

BA(JMC) III
Semester V & Semester VI
(Session 2018-19)

JOURNALISM & MASS COMMUNICATION
DEPARTMENT,
MATA GUJRI COLLEGE, FATEHGARH SAHIB

BA(JMC) III

Semester- V & VI

Session 2018-19

		Passing Marks
Max. Marks:	100	35
Theory	75 Marks	26
Internal Assessment/Practical	25 Marks	09

Note: The paper will carry 75 marks and is of 3 hours duration. 25 marks in paper are for Practical or Internal assessment.

The Breakup of 25 marks for Internal Assessment (Theory Paper) is as below:-

- | | |
|---------------------|----------|
| 1. Tests (MSTs) | 12 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Assignment | 08 Marks |

Total marks	25 Marks
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BA(JMC) PART III**SEMESTER V**

Code	Title of Paper	Course	Theory	Tutorial	Practical	Credit
BAJMC 501	GLOBAL MEDIA	CC	4	1	--	5
BAJMC 502	COMMUNICATION RESEARCH & METHODS	CC	4	1	--	5
BAJMC 503	PHOTOJOURNALISM	CC	4	1	--	5
	SELECT ANY ONE FROM BAJMC 504 A OR BAJMC 504 B	Elective Course				5
BAJMC 504	A. INDIA: GENERAL KNOWLEDGE & CURRENT AFFAIRS		4	1	--	
	B. MEDIA, GENDER & HUMAN RIGHTS		4	1	--	
BAJMC 505	PRACTICAL	CC			8	4
	TOTAL					24

BA(JMC) PART III**SEMESTER VI**

<u>Code</u>	<u>Title of Paper</u>	<u>Course</u>	<u>Theory</u>	<u>Tutorial</u>	<u>Practical</u>	<u>Credit</u>
BAJMC 601	INTRODUCTION TO CINEMA	CC	4	1	--	5
BAJMC 602	CYBER JOURNALISM	CC	4	1	--	5
BAJMC 603	TV NEWS PRODUCTION	CC	4	1	--	5
	SELECT ANY ONE FROM BAJMC 604 A OR BAJMC 604 B	Elective Course				5
BAJMC 604	A. INTERNATIONAL: GENERAL KNOWLEDGE & CURRENT AFFAIRS		4	1	--	
	B. MEDIA INDUSTRY & MANAGEMENT		4	1	--	
BAJMC 605	AUDIO VISUAL PROJECT	CC			8	4
	TOTAL					24

BA(JMC) PART III**SEMESTER V**

Code	Title of Paper	Course	Theory	Internal assessment	Practical	Total
BAJMC 501	GLOBAL MEDIA	CC	75	25	--	100
BAJMC 502	COMMUNICATION RESEARCH & METHODS	CC	75	25	--	100
BAJMC 503	PHOTOJOURNALISM	CC	75	25	--	100
	SELECT ANY ONE FROM BAJMC 504 A OR BAJMC 504 B	Elective Course				100
BAJMC 504	A. INDIA: GENERAL KNOWLEDGE & CURRENT AFFAIRS		75	25	--	
	B. MEDIA, GENDER & HUMAN RIGHTS		75	25	--	
BAJMC 505	PRACTICAL	CC			100	100
	PROJECT					500

BA(JMC) PART III**SEMESTER VI**

Code	Title of Paper	Course	Theory	Tutorial	Practical	Total
BAJMC 601	INTRODUCTION TO CINEMA	CC	75	25	--	100
BAJMC 602	CYBER JOURNALISM	CC	75	25	--	100
BAJMC603	TV NEWS PRODUCTION	CC	75	25	--	100
	SELECT ANY ONE FROM BAJMC 604 A OR BAJMC 604 B	Elective Course				100
BAJMC 604	A. INTERNATIONAL: GENERAL KNOWLEDGE & CURRENT AFFAIRS		75	25	--	
	B. MEDIA INDUSTRY & MANAGEMENT		75	25	--	
BAJMC 605	AUDIO VISUAL PROJECT	CC			100	100
	TOTAL					500

**BA(JMC) 501
GLOBAL MEDIA**

Maximum Marks: 100
Passing Marks : 35
Time : 3hrs.

Theory : 75 Marks
Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the Global Scenario.
b) To familiarize students to the international issues related to media.

