

SYLLABUS

FOR

B.Sc. - Media, Entertainment & Film Technology

(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

(Semester I-VI)

Session: 2015-16



PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA

Punjab Technical University

B.Sc- Media, Entertainment & Film Technology

Course and Examination Scheme:

Semester-1

| Course Code | Course Title | Load Allocation | | | Marks Distribution | | Total Marks | Credits |
|-------------|-----------------------------------------|-----------------|---|---|--------------------|----------|-------------|-----------|
| | | L | T | P | Internal | External | | |
| BMEFT-101 | Human Communication | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-103 | Dynamics of Language-I | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-105 | Computer Applications | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-107 | Print Media | 3 | 0 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-109 | Social Science (Sociology & Psychology) | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-111 | Communication Lab | 0 | 0 | 2 | 60 | 40 | 100 | 2 |
| | | | | | | | 600 | 22 |

Semester-2

| Course Code | Course Title | Load Allocation | | | Marks Distribution | | Total Marks | Credits |
|-------------|--------------------------------------|-----------------|---|---|--------------------|----------|-------------|---------|
| | | L | T | P | Internal | External | | |
| BMEFT-102 | Public Relations | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-104 | Advertising | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-106 | Mass Communication Theories & Models | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-108 | Mass Media Research | 3 | 1 | 0 | 40 | 60 | 100 | 4 |

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|-----------|--------------------------|---|---|---|----|----|------------|-----------|
| BMEFT-110 | Dynamics of Language- II | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-112 | Media Lab | 0 | 0 | 2 | 60 | 40 | 100 | 2 |
| | | | | | | | 600 | 22 |

Semester-3

| Course Code | Course Title | Load Allocation | | | Marks Distribution | | Total Marks | Credits |
|-------------|--------------------------------|-----------------|---|---|--------------------|----------|-------------|-----------|
| | | L | T | P | Internal | External | | |
| BMEFT-201 | Print Media-II | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-203 | Photography & Photo Journalism | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-205 | Dynamics of Language-III | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-207 | Media Laws & Ethics | 3 | 0 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-209 | Computer Applications to Media | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-211 | Photography Lab | 0 | 0 | 2 | 60 | 40 | 100 | 2 |
| | | | | | | | 600 | 22 |

Semester-4

| Course Code | Course Title | Load Allocation | | | Marks Distribution | | Total Marks | Credits |
|-------------|-------------------------|-----------------|---|---|--------------------|----------|-------------|---------|
| | | L | T | P | Internal | External | | |
| BMEFT-202 | Dynamics of Language-IV | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| BMEFT-204 | Print Media-III | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-206 | Online Journalism | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-208 | Electronic Media-Radio | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-210 | Electronic Media-TV | 2 | 1 | 1 | 40 | 60 | 100 | 4 |
| BMEFT-212 | Radio Lab | 0 | 0 | 2 | 60 | 40 | 100 | 2 |

BMEFT-101 Human Communication

Unit-I: Introduction to Communication

Introduction to Communication, Concept and definition of Communication, Need of Communication, Elements, functions, Process and 7 C's of Communication.

Unit-II: Types of Communication

Verbal & Non Verbal, Intrapersonal, Interpersonal, Group, Public and Mass Communication.

Importance of Listening in Human Communication.

Unit-III : Models of Communication

Aristotle, Berlo, Lasswell, W.Schramm, Shannon & Weaver

Unit-IV : Evolution of Communication

Traditional and Folk Media, Communication through Modern and New Media.

Suggested Readings

1. Kewal J. Kumar, (2004), *Mass Communication in India*, Jaico Books, Mumbai.
2. Virbala, (2004), *Handbook of Journalism & Mass Communication*, Concept Pub. Company, New Delhi.
3. Uma Narula, (2006), *Handbook of Communication*, Atlantic Pub. & Distributors, New Delhi.
4. Wilbur Schramm, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
5. Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press.
6. Anderson, Kenneth, (1972), *Introduction to Communication: Theory and Practice*. Cummings Publishing Co., California.
7. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.
8. Keval J. Kumar, (1995), *Mass Communications in India*, Jaico Publishing House.

