

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.) Mass Media and Journalism



B.VOC IN (MASS MEDIA AND JOURNALISM)

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ101	Communication Skills	3	3	0	0	30	70	100
BVMMJ102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVMMJ103	Introduction to Mass Communication	3	3	0	0	30	70	100
BVMMJ104	Fundamentals of Journalism	3	3	0	0	30	70	100
BVMMJ105P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ201	Growth and Development of Media	3	3	0	0	30	70	100
BVMMJ202	Environmental Studies	3	3	0	0	30	70	100
BVMMJ203	History of Journalism	3	3	0	0	30	70	100
BVMMJ204	Media Literacy	3	3	0	0	30	70	100
BVMMJ205P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ301	Public Relations, Advertising and Media Management	3	3	0	0	30	70	100
BVMMJ302	Radio and Television Journalism	3	3	0	0	30	70	100
BVMMJ303	Editing	3	3	0	0	30	70	100
BVMMJ304	Contemporary Media Issues and Global Information flow	3	3	0	0	30	70	100
BVMMJ305P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ401	Emerging and Social Media Journalism	3	3	0	0	30	70	100
BVMMJ402	Print Journalism	3	3	0	0	30	70	100
BVMMJ403	Reporting	3	3	0	0	30	70	100
BVMMJ404	Community Media Management	3	3	0	0	30	70	100
BVMMJ405P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ501	Beat Reporting	3	3	0	0	30	70	100
BVMMJ502	New Media Technologies	3	3	0	0	30	70	100
BVMMJ503	World Media Scenario	3	3	0	0	30	70	100
BVMMJ504	Cyber Journalism	3	3	0	0	30	70	100
BVMMJ505P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVMMJ601	Communication Research Methods	3	3	0	0	30	70	100
BVMMJ602	Political Issues and Current Affairs	3	3	0	0	30	70	100
BVMMJ603	Media Laws and Ethics	3	3	0	0	30	70	100
BVMMJ604	Mobile Journalism	3	3	0	0	30	70	100
BVMMJ605P	Industrial Training/ On Job Training/ Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

SEMESTER-01

BVMMJ101

COMMUNICATION SKILLS

Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Unit - 1

06

Introduction: Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

Unit - 2

06

Language of Communication: Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

Unit - 3

06

Speaking Skills: Monologue dialogue group discussion effective communication/ mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

Unit - 4

06

Reading and Understanding Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation (from Indian language to English and vice-versa) literary/knowledge texts

Unit - 5

Writing Skills: Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

References:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

BVMMJ102

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course objective:

This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behaviour.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

Unit - 1

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

Unit - 2

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

Unit - 3

06

Software: System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;

Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;

Application software: Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

Unit - 4

06

Computer Networks and Internet: Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

Unit - 5

06

Information Technology and Society: Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.

Programming Concepts & Techniques: Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

References:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

BVMMJ103

INTRODUCTION TO MASS COMMUNICATION

- Unit - 1** **06**
Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; various forms of communication: Intra- personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers; Communication and human relationships.
- Unit - 2** **06**
Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effects models; Models of Aristotle, Dance, Harold Lass well, Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean.
- Unit - 3** **06**
Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of Selective exposure, Selective perception and Selective retention;
- Unit - 4** **06**
Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.
- Unit - 5** **06**
Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Libertarian, Social Responsibility, Democratic participant theory.

References:

1. Theories of Mass Communication : De Fleur and B. Rokeach
2. Mass Communication Theory : Denis Mc Quail
3. Perspectives in Mass Communication : Agee, Ault, Emery
4. The Study of Mass Communication : Gurmeet Maan
5. Mass Communication Review Yearbook (Vol. 3) : Whitney, Wartella and Windohl
6. Issues in Mass Communication : YS Yadav & Pradeep Mathur

BVMMJ104

FUNDAMENTALS OF JOURNALISM

Unit - 1	08
Principles of Journalism. Journalism - Definition Nature Scope and Significance.	
Unit - 2	08
Major Theories of Press. Meaning of theories based on scientific study & analysis; four major theories of Press, According to Fred Siebert, Theodore Peterson & Wilbur, Schramm. Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist/Workers Theory. Other Theories: Development Media & Democratic Participant Theory	
Unit - 3	07
Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.	
Unit - 4	07
Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press - Reader and his interests -understanding public taste -Press as a tool of social service. Newspaper Organization - The role of press as an agency of communication – Relationship between press and other mass media. Press and Democracy. Print Media in India: An overview	

BVMMJ105P
**INDUSTRIAL TRAINING/ON JOB TRAINING/
WORKSHOP**

SEMESTER-02

BVMMJ201

GROWTH AND DEVELOPMENT OF MEDIA

Unit - 1 **06**
Language as a vehicle of Communication; Invention of paper and Printing Press; Development of Printing in India; Contemporary Pioneer Publications in English, Punjabi & Hindi in India; Early efforts to publish newspaper in India; Birth of Indian languages newspapers in India; Role of press in Struggle for Indian Independence.

