sell? Concept of neutral territory
7. PR for an exhibition
8. Role of the Press in promotion of an event
9. Publicity inputs or visible aids for promoting an event
10. Print & Display material
11. Stand Design
12. Trade Fair: Uses & Abuses
13. Gauging Cost Effectiveness

## Bachelor of Journalism (Mass Communication)

Fifth Semester

### ORGANIZATION & MANAGEMENT

Course Code: bj(mc) 303

L-4

T/P-0

Credits-4

- I. Media organization: Meaning, Nature, Forms, Structure and Functions; Role and Importance of Media Organizations.
- II. Management: Definition, Nature and Management Functions; Planning – Definition, Process and Importance; Organisational Structure and Design – Responsibility, Authority and Accountability; Span of Control; Centralisation and Decentralisation.
- III. Human Resource Planning & Process – Recruitment, Selection, Orientation, Training and Career Development.
- IV. Foundations of Behaviour – Attitudes, Personality, and learning; Leadership – Importance and major types; contemporary issues in leadership – empowerment, gender leadership, leadership style across the culture; Motivating employees.
- V. Control Tools and Techniques: Financial, Operational and Behavioural Controls.
- VI. Establishing a media organisation – Steps involved, Process, importance of entrepreneurship and sources of finance.

Suggested Readings:



1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. M. V. Desai & Sewanti, Beyond Those Headlines: Insiders on the Indian Press.
4. Ashok V. Desai, Economic Aspect of Indian Press.
5. Jane Willis, Surviving in the Newspaper Business.
6. Conard C Fink, Strategic Newspaper Management.
7. H. R. Luthra, Indian Broadcasting.

Bachelor of Journalism (Mass Communication)

Fifth Semester

RESEARCH METHODOLOGIES FOR MEDIA

Course Code: bj(mc) 305

L-3

T/P-0

Credits-3

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback.

Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post-Testing.

#### Suggested Readings

1. Social Research S R Vajpayee
2. Doing Your Research Project Judith Bell
3. Research Methodology-Methods & Techniques C R Kothari
4. Research Methodology in Social Sciences Sandhu & Singh
5. Communication & Research for Management V P Michael
6. Research in Mass Media S R Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write About it Clifford Hawkins & Marco Sorgi

Bachelor of Journalism (Mass Communication)

Fifth Semester

## CYBER JOURNALISM

Course Code: bj(mc) 307

L-3

T/P-0

Credits-3

1. Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism
2. Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends
3. Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism
4. Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance

### SUGGESTED READINGS:

1. Cyberspace Aur Media    Sudhir Pachauri
2. Fundamentals of Information Technology      Deepak Bharihoke

3. Multimedia Systems Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the new millenium V D Dudeja
5. IT S L Sah
6. Electronic Media & the Internet Y K D'souza

#### Bachelor of Journalism (Mass Communication)

#### Fifth Semester

#### PUBLIC RELATIONS

Course Code: bj(mc) 309

L-3

T/P-0

Credits-3

1. Role of Public Relations in Corporate Image Building
2. Functions of Public Relations
3. PR as distinguished from Marketing, Sales Promotion & Advertising
4. PR Techniques
5. Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct
6. Functions of PR Department & Manager-Advantages & Disadvantages
7. PR consultancy-Its advantages & disadvantages
8. PR programme planning
9. Evaluating results of PR work
10. Press Relation & its principles
11. The News Release-Seven point formula & its importance
12. Writing techniques, Press Event & Organising them
13. Internal PR-Media & Techniques

14. Employee Relations
15. Exhibition PR & its Planning
16. Uses & kinds of Exhibition PR
17. Role of Photography In PR
18. Importance of Marketing Research for the PR Practitioner
19. PR in Developing Countries

Bachelor of Journalism (Mass Communication)

Fifth Semester

FUNCTIONAL EXPOSURE REPORT

Course Code: bj(mc) 311

L-0

T/P-0

Credits-6

Soon after the End Term Fourth Semester Examinations the each Students shall undergo a Functional Exposure Training of eight weeks duration in Print Media, Radio Journalism, Television Journalism and Television Production and will submit a Functional Exposure Report containing the actual experiential learning at least eight weeks before the commencement of End Term Examination of the Fifth Semester.

The Functional Exposure Report shall carry 100 Marks and shall be evaluated by an External Examiner appointed by the Vice-Chancellor of the University.