BMEFT-103 Dynamics of Language-1

Unit-I :

Introduction to Language: Hindi, Punjabi & English as a medium of Communication, Meaning, Usage & Pronunciation

Unit-II :

Sentences & Paragraph, Language for specific purposes (Vocabulary)

Unit-III :

(i) Usage of Language

(ii) a) Commands b) Instructions c) Requests
d) Invitations e) Suggestions f) Prohibitions
g) Permission h) Probability i) Possibility
j) Obligation k) Promises l) Threats
m) Refusals n) Wishes o) Hopes
p) Comparisons q) Preference r) Purpose & result
s) Concessions t) Conditions u) Suppositions

Suggested Readings

- 1. A Practical Grammar of English (Thomson & Martinet)**
- 2. Improve your world power (R. Birley)**
- 3. Student Companion (Rupa)**

BMEFT-105 Computer Applications

Unit-I :

Introduction to Computers, History and level of Computers

Types of Computers, Parts, Functions, Basis of Hardware & Software

Unit-II :

Key Board functions, Data entry and storage devices, ROM + RAM + Introduction to printers.

Unit-III:

MS Office and its applications; MS Windows, MS word basics & Power Point.

Internet and its use in Mass Communication, Modes of Connecting to Internet, Search optimization on internet, Application of Internet etc.

Unit-IV:

Introduction to Adobe Photoshop :- Graphics in Design and Communications. Tools :cutting tools , mixing pictures, making composition with pictures , making small compositions .

Suggested Readings:

1. Pradeep k .Sinha,*Computer Fundamental*, BPB Publications, India
2. Alexis Leon, Mathew Leon, *Introduction to Computer*, Vikas Publishing House Pvt Ltd.
3. Peter Gowers, Blackie, 1988 *Design and Communication: A Foundation Course* ,Pub.(UK)

BMEFT-107 Print Media

Unit-I:

Print Media- Introduction, Concept, Scope, Advantages & its importance.

Nature, Objectives, Purposes and Functions.

Unit-II:

News: Definition, Nature, Qualities and Values, Hard & Soft News.

Parts/Structure of News- Headline, Intro and Body. Functioning of News Room

Unit-III:

Essentials of News Writing, The Inverted Pyramid: Need and usefulness, Process of News Gathering

Sources of News

Unit-IV:

Definition and Nature of Columns, Editorials, Middles, Features, Photo Features and Articles.

Suggested Readings:

1. Mac Dougall, Curtis D., (7 February1987), *Interpretative Reporting*, Macmillan New York, 9th Edition.
2. Hohenmerg, John , (January 1983), *The Professional Journalist* , Holt, Rinehart and inston, London.

3. Aivar, R. Ramachandra (1979), *Quest for News*, The Macmillan Company of India, New Delhi.
4. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
5. Mehta DS (1979), *Mass Communication and Journalism in India*, Allied Publishers Pvt. Ltd., New Delhi.
6. Roorbach, B., (1998), *Writing life stories*, Cincinnati, OH: Story Press.
7. Hay and Vicky, (1991), *The Essential Feature: Writing for Newspapers and Magazines*, Columbia University Press.
8. Prof. Ramesh Chanha, (2004), *Analysis of Media and Communication Trends* , Gyan Books Pvt. Ltd. ND
9. Keval J. Kumar, (1995), *Mass Communications in India*, Jaico Publishing House.

BMEFT-109 Social Sciences (Sociology & Psychology)

Unit-I :

Nature and Scope of Sociology, Relation with other Social Sciences. Group, Community, Society.

Unit-II :

The Family, Marriage and Kinship, Caste, Class, Tribe, Marriage, Social Change Concept, Process, Types of Social Change, Agents of Social Change.

Unit-III :

Introduction to Psychology, Nature and scope of Psychology, Relationships with other social sciences.

Unit-IV :

Applications of Psychology, Coping Behaviour, Attitudes and Nature.

Suggested Readings:

1. Vidya Bhushan & D. R. Sachdeva, (1997) *An Introduction to Sociology*, Newage, New Delhi.
2. Shasi Jain, (2014), *Introduction to Psychology*, Kalyani Publishers, 5th Edition.
3. Nicky Hayes (2000), *Foundations of Psychology* ,3rd Edition.

BMEFT-111 Communication Lab (Media Lab)

Unit-I :

Exercise in news writing & reporting- Crime, Politics, Life Styles, Sports, Environment etc.

Unit-II

Exercise in writing features and Photo Features.

Unit-III :

Exercise in Article and Editorial Writing

Unit-IV :

Introduction to Computer & MS Office, Surfing Internet & Editing

BMEFT-102 Public Relations

Unit-I :

Public Relations Definitions, Role, Relation with propaganda and Publicity, Different types of Public-Internal & External, Public Opinion

Unit-II:

Function & Set up of State PR Deptt., PR in private & Public Sector, Working of PIB, DAVP, Song & Drama Division, Directorate of Field Publicity.

Unit-III:

Qualities of good PRO, PR Tools & Techniques, Press Relations: News Release, Seven C's formula and its importance.