UNIT I

Global Media, Cross National Media, New Media, Communication debates: Unequal development and Third World concerns: North-South, Rich – Poor ; NWICO, McBride Commission and UNESCO

Global News Agencies: Reuters, AFP, AP, UPI. Top 5 Major Players, Convergence of Media, Impact of Global Media on Indian Media, Society and Culture, International Media Messages.

UNIT II

Media and Cultural Globalization----Cultural Imperialism, Cultural politics: Media hegemony, homogenization. Dominance of English Language in Global Media Content.

Media and the Global market ----Discourses of Globalisation: Global Village, Indian Media in Global Media Content. Digital divide; Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Global and regional integrations, Bollywood Entertainment: Videos on Demand, Local adaptations of global programmes KBC/Big Boss/Others

Suggested Readings:

1. Artz, Lee and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony
2. Hussain, Zahida and Ray, Vanita Ray. Media and Communications in The Third World Countries.
3. Stuart, Allan and Zelizer, Barbie. Journalism after 9/11.
4. Stuart, Allan and Zelizer, Barbie. Reporting War: Journalism in War Time
5. Thussu, DayaKishan. International Communication: Continuity and Change.

BA(JMC) 502

COMMUNICATION RESEARCH & METHODS

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the different aspects of Research.
b) To familiarize students to the various methods of research.

UNIT I

- Media Research: Definition, Need, Nature and Scope
- Functions and Importance of Media Research
- Research Process: Elements of Research Process Synopsis, Selecting the Research problem, Delimiting the research problem, Hypothesis and its types, Review of Literature.
- Methods of Media Research----Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

UNIT II

- Sampling - Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work
- Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) ; Writing Citations, Bibliography; Writing the research reportiewership, Listenership, Public Opinion, Readership, Circulation
- Research Report writing, Writing References & Bibliography API and MLA

PRACTICAL: Practicing Research Writings

Suggested Readings

1. Vajpayee S.R. , Social Research
2. Kothari C.R. , Research Methodology–Methods & Techniques
3. Sandhu & Singh Research Methodology in Social Sciences
4. Sharma S.R. & Chaturvedi Anil , Research in Mass Media

BA(JMC) 503

PHOTO JOURNALISM

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the unit I and II of the question paper and entire Unit

Objectives: a) To introduce students the skill of Photography.

b) To introduce students the skill of writing photo features, captions. Every student is expected to produce Practical records.

UNIT I

- Brief history of Photography
- Photography: meaning and concept
- Role and importance of Photography
- Types of cameras
- Structure and working of a professional DSLR camera;
- Various Camera parameters: Focal length, Aperture, Shutter speed, ISO/ Film speed, Depth of field; White balance,
- Types of lens-normal lens, wide lens, fish-eye lens, Tele lens, Prime, Macro
- Camera mounting equipments
- Camera shots
- Camera angles

UNIT II

- Lighting : Goals of good lighting
- Sources of light- Natural and Artificial lighting Instruments;
- Three point lighting system-key, fill and back
- Framing and Photo Composition
- Various types of photography
- Photojournalism
- Qualities of a good photojournalist
- Caption writing
- Photo Feature
- Photo Editing
- Ethics and Legal issues in Photojournalism,

Practical: Handling digital camera, Compose and Capture photographs under different lighting conditions, Photo Feature, Photo Editing

Project: It is mandatory for every student to submit five photographs and One Photo Feature

Suggested Readings

1. ਜੌਹਲ, ਜਨਮੇਜਾ ਸਿੰਘ, ਫੋਟੋਗ੍ਰਾਫੀ
2. Supru , Subash Photo patrkarita
3. Keene Martin, Practical photo journalism: a professional guide
4. Ang Tom, digital Photography: an introduction
5. Kelby Scott ,The digital photography
6. Kobre Kenneth, Photo journalism: the professional's Approach
7. Zettl Herbert, Television Production Handbook

BA(JMC) 504 A
INDIA: GENERAL KNOWLEDGE & CURRENT AFFAIRS

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the Indian Constitution.
b) To familiarize students to the regional and national events.