Bachelor of Journalism (Mass Communication)

Fifth Semester

EVENT MANAGEMENT LAB

Course Code: bj(mc) 351

L-0

T/P-4

Credits-2

Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.

Bachelor of Journalism (Mass Communication)

Fifth Semester

RESEARCH METHODOLOGY FOR MEDIA LAB

Course Code: bj(mc) 353

L-0

T/P-4

Credits-2

Designing & implementation of Pre-testing/Evaluation tools for audio, video, print, display & publicity material.

Bachelor of Journalism (Mass Communication)

Fifth Semester

CYBER LAB

Course Code: bj(mc) 355

L-0

T/P-4

Credits-2

INTERNET:

- Hardware & Software,
- Web Search Engines,
- Net Surfing,
- Searching,
- Creating E-mail Accounts,
- Sending & Receiving Mails,
- Downloading sites,
- Hypertext Transfer Protocol (HTTP),
- Hypertext Mark-up Language (HTML)

Bachelor of Journalism (Mass Communication)

Sixth Semester

WORLD MEDIA SCENARIO

Objective: The media constitute a very powerful force in modern society. Power, however, carries enormous responsibility, especially in the present day globalised work place. Thus, the aspiring global media persons must know the complex international media scenario to work across time zones and cultural barriers.

Contents:

1. 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.
2. Colonisation of Communication: 10% population dominating 90% of global news agencies, the news syndicates and mammoth TV network. Why?
3. Integration between Information and Armament: Close encounters between information & armament, media & military.
4. Use of media by power blocks, super powers.
5. Demand for a new information order by developing countries.
6. Bilateral, multi-lateral & regional information corporation.
7. Non Aligned news pool.
8. Struggle for News between developing & developed countries.
9. Barriers to the flow of news.
10. International practices on visual coverage & regulation in media exchange.
11. UN resolutions on Media related issues.
12. The Gandhian Approach.
13. The New Information Age.

Suggested Readings



1. Many Voices One World            UNESCO
2. Facts of Life                        A Communication Challenge UNICEF, India-1993
3. The Media & Modernity        John B Thompson, Polity Press, 1995

Bachelor of Journalism (Mass Communication)

Sixth Semester

CONTEMPORARY MEDIA TECHNOLOGY

Course Code: bj(mc) 304

L-4

T/P-0

Credits-4

Objective: Media Technologies are both evolutionary and revolutionary. With newer technological innovations replacing the old technologies, the Mass Communication scenario is changing at a very fast pace. This course intends to acquaints the students with the contemporary media technology.

Contents

1. The conventional media scenario (Radio, TV & Newspaper).
  2. New Information Communication Technologies: Need and Cultural contexts.
  3. IT & Information Management.
  4. Moving on Digital Era
- Ø What is Digitalisation?

Ø Internet, E-Commerce, Broadcasting, Cable TV, Video Technology

Ø Impact of TV

Ø Digital Media & Entertainment Technology

Ø Telecommunication Revolution

Ø New Technological Devices

5. New Communication Revolution.

6. Globalisation Process: Cultural Globalisation Perspective, Impact of globalisation.

#### Suggested Readings

1. Mass Communication Perspective Uma Narula
2. Globalisation Albrowm & King E
3. Technology & Communication Behaviour Belmont C A Wadsworth

#### Bachelor of Journalism (Mass Communication)

Sixth Semester

#### PROJECT REPORT

Course Code: bj(mc) 306

L-0

T/P-0

Credits-12

Every student will be assigned a project at the end of the Fifth Semester and it will be pursued by him/her under the supervision of an internal supervisor. Both the subject and the name of the internal supervisor will be duly approved by the Director of the Institute. The Project Reports (in duplicate) alongwith one floppy will be submitted by the students at least two weeks prior to the date of the commencement of the End-Term Examinations for the Sixth Semester.

The Project Report shall carry 100 Marks and shall be evaluated by an External and Internal Examiners separately from out of 50 marks each. The External Examiner will be appointed by the Vice-Chancellor of the University

Bachelor of Journalism (Mass Communication)

Sixth Semester

COMPREHENSIVE VIVA VOCE

Course Code: bj(mc) 308

L-0

T/P-0

Credits-4

There shall be Comprehensive Viva-Voce based on the courses of the entire programme and it shall be conducted by a Board of Examiners comprising of the Director/Principal and two external experts, of which one would be preferably from the Corporate World. I.e. Media Organizations found operating in the country. The quorum shall be deemed to have been met if 2 out of 3 members are present.