Unit IV:

Role & Importance of Event Management, Role of the Press in promotion of an event, Publicity inputs or visible aids for promoting an event-Print, Display material and stand designing.

Suggested Readings:

1. Mehta, D.S., *Handbook of Public Relations in India*, Allied Publishers, New Delhi.
2. Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York
3. Scott M. Cutlip & A.H. Genter, (1964), *Effective Public Relations*. 3rd ed. ,Englishwood Cliffs, Prentice-hall .

4. Ridgway, Judith, (2005), *Handling the Media & Public Relations*. Infintiy Books, New Delhi
5. Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Principles & Functions*, Commonwealth, New Delhi.

BMEFT-104 Advertising

Unit-I

Definition of Advertising, Origin & growth of Advertising in India, Purpose, need and Functions of Advertising, Classification of Advertising, Benefits of Advertising, Role & Effects of Advertising-Positive and Negative Effects.

Unit-II

Advertising as a Communication tool, Communication Process & Principles, Theories applied to advertising, AIDA Model. Working of DAVP, Apex Bodies in Advertising: AAAI, ASCI.

Unit-III

Advertising Copy Writing, Advertising Design & Layout, Advertising Theories: Unique Selling Proposition, Advertising Appeals, Brand image and its relevance. Advertising Agencies- their Structure & Functions.

Unit-IV

Advertising Media: Advertising Media Characteristics, Various Adv Media- (a) Broadcast Media (Radio & TV) (b) Print Media (Newspaper & Magazines) (c) Outdoor & Transit (d) Speciality & Direct Mail (e) Point of Purchase

Suggested Readings:

1. David Ogilvy, (1988), *Ogilvy of advertising*, London Pan Books, London, Sidgwick & Jackson.
2. David Ogilvy, (1969), *Confessions of an Advertising Man*, London, Longman
3. Harrison, Tony (ed), (1989), *A handbook of Advertising Techniques*, Kogan page, London.
4. Kleinman, Philip, (1977), *Advertising Inside Out*, W.H. Allen, London.
5. Kirkpatrick, C.A., (1959), *Mass Communication in Marketi*, Houghton-Mifflin, Boston
6. Jefkins, Frank, (1977), *Copywriting & its presentation*, International Textbook Co., London.

7. White Roderick, (2000), *Advertising*, McGraw Hall book company international Ltd.
8. Gupta OM, (2005), *Advertising in India*, Kalpaz publications.

BMEFT-106 Mass Communication Theories & Models

Unit- I

Mass Communication: Definition & Scope. Mass Communication through Mass Media & Non Mass Media, Functions of Mass Communication: Persuasion, Information, Education, Entertainment and other functions, Impact & Influence of Mass Media.

Unit- II

Factors responsible for growing importance of Mass Communication, Effective Communication & Its barriers- Technological, Physical, Psychological, Semantics, Social & Cultural Barriers. Characteristics of Various Mass Media- Print, Electronic and New.

Unit-III

Theories of Mass Communication- Hypodermic Needle Theory/Bullet Theory, Two Step Flow & Multi Step Flow Theories, Cultivation Theory and Agenda Setting Theory.

Unit-IV

Models of Mass Communication: New Comb Model, Osgood Model, Dance's Model, Gerbner's Model, Convergent Model & Gate Keeping Model.

Suggested Readings:

Suggested Readings

1. Kewal J. Kumar, (2004), *Mass Communication in India*, Jaico Books, Mumbai.
2. Virbala, (2004), *Handbook of Journalism & Mass Communication*, Concept Pub. Company, New Delhi.
3. Uma Narula, (2006) *Handbook of Communication*, Atlantic Pub. & Distributors, New Delhi.
4. Wilbur Schramm, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
5. Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press.
6. Anderson, Kenneth, (1972), *Introduction to Communication: Theory and Practice*. Cummings Publishing Co., California.

7. M.H. Syed, (2006), History of Mass Media, Anmol Publication Pvt. Ltd.

BMEFT-108 Mass Media Research

Unit-I

Research- Introduction, Definition, Scope, Limitations and Types.

Selection and formulation of Research Problem, Hypothesis, Sampling.

Unit-II

Research design, Processing & Analysis of data & Report writing.

Survey: Meaning, Concepts, its utility and planning. Organizing and conducting a survey.

Unit-III

Public Opinion-Public Opinion survey and readership survey. Data, Meaning, kinds, Demographic, Socio, Economic Socio, Psychological data.

Unit-IV

Tools of Data Collection Questionnaire, Schedule, Interview, Case Study, Observation and Content Analysis.