Unit - 2 **06**
Eminent Personalities of Indian Journalism before independence; Origin and development of Punjabi Press;

Unit - 3 **06**
History of Press laws in India; Freedom of Speech and Expression under article 19 (1) (a) and Freedom of Press; Contempt of Court; Defamation: Slander and Libel; Sedition; Obscenity; Invasion of Privacy.

Unit - 4 **06**
Indian Constitution: The Philosophy and the outstanding features; The Preamble; Sovereignty; Democracy; Official secrets Act 1923; Right to Information Act 2005.

Unit - 5 **06**
Different Socio-religious and Socio-political movements and Punjabi Press; Punjabi Press after independence.

References:

1. Journalism in India: Parthasarthy, R.
2. The Press: Rau, M. Chelapati
3. Mass Communication and Journalism in India : Mehta, D.S.
4. A History of the Tribune: Ananda, Parkash
5. History of the Press in India: Natrajan, J.
6. Mass Communication in India: Kumar, Kewal J.
7. The Story of Journalism: Elizabeth Grey
8. The Newspaper: An-International History: Anthony Smith

BVMMJ202

ENVIRONMENTAL STUDIES

Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

Unit - 1

06

Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies, Scope & importance; concept of sustainability & sustainable development.

Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit - 2

06

Natural Resources:

- **Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification
- **Deforestation:** Causes & impacts due to mining, dam building on environment, forests, biodiversity & tribal populations
- **Water:** Use & over-exploitation of surface & ground water, floods, droughts, conflicts over water (international & inter-state)
- **Energy resources:** Renewable & non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies

Unit - 3

06

Biodiversity and Conservation:

Levels of biological diversity: genetic, species & ecosystem diversity; Biogeographic zones of India; Biodiversity patterns & global biodiversity hot spots, India as a mega-biodiversity nation; Endangered & endemic species of India

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit - 4

06

Environmental Pollution:

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

Environmental Policies & Practices:

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit - 5

06

Human Communities and the Environment:

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

References:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

BVMMJ203

HISTORY OF JOURNALISM

Unit - 1	08
Colonial and Post-colonial press in India:	
<ul style="list-style-type: none">• Origin of newspaper in Indian historical background, Hicky Gazette and after.• Indian languages press (Malyalam, Tamil, Kannada, Gujarati, Marathi and others)• Origin and growth of national press (Hindi and English)• Press in the era of Raja Ram Mohan Roy (Period of reformation)	
Unit - 2	08
News agencies and contemporary trends in press:	
<ul style="list-style-type: none">• News agencies: A world view, AP, UPI, AFP Reuters, Sttar, Tass and others.• News agencies in Indian, its set up, role and functions- UNI, PT, Bhasha, Varta.• Feature services and its syndicates.• Government media organizations PIB, DAVP, RNI, Photo Division their role and responsibilities.• Other media related agencies ABC, INS, editor's Guild, IFWJ, NUJ, PII, NBA (News Broadcaster Associations).	
Unit - 3	07
Freedom movement period press and the contribution of freedom fighter:	
<ul style="list-style-type: none">• Ranade, Tilak, Gokhle's role in Indian Journalism• Gandhi and his Harijan and Young India's contribution in the awakening of the sloping medium	
Unit - 4	07
Era of Modern expansion of Indian Journalism:	
<ul style="list-style-type: none">• Hindi, Urdu, Bengali, Gujarati, Assamese, Punjabi, Malayalam, Marathi, Kannada and others	
References:	
<ol style="list-style-type: none">1. Natrajan, J: History of Indian Journalism, Publication division, Ministry of Information and bradcasting Govt. Media, 19972. IIMC Publication: News agencies pool of Nonaligned countries, Delhi-110067, 19833. Singh, Dharmendra: Mass communication and social development, Adhyayan Publications Delhi-20044. Wainwright, David: Journalism Media Simple, Rupa Delhi	

BVMMJ204

MEDIA LITERACY

Unit - 1

08

Media Literacy: Definition; Cognitive Model of Media Literacy; Corporate Objective of Conglomerate Media; Analysing Viral News in Digital Media; Agenda Setting and Cultivation Model; Evaluating Media Content: Critical understanding of Signifier and popular Signified of Media Contents.