UNIT I

India: Etymology, Geography, Making of the Constitution, Preamble of the Constitution, Salient features of the Constitution, Fundamental Duties, Fundamental Rights, Directive Principles of State Policy. Executive, Legislative and Judiciary of India, States and The Union Territories, National Political Parties, Major Regional Political Parties

UNIT II

Current Affairs (Major National and Regional Level events of the last 6 months)

SUGGESTED READINGS

- ਸਿੰਘ ਗੋਪਾਲ , ਭਾਰਤ ਦਾ ਭੂਗੋਲ , ਆਤਮਰਾਮ ਐਂਡ ਸੰਨਜ਼, ਦਿੱਲੀ।
- Fadia Prof. B.L and Fadia Dr. Kuldeep , Indian Administration, Sahitya Bhawan
- Fadia Prof. B.L, Indian Government and Politics , Sahitya Bhawan ,Agra 2015

BA(JMC) 504 B

MEDIA, GENDER & HUMAN RIGHTS

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the Concept of Human Rights.
b) To familiarize students to the relation of Media and Human Rights.

UNIT I

Media and the social world; Media impact on individual and society; Democratic Polity and mass media; Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

Conceptual Frameworks in Gender studies; Feminist Theory ;History of Media and Gender debates in India (Case studies) ; Media and Gender - Theoretical concerns; Media and Masculinity ; Media: Power and Contestation

UNIT II

Public Sphere and its critique- "Public sphere" of the disempowered ; Media and Social Difference: class, gender, race etc.; Genres – Romance, Television , Soap Opera, Sports

Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights;
Human Rights and Media (Case Studies) Page 33 of 37

Suggested Readings:

1. Asen, Robert & Brouwer, Daniel. Counter Publics and the State
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media Theories and Approaches: A Global Perspective.
3. Bannerjee, Menon & Priyameds. Human Rights, Gender and Environment.
4. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History.
5. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology

BA(JMC) 505

PRACTICAL

Total Marks: 100

Objectives: To involve the students in Practical work of different fields of Mass Communication.

1. Submission of one Research paper.
2. Each student has to select a topic related to Global Media and has to make a computer assisted (e.g. Power Point) presentation before the Examiner. Marks will be awarded for content and presentation skills.
3. Everyone will be required to submit a photo story. The photo story needs to contain a minimum of 5 images (maximum 15) that rhythmically explains a story. The student will need to present the project idea before in hand to the teacher for approval.
4. Submission of Clipping File of Important National Events.

BA(JMC) 601

INTRODUCTION TO CINEMA

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the Cinema.
b) To familiarize students to the various concepts of Film Production.

UNIT I

- Understanding Cinema
- Introduction to World Cinema
- Brief History of Indian Cinema: Silent Era , Talkies, Introduction of Color, Studio System and New wave Cinema
- Regional Cinema
- Current trends in Indian Cinema
- Traditional Theatre system v/s Multiplex system

UNIT II

- TV Production v/s Film Production
- Script Writing
- Screenplay Writing
- Dialogue writing
- Process of Film production: Pre production, Production and Post production
- Understanding various concepts of production, single camera and multi camera
- New trends in Bollywood Cinema and Punjabi Cinema
- Study of Do Bheega Zameen.

PRACTICAL:

Scripting, Preparing short films/ documentaries.

Suggested Books

1. Monaco James, How to Read a Film, Oxford University Press
2. Ray Satyajit, Our Films Their Films, Orient Blackswan Pvt Ltd
3. Koshik Sharda, Script to Screen, Macmillan Publisher
4. Reisz Karel, The Technique of Film Editing, Focal Press
5. Balraj Sahni, Meri Filmi Atam- katha

BA(JMC) 602
CYBER JOURNALISM

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

Objectives: a) To introduce students to the Concept of Cyber Journalism.
b) To familiarize students to the techniques of writing for Cyber world.

UNIT I

- Cyber Space
- Information Super Highway
- Internet and Information Revolution,
- Fundamentals of Cyber Media
- Comparison of Cyber Media with Print, TV & Radio
- Advantages & Disadvantages of Cyber Journalism
- Basic rules of writing for Web Media
- Writing News stories, Features & Articles on the Web
- Mobile Journalism
- E-paper Online and Offline

UNIT II

- Interviewing on the Web
- Impact of Web Journalism
- Presentation & Layout of Web Newspapers & Magazines
- Advertising on the Web
- Future of Web Journalism
- Trends in Cyber Reporting & Editing,
- Impact of globalisation on Web Journalism
- Concept of e-governance.
- e-Paper, Online Newspaper, Blogs, Citizen Journalism
- Ethics of New Media

PRACTICAL:

- 1) How to get information from various sources.
- 2) Writing stories, features, conducting interviews.