Measuring impact, Evaluation, Monitoring and Feedback.

Suggested Readings:

Kothari C.R., "Research Methodology Methods & Techniques", Second Edition, New Delhi: New Age International publisher, 2004.

S.R. Sharma & Anil Chaturvedi, "Research in Mass Media", Radha Publications, New Delhi

G.R. Basotia & K.K. Sharma, "Research Methodology", Mangal Deep Publications

Sadhu Singh, "Research Methodology in Social Science", Himalaya Publishing House, Mumbai.

Dr. S. Munjal, "Research Methodology", Raj Publishing House, Jaipur.

BMEFT-110 Dynamics of Language

Unit-I

Importance of words and meaning of words (a) Lexical (b) Syntactical (c) Morphological (d) International, Some popular false assumptions about words.

Unit-II

Functions of words, Substitute words, Distributive words, Content words.

Unit-III

Problem of Vocabulary, Selection of Vocabulary (Aspects of words, Form, Meaning, Distribution)

Vocabulary needs of the learner

- a) Passive needs b) Active needs
- c) Active/Passive proficiencies contrasted
- d) Gradation of Vocabulary
- 1) Principle of Usefulness
- 2) Principle of Structured Value
- 3) Principle of Teachability
- 4) Principle of easy Grasp

Suggested Readings:

1. **Cater, R & Mearthy 1988.**
Vocabulary & Language Teaching. (London Longman)
2. **Jones L 1985, Use of English Cambridge University Press**
3. **Mala Mah Thomas 1987, Class room interaction Oxford University Press.**

BMEFT-112 Media Lab

Unit-I

PR Report Writing

Public Speaking/ Develop spoken language skills

Unit-II

Making of Print & Electronic Advertisements

Unit-III

Conducting Surveys and other media research assignments

Unit-IV

News Writing, Feature Writing and Creative writing Exercises.

Reporting Skills and Assignments

BMEFT-201 Print Media-II

Unit-I :

Invention of Printing Press and Paper, Beginning of Printing in India and Historical developments in Print Media.

Unit-I

Reporting, Principles and Functions; Responsibilities & Qualities of a reporter. Types of Reporting- Crime, Court, Health, Civil, Cultural, Politics and Educational.

Unit-II

Investigative and Interpretative Reporting, Off the record, Embargo-Scoops & Exclusive. Specialized reporting, Press Release, Press Conference, Meet the Press.

Unit-III

Stylebook, Need & Importance of Editing, Principles of Editing, Proof Reading and Subbing. Editing & Proof Reading symbols, Copy Editing and Copy preparation for Press.

Unit-IV

News Agency Journalism, PTI, UNI, International News Agencies: AP, UPI, Reuters, Syndicates.

Suggested Readings:

Suggested Readings:

1. Mac Dougall, Curtis D., (7 February 1987), *Interpretative Reporting*, Macmillan New York, 9th Edition.
2. Hohenberg, John , (January 1983), *The Professional Journalist*, Holt, Rinehart and inston, London.

3. Aivar, R. Ramachandra (1979), *Quest for News*, The Macmillan Company of India, New Delhi.
4. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
5. Mehta DS (1979), *Mass Communication and Journalism in India*, Allied Publishers Pvt. Ltd., New Delhi.
6. Roorbach, B., (1998), *Writing life stories*, Cincinnati, OH: Story Press.
7. Hay and Vicky, (1991), *The Essential Feature: Writing for Newspapers and Magazines*
8. , Columbia University Press.
9. Prof. Ramesh Chanha, (2004), *Analysis of Media and Communication Trends* , Gyan Books Pvt. Ltd. ND
10. Keval J. Kumar, (1995), *Mass Communications in India*, Jaico Publishing House.

BMEFT-203 Photography & Photo Journalism

Unit-I

Brief History of Photography, Principles of Photography, Understanding the structure & working of a professional still camera (special focus on camera view finder, Lenses, Aperture, Iris diaphragm, Shutter, Light Meter)

Major types of Camera, Types of Lenses

Unit-II

A o V and Focal Lengths of various lenses, Depth of Field and Depth of Focus, Relationship between shutter speed, aperture and film speed for various genres of Photography.

Unit-III

Principles of Photo Composition, Cropping & Editing. Essentials of a Press Photograph, Qualities of a good Photo Journalist. Ethical and legal aspects of Photo Journalism.

Unit-IV

Principles of film composition –Focal points, Rule of the thirds, Framing and fitting the frame; Straight and converging lines, Diagonal. and S-shaped compositions, Repetition and rhythm. Secondary subjects, Moving towards the center.