Unit - 2

08

Understanding Fake News and Misinformation: Impact on Society and strategies to Combat it; Media's role on Global Environmental issues;

Unit - 3

07

Critical Analysis of Cinema: Hyper-nationalist and Critical Narratives of Indian Cinema; Analysing KGF, RRR, Baby, Rang De Basanti, War Chhod Na Yaar, Jane Bhi Do Yaaron.

Unit - 4

07

Project: Project on analysing any Media Content; Project on communication method that deals with environmental, political, social issues.

Reference:

W. James Potter: Theory of Media Literacy: A Cognitive Approach; Sage.

BVMMJ205P
**INDUSTRIAL TRAINING/ON JOB TRAINING/
WORKSHOP**

SEMESTER-03

BVMMJ301

PUBLIC RELATIONS, ADVERTISING AND MEDIA MANAGEMENT

Unit - 1	08
Public Relation:	
<ul style="list-style-type: none">• Concept and Definition, Roles and Objectives• PR as a Source of News for Media.• PR Tools and Strategies, Media Relations• Ethical and Legal Issues (Paid News, Envelop Journalism, Paid appearances, Special Supplements)	
Unit - 2	08
<ul style="list-style-type: none">• Understanding The Corporate Sector• Principles and Concepts of Corporate Communication• Crisis Communication vis-a-vis Media Reporting• Corporate Social Responsibility (CSR) and Source for Soft News	
Unit - 3	07
Advertising:	
<ul style="list-style-type: none">• Definition and Principles• Theories of Advertisement• Various types of Advertisements• Account Service	
Unit - 4	07
Media Management:	
<ul style="list-style-type: none">• Ownership of Media• Media as Business• Media Economics• Income sources of Different Media• Government Policies for Media Ownership	

BVMMJ302

RADIO AND TELEVISION JOURNALISM

Unit - 1

08

Radio:

- Introduction to Radio, Main Features of radio Broadcasting
- Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting
- Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News

Unit - 2

08

- Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge
- FM, AM, Community Radio and Internet Radio

Unit - 3

07

Television:

- Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile: 3G and Notebook, 4G, Public Service and Commercial Broadcasting
- Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions

Unit - 4

07

- **Writing for Visual Medium:** Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals
- **TV Production:** News Bulletin, News Feature, Current Affairs
- **Anchoring:** delivery, Pronunciation, Voice Modulation and Diction

BVMMJ303

EDITING

Unit - 1	08
Editing:	
<ul style="list-style-type: none">• Editing: concept, process and significance• Editorial Values: objectivity, facts, impartiality and balance• Concept of news and news making• Difference between newspaper/ radio and TV news editing• Challenges before editor: bias, slants and pressures	
Unit - 2	08
News Desk:	
<ul style="list-style-type: none">• Editorial structure of newspaper/magazines/ news agencies /radio and TV Editorial hierarchy and job of various functionaries• Functioning of News Desk, Integrated News Room	
Unit - 3	07
News Flow and Editing:	
<ul style="list-style-type: none">• Role and Responsibility of Gatekeepers• Sources of News• Managing the News	
Unit - 4	07
Editing Process:	
<ul style="list-style-type: none">• News Selection: News Value and Other Parameters• Handling a News Copy, Planning and Visualizing of News Rewriting News Stories• Headlines and Intro• Style Book, Style Sheet• Translation and Trans creation	

BVMMJ304

CONTEMPORARY MEDIA ISSUES AND GLOBAL INFORMATION FLOW

Unit - 1	08
Contemporary media issues and Global information flow India and foreign relations:	
<ul style="list-style-type: none">• India with UNO, SAARC, NAM, BRICS, G-20• Gender issues in india, consumerism, naxalism and criminalization of indian politics, corporate interference in media	
Unit - 2	08
International communication:	
<ul style="list-style-type: none">• Dominant north and dependent south• Monopoly of transnational news agency• International information flow and its barriers	
Unit - 3	07
Voices for balance of information flow:	
Mac Bride commission and its brief history, demand of new world information and communication order, recommendation of mac Bride commission, continuation of UN Agencies to remove the gap between the haves and have-nots countries. (case studies)	
Unit - 4	07
Contemporary trends:	
<ul style="list-style-type: none">• Global communication and Meta culture• Democratization of communication system• Hegemony of media owners	