Suggested Readings:

1. Pachauri Sudhir, Cyberspace Aur Media
2. Bharihoke Deepak, Fundamentals of Information Technology
3. Agarwal Ramesh & Tiwari Bharat Bhushan, Multimedia Systems
4. Dudeja V.D. , IT in the New Millenium :
5. Sah S L , IT
6. D'souza Y K, Electronic Media & the Internet

BA(JMC) 603
TV NEWS PRODUCTION

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

- Objectives:** a) To introduce students to the process of news production.
b) To familiarize students to the art of scripting and editing.

UNIT I

Understanding the medium , Formats and types for TV Programmes ; News Value, TV news room- hierarchy, role of each element in hierarchy. TV News script format Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts. Fundamentals of TV reporting – qualities and attributes of a broadcast reporter. Reporting skills - Reporting from field, PTC delivery Live reporting, OB Vans Ethics for TV reporting. Interview – types of news interview, art of conducting a good interview

UNIT II

TV News bulletin Packaging, Stages of production- pre-production, production and post-production ; Producing a Run Order ; Item selection and order, show openers, headlines, Script Writing, various elements of a Broadcast News Script.

The TV News Anchor—qualities, roles, skills, Studio and camera facing techniques; Doing voice over, Breathing and reading techniques, Ethics and responsibilities.

Types of video editing- Linear and Non-Linear editing.

Practical: News reading and news production. Each student have to submit individual News Package.

SUGGESTED READINGS

Zettl, Herbert ,Television Production Handbook: Published 2005, Thomson Wadsworth.

Gerald Millerson, TV Production: Published 1993, Focal Press

Shrivastava K.M., Radio and TV Journalism, Sterling Publishers

Kundra Shipra, Audio-Visual Media, Anmol Publications Pvt. Ltd.

Chatterji, Broadcasting in India, SAGE Publications

Davis & Weller, The Grammer of Television Production, Hastings House.

BA(JMC) 604 A

INTERNATIONAL: GENERAL KNOWLEDGE AND CURRENT AFFAIRS

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

- Objectives:** a) To introduce students to the International organisations.
b) To familiarize students to the international current affairs.

UNIT I

International Organisations:

- **North Atlantic Treaty Organization (NATO)**
- **United Nations**
- **UNESCO**
- **NWICO**
- **UNICEF**
- **WORLD BANK**
- **World Health Organization (WHO)**
- **G8**
- **WTO**
- **BRICS**
- **ASIAN**

UNIT II

- **Current Affairs (Major International Level events of the last 4 months)**

PRACTICAL:

Group discussions, Writing Features, Articles on International Affairs.

BA(JMC) 604 B

MEDIA INDUSTRY & MANGEMENT

Maximum Marks: 100

Passing Marks : 35

Time : 3hrs.

Theory : 75 Marks

Internal Assessment: 25 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 12 marks each. Unit III will consist of 9 short-answer type questions which will cover the entire syllabus uniformly and will carry 27 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

1. Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III

Objectives: a) To introduce students to the Media Management.

b) To familiarize students to the Media Marketing.

UNIT I

- Management : Definations and Concept
- Media management: concept, functions and element
- Ownership patterns: sole proprietorship, partnership, trust, co-operatives, society, cross-media ownership.
- Media convergence and divergence
- Qualities and responsibility of a manager in digital era
- Corporate Communication: Formal & Informal, Inter-personal, Group, Public and Mass, Vertical & Horizontal, Upward & Downward, One-way & Two-way, Verbal & Non – verbal issue management
- Structure & hierarchy of media organizations in India {electronic, print, PR, Advertising agency}
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts

UNIT II

- Importance of marketing in management
- Indian and International Media Giants
- Event planning, proposal, Creative visualization
- Event sponsorship
- Event marketing
- Event promotion: Media in event management

Suggested Readings

1. Vinita Kohli Khandeka, Indian Media Business, Sage publications
2. Divesh Kishore, Ganga Sagar Singh: Event management
3. W.J. Stanton & Charles Futrell . Fundamental & Marketing
4. Thons Gouldon, News Management

BA(JMC) 605

AUDIO VISUAL PROJECT

Total Marks: 100

Objectives: To involve the students in Practical work of different fields of Mass Communication.

1. Students have to compulsorily contribute to the production of Short Films and Documentaries. It is mandatory on the part of each student to produce documentary and short movie (through Mobile Phones). Four students shall be incharge of one documentary and short film.