Suggested Readings:

1. Kenneth Koper,(1996), *Photojournalism*, Focal Press, Boston.
2. Barbara Upton, (1981), *Photography*, Little Brown & Co., Boston.
3. Keval J. Kumar, (2004),*Mass Communication in India*, Jaico Books, Mumbai.

BMEFT-205 Dynamics of Language-III

Unit-I

Approaches to teaching writing, Essentials of teaching writing

Choice of script, Choice of style, Choice of material, Posture.

Unit-II

- (a) Good Handwriting
 - o Distinctiveness, Legibility, Simplicity, Spacing, Uniformity, Speed, Attractiveness
 - o Transcription
- (b) Dictation
- (c) Ear Training, Correct Orthography, Punctuation

Unit-III

Stages in developing the writing skills

- (a) Sentence Contraction
 - (1) Asking the pupils for an alteration in only one division of pattern
 - (2) Asking the pupils to complete sentences with the help of pictures or given works.
 - (3) Asking the pupils to change sentence from one form to another.
(Verb, tenses, number, gender person, positive, negative, interactive)
- (b) Answering questions
- (c) Synthesis & transformation.

Unit-IV

- a) Writing out lines (Sentence out line, Scratches line)
- b) Developing short phrase from out lines
- c) Writing of adds, telegrams & notices

Suggested Readings:

Reading in Applied English Linguistic by Harold. B. Allen.

1. Amraind Publishing. Private Co. Ltd. New Delhi.
2. Nunam, David 1986, *Designing task for communicative class room*, Cambridge University Press.

BMEFT-207 Media Laws & Ethics

Unit-I

Defining Ethics (morals and values) and work Ethics-Competence, Knowledge and aptitude.

Personal and Professional Ethics.

Ethical Codes: Self Regulation, Organizational Regulation, Statutory regulation.

Functions of Media within the ethical system: role, responsibility and accountability

The Ombudsman.

Unit-II

History of Press Laws in India, Fundamental Rights & Freedom of expression in Democracy.

Press Council, Press Commissions

Unit-III

Press & Reg. of Books Act, Contempt of Court Act, Official Secrets Act, Copyright Act, Working Journalist Act.

Unit-IV

Libel, Defamation, All India Newspaper Editors Conference.

Right to Information, Copyright, Intellectual Property Right, Cyber Laws and IT Act, 1995.

Suggested Readings:

1. **Ravindran, R.K., (1999), *Handbook of Press Laws and Ethics*, Anmol Publications, ND**
2. **Ravindran, R. K., (1997), *Press in Indian Constitution*, Indian Publishers, ND**
3. **D' Souza, Y.K., (1998), *Freedom of Press: Constitution and Media Responsibility*, Commonwealth Publishers, ND**
4. **Basu, Durga Das, (1996), *Law of the Press*, Prentice Hall, India ND.**
5. **Padhy, K.S., (1984) *The Muzzled Press*, Kanishka Publishers, ND.**

BMEFT-209 Computer Application to Media

Unit-I

Introduction to Corel Draw, Corel Draw Terminology, Page Setup.

Handling Objects, Import & Export.

Unit-II

Tool Box & Knowledge of Artistic Media Tools

Working with Text lines, Object lines and Curves

Unit-III

Working with images, Bitmap images and Special effects

Different types of Bitmap images.

Unit-IV

Layout designing of Newspapers, Magazines, Title designing

Suggested Readings:

1. Learning Corel Draw12 (Ramesh bangle)
2. Corel Draw12 The official Guide (Steve Bain, Nick Wilkinson)
3. Mastering Corel Draw 8 (Rick Altman)

BMEFT-211 Photography Lab

Unit-I

Capturing Portrait, Landscape, Still and Environment,

Capturing Wildlife and Sports.

Unit-II

Exercises in Photography for advertising

Unit-III

Covering different events and photo features.

Unit-III

Learning of Photo Editing Tools

Photoshop

BMEFT-202 Dynamics of Language

Unit-I

Compositor, Dimension of written compositor, Compositor types-Guided Composition and Free work.

Unit-II

Guided Composition, its meaning & nature

- (a) Its need & importance
- (b) Essentials of Guided Composition
- (c) Advantages of Guided Composition

Unit-III

Free Work

- (a) Reporting
- (b) Conversation Reporting

Conversation Writing, Interview Reporting

Suggested Readings:

1. **Zones L 1985, Use of English, Cambridge Universities Press**
2. **Mala Mah Thomas 1987, Class room interaction Oxford Universities Press.**

BMEFT-204 Print Media-III

Unit-I

Roles & Duties of Editor-in-Chief/Editor, Managing Editor, Executive Editor, News Editor, Deputy News Editor and Chief Sub Editor.