BVMMJ305P
**INDUSTRIAL TRAINING/ON JOB TRAINING/
WORKSHOP**

SEMESTER-04

BVMMJ401

EMERGING AND SOCIAL MEDIA JOURNALISM

Unit - 1	10
Emerging Media:	
<ul style="list-style-type: none">• Definition, Types of Emerging Media• Characteristics of Emerging Media and Status• Emerging Media and Mainstream Media• How Journalists Use Emerging Media	
Unit - 2	10
Social Media:	
<ul style="list-style-type: none">• Definition of Social Media, History of Social Media• Types of Social Media, Facebook, Twitter, WhatsApp, YouTube Etc.• Characteristics of Social Media• Synergy Between Social and Mainstream Media• Citizen Journalism	
Unit - 3	10
Legal and Ethical Aspects of Social Media:	
<ul style="list-style-type: none">• IT Act 2000• Privacy Issues• Security Issues	

BVMMJ402

PRINT JOURNALISM

Unit - 1	06
Newspaper: structure and working of a newspaper office, functioning of editorial department, content of newspapers	
Unit - 2	06
Sub-editor: need for editing, proof-reading, editing different copies	
Unit - 3	06
Copy and schedule: style, writing lead, headline, deadlines	
Unit - 4	06
Newspaper design: functions, basic elements, page layout	
Feature writing: types of features, sources and ideas, writing style	
Unit - 5	06
News reporting and writing: inverted pyramid, focus, lead, quoting sources, style	

REPORTING

BVMMJ403

Course Objectives:

- To develop foundational skills in news reporting, including diverse reporting techniques and writing styles.
- To introduce learners to specialized reporting areas such as politics, economics and culture, enhancing expertise in distinct reporting fields.
- To provide comprehensive knowledge of economic and financial reporting, covering terminology, market analysis, and economic indicators.
- To explore innovative journalistic approaches, including data-driven storytelling and emerging technologies like virtual reality and drones.
- To enhance proficiency in various writing forms such as feature articles, interviews, opinion pieces, and specialized reports for magazines and supplements.

Unit - 1

06

Understanding News and Reporting Techniques:

- Fundamentals of Reporting
- Types of Reporting: Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Concept of News: Elements, Values, Characteristics and Qualities
- Types of news: Hard and Soft
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Differences in reporting for Newspapers /News agencies, TV, Radio, Websites Cultivating, verifying and dealing with sources of news
- Sourcing News: Role and importance of news sources, attribution, Ethical aspect of Sourcing News and Reporting

Traditional Newsroom Set-up vs. Integrated News Room:

- Reporting department in newspapers, magazines, agencies, radio and TV Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Understanding the SPADE workflow of an integrated newsroom
- Roles in an integrated newsroom
- Production of all formats
- Assembly and post producing content depending on the medium
- Engagement with audience and distribution of content

Unit - 2

Specialized Reporting and Beats:

- Understanding Beats and types of Specialized Reporting
- City reporting, Crime Reporting, Political Parties and Politics, Government and Parliamentary, Legislative, Legal and Court Reporting, Defense, International Affairs, Conflict and War, Science & Technology, Education, Art & Culture, Environment, Fashion Lifestyle, Entertainment, Sports, Health Reporting, Business, Sports, Travel and Food Reporting etc.

Photo Journalism:

- History and evolution of Photo journalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events

Unit - 3

Economy and Finance Reporting:

- Overview of economic reporting, Forms of Economic Reporting, Financial Reporting and Markets
- Terminologies used in financial markets such as NIFTY, SENSEX, commodities, derivatives, exchange traded funds, BSE, NSE and several financial instruments. Knowledge of world markets such as NIKKEI, NASDAQ, NYSE, Wall Street etc.
- Macroeconomics: Concept of GDP, Growth and Inflation, Constituents of GDP, depreciation etc.
- Microeconomics with focus on development economics like agriculture, education, health etc. National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector:
- Balance of Payments, Current Account, Capital Account
- How to read company balance sheets, P&L etc. to be able to anchor business shows and report on markets.
- Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- Regulators: SEBI, EPI Index: Industry Bodies such as FICCI, CII, etc.