Unit-II

Space Management, Handling and Treating stories & Pictures.

Unit-III

Editorial Page, Editorials and importance of Editorial Page. Types of Editorials, importance of Editorial, Planning of editorials.

Editorials as reflectors of Editorial Policy, Editorial Writers, columnists and Freelance writers for the Editorial Page.

Changing face of editorial Page, Main Articles, Middles and Letters to the Editor.

Unit-IV

A brief overview of important Newspaper- The Tribune, HT, Ajit, Punjabi Tribune, Punjab Kesari and Dainik Bhaskar.

Important Personalities in Indian Journalism- James silk Buckingham, Kalinath Ray, Dyal S. Majithiya, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan.

Suggested Readings:

1. Mac Dougall, Curtis D., (7 February 1987), *Interpretative Reporting* , Macmillan New York, 9th Edition.
2. Hohenmerg, John , (January 1983), *The Professional Journalist*, Holt, Rinehart and inston, London.
3. Aivar, R. Ramachandra (1979), *Quest for News*, The Macmillan Company of India, New Delhi.
4. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
11. Mehta DS (1979) , *Mass Communication and Journalism in India*, Allied Publishers Pvt. Ltd., New Delhi.
5. Roorbach, B., (1998), *Writing life stories*, Cincinnati, OH: Story Press.
6. Hay and Vicky, (1991), *The Essential Feature: Writing for Newspapers and Magazines*
7. , Columbia University Press.
8. Prof. Ramesh Chanha, (2004), *Analysis of Media and Communication Trends* , Gyan Books Pvt. Ltd. ND
9. Keval J. Kumar, (1995), *Mass Communications in India*, Jaico Publishing House.

BMEFT-206 Online Journalism

Unit-I

Concept, Nature and Scope of Online Journalism, Super Highway, Internet & information revolution.

Information and Communication Technology, Basics of Online Journalism.

Unit-II

Fundamentals of Cyber Journalism, Online-newspapers and online edition of newspapers.

Merits and Demerits of Online Journalism, Principles of writing News, Features and articles for online newspapers.

Unit-III

Computer aided reporting, use of computers for News gathering, processing and dissemination.

Participatory Journalism: Traditional and Contemporary Meaning

Unit-IV

Layout of Online and Online Edition of Newspapers, Periodicity for Online Newspapers.

Important Indian & International Online Newspapers and Magazines, Advertising for online newspapers, Internet Radio and Videos and other elements of online newspapers.

Suggested Readings:

1. Allen Stuart, (2006), *Online News*, Mc Graw Hill.
2. King Luc, (2008), *Internet and the Mass Media*, Sage Publications.
3. Rosales Ray, (2006), *The elements of online journalism*, iUniverse,inc.
4. Ran Michael, James W Tankard, (2004), *writing for print and digital media with online learning centre and power web*, McGraw Hill.
5. Backzkowski Pablo J (2004), *Digitising the new: Innovation in online newspapers*, MIT Press

BMEFT-208 Electronic Media- Radio

Unit-I

History of Radio in India, Radio as a Mass Medium , Importance of Radio in the present media scenario, strengths and weaknesses of Radio.

Unit-II

Overview of AIR, BBC and VOA

Types of Radio- AM, FM, Digital and Community Radio Station.

Unit-III

Principles of Program formatting, Objectives of Radio Programme –Information, Entertainment and Education, Introduction to Radio Studio and basic production Techniques.

Types of Radio Formats-Radio Talks, News, Interviews, Discussions, Features, Documentaries and Commercials, Program for special audience.

Unit-IV

News Reading, Accent and Pronunciation, Silence, Voice Culture

Copy writing for Radio Commercials & Chat shows, Drama and Serials, Outdoor Broadcast, Commentary and Live Shows. Radio Jockey and his responsibilities, Structure & Functioning of Prasar Bharti.

Suggested Readings:

1. Govt. of India, (1966), *Radio and Television: Report of the Committee of Broadcasting and Information*.
2. Govt. of India, (1978), *Akash Bharti (Report of The Working Group of Autonomy for Akashvani & Doordarshan) 2 Volumes, Publication Division, Min. of I&B*
3. Shukla, A.K., (2008), *Handbook of Journalism and Mass Communication*, Rajat Publications, New Delhi.
4. Shrivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publishers, New Delhi.

BMEFT-210 Electronic Media-Television

Unit-I

History of TV in India, TV as a Mass medium, its importance & role in society and Nation building.

Working & Objectives of Doordarshan and Satellite TV Channels.

Unit-II

Script writing for TV, TV Script formats, Planning & designing different types of TV programs, Story Board, selection of topic, location, equipment and budgeting.

Unit-III

Different types of TV Programs, Indoor and Outdoor shooting, Single and multi camera productions. Hosting and Anchoring for different types of TV Programs, Packaging stories and presentation.

Field testing of programs, Preview & Analysis. Transmission Techniques.

Unit-IV

Fundamentals of TV Reporting, Reporting skills, Ethics & Principles of news writing, P to C, VO, News Package, sound bites, Types of editing-linear and Non-Linear, Online and Offline editing.

Suggested Readings:

1. Govt. of India, (1966), *Radio and Television: Report of the Committee of Broadcasting and Information*.
2. Govt. of India, (1978), *Akash Bharti (Report of The Working Group of Autonomy for Akashvani & Doordarshan) 2 Volumes, Publication Division, Min. of I&B*
3. Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, McMillan, New Delhi.
4. Cohen, Akilia A, (!987) *The Television News Interview*, SAGE, New Delhi.
5. Shrivastava, K.M. (2005), *Broadcast Journalism in the 21st century*, New Dawn Press Group, New Delhi.

BMEFT-212 Radio Lab

Unit-I

Visit to Radio Stations-AIR and Private FM Channels.

Unit-II

Familiarization with:

Microphones and their types

Recording equipments

Dubbing & Editing

Digital Studio

Unit-III

Voice modulation exercises/ Voice Recording

Unit-IV

Production of various radio formats-Talks, Announcements, Discussions, Interviews, Features/ Documentaries etc.

BMEFT-301 Development of Cinema

Unit-I

Development and Origin of Cinema. Contribution of Lumiere Brothers, Melies, Griffith, Charles Chaplin and Cecil B. Demille

5 C's of Cinematography

Unit-II

Origin of Indian Cinema, Evolution of Indian Cinema, Referring to Pioneers like Phalke, Ardeshir Irani, Sohrab Modi, Guru Dutt, Raj Kapoor, Bimal Roy and Satyajit Ray. Coming up of talkies, the era of Superstars, multistarrers, Angry Young Man, Rise of Multiplexes.

Unit-III

Modern Cinema: Meaning, Importance and its relevance

New Wave Cinema: Concept, Origin and Growth

Unit-IV

Art and Parallel Cinema

Emergence of New Cinema till now

Suggested Readings:

1. Yves Thoraval, (2000), *The Cinema of India*, MacMillan India.
2. Nasreen Munni Kabir, (2005) *Guru Dutt life in Cinema*, Oxford University Press.

BMEFT-303 Film Appreciation

Unit-I

Film as a medium, Characteristics of Good Cinema, importance and its status in present scenario.

Film Appreciation, Principles of Film Appreciation.

Unit-II

How to read a film: Understanding Camera movements, shots and angles, lighting techniques etc.

Different aspects of film making: Literary, Dramatic and Cinematic

Unit-III

Film Appreciation vs Film Criticism, Film Review, Film Journalism; Institutes like FTII, SRFTII.

Unit-IV

Film Censorship: Central Board of Film Certification, Directorate of Film Festivals

Role of Censor Board in terms of Film Appreciation

Suggested Readings:

1. Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York.
2. Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi.
3. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* , New Dawn Press Group, New Delhi.
4. Yves Thoraval, (2000), *The Cinema of India*, MacMillan India.
5. Nasreen Munni Kabir, (2005) *Guru Dutt life in Cinema*, Oxford University Press.

BMEFT-305 Basics of Film Production

Unit-I

Film Production Concepts, From Idea to Screen.

Unit-II

Screen Play Writing, Role of Costumes and Set designing, Make up.

Role of Director and Producer, Choreographer, Lyricist, Music Director, Art Director

Unit-III

Finance and Budgeting, Importance of Survey, Role of Location, Characterization, Working with still, television and Film Camera

Unit-IV

Editing, Dubbing, Film Distribution, Marketing, Exhibition, Film Promotion and Publicity, Multiplex Culture

Suggested Readings:

1. Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York.
2. Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi.
3. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* , New Dawn Press Group, New Delhi.
4. Yves Thoraval, (2000), *The Cinema of India*, MacMillan India.
5. Nasreen Munni Kabir, (2005) *Guru Dutt life in Cinema*, Oxford University Press.

BMEFT-307 Documentary and Advertisement Films

Unit-I

Difference between Actuality and Documentary, Documentary and Feature Film, Evolution, Growth and Present Scenario of Documentary Films.