Unit - 4

Innovation in Reporting and Journalism:

- Evidence Base Reporting
- Reporting Data: Dealing with Data, Decoding Data, Analyzing and Interpreting Data, Finding & Writing Story from Data, Incorporating and Presenting Data in News Story/Feature/Opinion pieces, sources of data.
- Concepts of Automated Storytelling
- Virtual Reality and immersive Journalism,
- Mobile Video Journalism,
- Use of Drones in Journalism, Drone Legalities
- Wearable Journalism

Unit - 5

Other Forms of Writing:

- Feature: Definition, characteristics, types: news and non-news features
- Process of feature writing: Ideas and Research
- Tools and Techniques of Feature Writing
- Interview: Types and Techniques
- Opinion Writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements,
- Backgrounders, Reviews (Books/Films/ Documentaries)
- Magazine Reporting: Current trends, style and future

BVMMJ404

COMMUNITY MEDIA MANAGEMENT

Unit - 1

- What is Community? Information need for Community, Community Media and their influence in Society.
- Community Mass Media – Types, Characteristics.

Unit - 2

- Community Newspaper. How to Design it. How to write for a Community Newspaper.
- Managing Community Newspaper. Space Selling and Circulation building.

Unit - 3

- Cable TV Network for a Community. Its Role and Functions.
- Managing a cable TV Network within a Community.

Unit - 4

- Programme, Preparation and Telecasting
- Marketing technique for a Community Cable Television, Space and Time Selling.

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SEMESTER-05

BVMMJ501

BEAT REPORTING

- Unit - 1** **06**
- Understanding Beats:**
- **Defining Beats:** What is a beat? How are beats categorized (e.g., politics, crime, sports, business, health, education, environment, etc.)?
 - **Importance of Beat Reporting:** Why is it crucial for journalists to specialize? How does it contribute to a deeper understanding of a subject and hold power accountable?
 - **Identifying and Selecting Beats:** Factors to consider when choosing a beat (personal interest, job market, etc.)
- Unit - 2** **06**
- Sourcing and Research:**
- **Developing Sources:** Techniques for finding and cultivating reliable sources within a specific beat.
 - **Utilizing Public Records and Documents:** How to access and interpret information from government agencies, courts, and other relevant institutions.
 - **Fact-Checking and Verification:** Ensuring accuracy in reporting, especially when dealing with complex or sensitive information.
 - **Utilizing Archives and Libraries:** Accessing historical data and background information relevant to the beat.
- Unit - 3** **06**
- Writing and Reporting Skills:**
- **News Writing:** Mastering the inverted pyramid structure, writing clear and concise leads, incorporating quotes, and crafting compelling narratives.
 - **Feature Writing:** Developing the ability to write in-depth articles, profiles, and investigative pieces related to the beat.
 - **Interviewing Techniques:** Learning how to conduct effective interviews, ask probing questions, and extract valuable information.
 - **Adapting to Different Media:** Understanding how to tailor writing and reporting for print, online, and broadcast platforms.
 - **Headline Writing and Editing:** Crafting attention-grabbing headlines and subheadings that accurately reflect the content.

Unit - 4

06

Specialized Reporting Areas:

- **Politics:** Reporting on elections, government policies, and political campaigns.
- **Crime:** Covering criminal activity, law enforcement, and the justice system.
- **Sports:** Reporting on games, athletes, and sports-related events.
- **Business:** Reporting on financial markets, corporate news, and economic trends.
- **Health:** Reporting on medical advancements, public health issues, and healthcare policy.
- **Environment:** Reporting on environmental issues, pollution, and conservation efforts.
- **Education:** Reporting on school policies, academic performance, and educational reform.
- **Fashion and Lifestyle:** Reporting on trends, events, and personalities in the fashion and lifestyle industries.

Unit 5

06

Ethical Considerations:

- **Objectivity and Fairness:** Maintaining impartiality in reporting, avoiding bias, and presenting a balanced perspective.
- **Confidentiality:** Protecting the identity of sources when necessary and respecting their privacy.
- **Conflicts of Interest:** Identifying and avoiding situations where personal interests could compromise journalistic integrity.
- **Responsibility to the Public:** Recognizing the power of the media and its role in informing and educating the public.

BVMMJ502

NEW MEDIA TECHNOLOGIES

Unit - 1	08
<ul style="list-style-type: none">• Introduction to New Media:• New media- Mapping, Meaning and Characteristics• Principles of New Media• The New Media Interface- Cultural interfaces, printed word, Cinema• The User & The Screen- issues of representation & reproduction• New Media Economy	
Unit - 2	08
Understanding New Media Technologies & Applications: <ul style="list-style-type: none">• Introduction to New Media Technologies• Differentiating between Analogue and digital technology• Digitization of media- media convergence• Encoding and compression standards• Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media• Constituents- Facebook, Twitter, Word press, Blogger & What to use when• YouTube, Docs, Drive, Hangouts, social bookmarking, slide share, Skype• Building communities-pages & channels• ICT-scope and role• Introduction to Gaming and counter narratives	
Unit - 3	07
Impact of New Media on Journalism & Mass Communication: <ul style="list-style-type: none">• Characteristics & New roles of Journalists in the Internet age & the Digital Era• Creating & Managing a Blog• Trends in web/online Journalism & Communication• Writing for the screen vs. writing for print• Audience analysis• Content planning• Structure Visual Design• Webpage elements• Storytelling structures that work on the Web• Basic Programming for Web Design-HTML	
Unit - 4	07
New Media Social Engagement and Ethical issues: <p>Journalism ethics and restraint in new media, Copyright & Legal issues in cyber space, Using social media to engage public, Community Informatics, Activism in Cyber space, CT's and Gender; ICT and Social Inclusion, Globalization & Emerging Cyber cultures</p>	

BVMMJ503

WORLD MEDIA SCENARIO

Course Objectives:

- Describe the North - South flow of information
- Explain the New World Information and Communication Order
- Explain contemporary global media scenario
- Explain the influence of global media on India

Unit - 1

08

Global Communication: Historical Perspective:

- The Great North – South Divide.
- Domination of Transnational news agencies
- Global news and information flow: the flip side
- Barriers to the flow of news and information

Unit - 2

08

Struggle for Balance of Information Flows:

- Demand for NWICO
- MacBride Commission
- Recommendations of MacBride Commission & NWICO
- Role of UN & UNESCO in bridging the gap between north and south
- Bi-lateral, Multi-lateral and Regional /information Co-operation

Unit - 3

07

Contemporary Trends:

- Emergence of Global village of media
- The policies of global communication
- Global communication & culture
- Democratization of communication

Unit - 4

07

Global Media Impact on India:

- Hegemony of International media Mughals
- Transnational media and India
- Global media and the promotion of the cult of stars.
- Hollywood's foray into film industry

BVMMJ504

CYBER JOURNALISM

Course Objective:

The Paper will help the students to know the laws related to the cyber world. This will help the students once they became journalists to work in a secure way. This will definitely help to know the law of the land and international level as well. This will present a good understanding of the rule and regulation of the country, the level of the freedom of working and the risk related to the working.

Unit - 1

08

Cyber Law:

- Need for Cyber laws,
- Cyber crimes
- Privacy, domain and registration
- Cyber Law in India
- Issue of Freedom and Transparency
- Intellectual property and law

Unit - 2

08

Cyber Activism:

- Cyber Activism
- New Media and political Campaigns in Indian Context
- ICT: Concept of ICT, Role of ICT in Social Development
- Cyberbullying

Unit - 3

07

Issues for Online Journalism:

- Freedom of the media
- Pressures on online journalist
- Propaganda
- Fake News

Unit - 4

07

Online Event:

- Online Meeting Apps
- Webinar
- Virtual Conferences
- Integration & Live Streaming
- Benefit, Budget, Accessibility

References:

1. Cyber Laws in India by Farooq Ahmed
2. Online Journalism: A Basic Text, Tapas Ray, Foundation Books, Delhi, 2006.
3. Journalism on the Web, James Glen Stovall, Publisher: Pearson
4. Web Design for Journalism, Andy Dickison, Butterworth, Heinemann, 2003.
5. Journalism Online, Mike Ward, Focal Press, March 2002.
6. A Handbook of Cyber Laws and Information Technology in India by Dr. Kasturi Bora & Upasana Borah
7. Cyber Laws in India - Fathoming Your Lawful Perplex by Akash Kamal Mishra
8. Cyber Security and Cyber Laws by Nilakshi Jain and Ramesh Menon
9. Cyber Laws by Justice Yatindra Singh