Unit-II

Creative treatment of Actuality: Role of Choosing of right subject, importance of research and references.

Unit-III

Concept and principles of Ad Films.

Role of a Copy writer, Process of Ideation and Visualization, Presentation to Client, Shot selection and shot duration.

Unit-IV

Audience Response, Feedback, Impact of Documentary and ad Films

Suggested Readings:

1. Harrison, Tony (ed), (1989), *A handbook of Advertising Techniques*, Kogan page,
2. London. Kirkpatrick, C.A., (1959), *Mass Communication in Marketing*, Houghton-Mifflin, Boston.
3. Jefkins, Frank, (1977), *Copywriting & its presentation*, International Textbook Co., London.
4. David Ogilvy, (1988), *Ogilvy of advertising*, London Pan Books, London, Sidgwick

BMEFT-309 Media Management

Unit-I

Introduction to Media Management. Principles and Types of Management.

An Overview of Mass media: Emergence of Global media, media as an Industry.

Unit-II

Organizational Behaviour, Creativity and Innovation, Ownership and types of Media Organizations.

Unit-III

Financial Management: Budgeting, Monitoring financial performance

Personnel Management: Hiring, Interviewing, Orientation, Performance reviews, Promotion, Termination, Interns and Part timers. Dealing with labour issues, Crisis Management.

Unit-IV

Marketing management and research, Financial Management, Event Management

Consumer behavior and PR management, Image making

Production and Operation management.

Suggested Readings:

1. Kohli Vanita, (2003), *The Indian media Business*, Sage.
2. Ganaratne Shelton, (2000), *Handbook of the Media*, Sage.
3. Kothari Gulab (1995) *Newspaper management in India*, DK Publishers, New Delhi.
4. Croteau David and Hoynes, William (2001) *The Business of Media*, Pine Forge Press.
5. Frank Thayer (1954) *Newspaper Business Management*, Patience Hall Inc., New York.

BMEFT-311 Electronic Media Lab

TV

- a) Handling of audio and video equipment
- b) Outdoor shooting/Indoor shooting
- c) Editing, online and offline editing
- d) Voice over
- e) Sound Effects
- f) Background Music
- g) Mixing
- h) Master Copying

Radio

- a) Operation of Audio equipments, console, microphone, computer for recording
- b) Indoor recording & Outdoor recording
- c) Narration
- d) Different types of microphones
- e) Script writing: Formats and Techniques
- f) Speech techniques
- g) Mixing of sound and music
- h) Production of various programs

Semester-BMEFT-6

Each student is required to submit a Project from those given below at the end of the sixth semester which should be related to his/her internship. Maximum marks for the each project will be 100. 100 marks will be allotted for training report to be submitted at the time of Viva Voce and will be evaluated by the external examiner.

BMEFT-302 Project on Print Media

1. Study of News story elements, writing of leads and various types of News stories
2. Elements of news gathering, interviewing and writing news for Print Media, techniques of interviews, copy reading, headline writing and proof reading
3. Editorials, page make up, type structure, letter to the editor.
4. Submission of Report

BMEFT-304 Project on Radio

1. Study of various Radio Techniques-AM, MW, FM, Digital
2. Study of various recording software and equipments
3. Voice modulation exercises/ Voice Recording
4. Production of various radio formats-Talks, Announcements, Discussions, Interviews, Features/ Documentaries etc.
5. Submission of Report

BMEFT-306 Project on Advertisement

1. Concept of Advertisement in Print, radio and TV
2. Techniques of preparing advertisement
3. Types and methods of Advertisement
4. Advertisement Management
5. Advertising Research
6. Submission of Report in hard copy/soft copy

BMEFT-308 Project on Photography

1. Concept of Photography

2. Familiarization with still photography, camera equipments and associated accessories.
3. Types of lenses and filters
4. Lighting Practices
5. Characteristics of Film used and dark room techniques
6. Application of still camera for effective photographing of people and nature
7. Digital Photography
8. Submission of Report (Softcopy)

BMEFT-310 Project on Documentary

1. Concepts of Documentary
2. Make a documentary on any theme of your choice (Format Audio/Video)
3. Making a project for shooting of documentary, script of project
4. Editing voice over, back ground music and scripting of documentary
5. Submission of Report (CD Form)

BMEFT-312 Project on Documentary

1. Techniques of TV production and Radio Production
2. Linear and Non Linear Editing
3. Audio mixing and editing
4. Visual and audio effects
5. Making a montage and promo (Audio/Video)
6. Submission of Report