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SEMESTER-06

BVMMJ601

COMMUNICATION RESEARCH METHODS

Unit - 1

- Principle of communication research-Meaning, objectivity and types of communication research.- Areas of communication research,
- Communication/ Source analysis
- Message/ content analysis
- Channel analysis
- Audience analysis
- Processer effect analysis

Unit - 2

- Stage of communication research
- Choosing the research problem and stating the hypothesis.
- Formulating the research design
- Gathering the data
- Coding and analysing the data
- Interpreting the result

Unit - 3

Survey Research Methods:

- Survey sampling, sampling efficiency, Probability sampling and non-Probability sampling, simple size.
- Questionnaire construction and its importance open and closed response categories: closed ended questions, opendened questions, open and close questions compared, Interview studios in communication research.

Unit - 4

Non Survey Data Collection techniques:

- Observation technique
- Content analyze

BVMMJ602

POLITICAL ISSUES AND CURRENT AFFAIRS

Unit - 1	06
Introduction to Political Systems and Theories:	
<ul style="list-style-type: none">• Understanding different forms of government (democracy, republic, monarchy, etc.).• Introduction to political ideologies (liberalism, socialism, conservatism, etc.).• Key concepts like separation of powers, checks and balances, federalism.• Comparative political systems (e.g., studying different models of governance in various countries).	
Unit - 2	06
Media's Role in Democracy and Society:	
<ul style="list-style-type: none">• Theories of media and democracy (e.g., the role of media in holding power accountable).• The impact of media on public opinion and political participation.• Journalism's ethical responsibilities in covering political issues.• The concept of media bias and its potential influence.	
Unit - 3	06
Current Affairs and Political Reporting:	
<ul style="list-style-type: none">• Analyzing major political events and trends at the national and international level.• Understanding the political landscape in India and other relevant countries.• Developing skills in political reporting, including interviewing, research, and writing.• Learning how to analyze political speeches, policies, and manifestos.• Understanding the impact of social media on political discourse.	
Unit - 4	06
Election and Electoral Processes:	
<ul style="list-style-type: none">• Understanding electoral systems and processes in different countries.• Media's role in election campaigns and coverage.• Analyzing political campaigns and their strategies.• Understanding the role of political parties and their relationship with the media.	
Unit - 5	06
Specific Areas of Political Journalism:	
<ul style="list-style-type: none">• Investigative journalism in the political realm.• Reporting on government policies and their impact.• Analyzing the influence of money and lobbying on politics.• Understanding the role of advocacy journalism.	

MEDIA LAWS AND ETHICS

BVMMJ603

Unit - 1

Media Laws and Ethics:

- Freedom of the press an overview in international perspective
- Freedom of press in india
- Article 19(1) a of indian constitution, article 19(1) 2 restrictions
- Supreme court of India's decision on freedom of press
- First press commission in india and its relevance
- Press council act and its relevance

Unit - 2

- Defamation (IPC 499 &500) Civil and Criminal defamation- libel and slander
- Contempt of court article 361A,
- Parliamentary privilege act 105 and 194
- Media ethics and need of ethics in journalism in postmodern society

Unit - 3

- Role and function of RNI (registrar of newspaper for India)
- Intellectual property right
- RTI- 2005
- Official secret act 1923
- Press registration book act 1867/1955

Unit - 4

- Emergence of electronic media laws
- Commercial code of AIR and Doordarshan

MOBILE JOURNALISM

BVMMJ604

Unit - 1	08
<ul style="list-style-type: none">• Mobile Journalism Overview,• Purpose of Mobile Journalism,• Understanding Mobile Journalism,• MOJO in India	
Unit - 2	08
<ul style="list-style-type: none">• Global adoption and influence of the Mobile,• History of MOJO, Case Studies: Arab Revolution,• Anna Hazare Movement	
Unit - 3	07
<ul style="list-style-type: none">• MOJO's Basic Equipment,• MOJO & Smartphone, Scope and reach of Smartphone,• Overcoming the Limitations of Smartphone.	
Unit - 4	07
<ul style="list-style-type: none">• Traditional Media & MOJO,• Social Media & MOJO,• Audience Research and Engagement,• Social media branding and Marketing,• Storytelling and User Generated Content creations,• Content marketing, Keyword marketing like SEO, SEM	

References:

1. Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
2. Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)
3. Harimohan 2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)
4. Sharma, GK, Sharma, Hemant 2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)
5. Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication

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