



GOVERNMENT COLLEGE FOR WOMEN PARADE

College with Potential for Excellence (CPE)

NAAC ACCREDITED 'A' till 2016

AFFILIATED TO JAMMU UNIVERSITY (J&K)

An Autonomous College. Vide Letter No: F.22-1/2014(AC)

**CERTIFICATE
COURSE IN MASS
COMMUNICATION
&
MEDIA PRODUCTION**

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Course Information:

The key outcomes of the Certificate course in Mass Communication & Media Communication are underpinned as follows:

1. To acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. To acquire the knowledge related to media and its impact.
3. To empower themselves by communication, professional and life skills.
4. To equip with ICTs competencies including digital literacy.
5. To acquire communication skills, writing skills, proficiency in Language and IT Skills,
6. To become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
7. Shall have an understanding of acquiring knowledge throughout life.
8. To acquire and understand the importance of innovation, entrepreneurship and incubation abilities.

Duration of Certificate Course: 6 months

Total Credits: 30

Eligibility: 10+2 with 40%

No. of Seats: 30

Admission /Selection: The selection of the candidates will be merit based.

Examination: As per NSQF Guidelines

Note: Lateral Entry for the Diploma Course is allowed only to students scoring 40 % or above in the Certificate Course.

**SCHEME & SYLLABUS CERTIFICATE IN
MASS COMMUNICATION & MEDIA PRODUCTION**

Course Id	Course	Credits
	Introduction to Journalism & Social Media	6
	Communication Skills	6
	Basics of Reporting	6
	Introduction to Electronic Media	6
	Photo Journalism	6
Total Credits		30

COURSE1: INTRODUCTION TO JOURNALISM & SOCIAL MEDIA

Course Objectives

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.
6. To gain proficiency in specific uses of various types of social media platforms

Detailed Course

Unit-I

Journalism: Concept, nature, scope, function and types , Role of Journalism in Society , Journalism and Democracy ,Concept of Fourth Estate. Concept of Mass Communication ,Mass Communication in India.

Unit – II

Journalism: Contemporary Issues in Journalism ,Debates in Journalism , Elements of Journalism , Types of Journalism , Alternative Journalism

Unit – III

Process of Journalism , Citizen Journalism , Yellow Journalism , Investigative Journalism , Advocacy Journalism.

Unit – IV

Skills of journalism , Convergence, Changing technology, online journalism , New trends in journalism

Unit-V

Social Media Introduction, Online Communities, Webportals, Social Networking Sites: Facebook, Instagram, LinkedIn, Pinterest, Blog Writing, Twitter, Social media Management tools and Social media Analytical Tools

Practicals / Assignments

- **Students will have to design a news package (text, video, graphics, vox-Populi, PTC).**
- **Students will prepare a profile of newspaper writings (types and style).**
- **Visit to important media centres observing their functioning and writing reports thereof.**
- **Creating Blogs and writing**
- **Using Twitter for social messages**
- **Analysis of Professional Facebook pages**
- **Any assignment given by concerned faculty.**

Course Outcomes

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.
6. Students would gain understandinn og the concepts of digital and social media.
7. Students would be able to utilize digital social media tools for different developmental activities.

Suggested Readings

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.

COURSE 2: COMMUNICATION SKILLS

Course Objectives

1. To impart knowledge about the elements of effective communication skills.
2. To create understanding of impactful writing .
3. To understand the significance of speech communication.
4. To develop the knowledge of employment communication about resume.
5. To inculcate the knowledge of employment communication about job interview.

Detailed Course

Unit-I

Need for Effective communication, Language & communication, Verbal communication, Non-verbal communication, Improving Writing skills, Essentials of good Writing styles expressions & words to be avoided

Unit-II

Listening, Types of listening, Listening skills, Barriers of effective listening, Reading Skills : Purpose & Types, Techniques for Effective reading

Unit-III

Oral presentation, public Speaking skills, Reading skills : purpose, audience, locale, Steps in making presentation, Research and planning- structure & style, Technology based communication, Writing Emails, Power Point Presentation

Unit-IV

Content of good resume, Guidelines for writing resume, Types of resume, Cover letters – Formats, Different types of Cover letter

Unit-V

Importance job Interview, Characteristics of job Interview, Interview process, Techniques – Manners and Etiquettes, Common questions during interview

Practicals / Assignments

- Submit any five case study assignment that illustrates effective communication.
- Classroom presentations on contemporary issues.

Course Outcomes

1. Students will have the knowledge about the elements of effective communication skills.
2. Students will be able to have the understanding of impactful writing.
3. Students would be able to understand the significance of speech communication.
4. Students will be having the knowledge of employment communication .
5. Students will be able to communicate effectively.

Suggested Readings

1. Rayudu C.S., Communication, Himalaya Publishing House.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism , Concept publishing company

Course 3: BASICS OF REPORTING

Course Objectives

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To develop the general understanding of art culture and sports reporting.
5. To inculcate the knowledge of crime reporting.

Detailed Course

Unit – I

Concept, definitions and elements of Reporting , Sources of News, News gathering, Verification and Validation , Reporting hierarchy in News Organizations General Interests , Cultivation of sources, Ethics and laws related to reporting

Unit - II

Reporting Techniques and skills, Types of Reporting, Beat Reporting ,Reporting hierarchy in News Organizations, General Interests , Press conference, Press briefing and Meet the press , Human interest stories v/s hard stories

Unit – III

Understanding of Political Trends and Political Parties , Conducting Political Interview , Legislative Reporting (Parliament, Assembly and Local Bodies) , Rural Reporting , Reporting of Autonomous bodies

Unit – IV

How to Report Cultural Events (Drama, Music, Dance etc.) , Difference between Cultural Reporting and Review Articles , Film Coverage , General Introduction of Sports Journalism , How to Report Cricket, Football, Hockey, Athletics and Tennis Events.

Unit - V

Basics of Investigative Reporting, How to Cover a Crime Incident , Analytical Coverage of Crime, Complete Understanding of Rural-Urban Crime Pattern, Court Reporting

Practical / Assignments

Submit 25 news reports of events in your city (of any five different beats).

Course Outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.

4. Students would be able to develop the general understanding of art culture and sports reporting.
5. Students would be able to know about crime reporting.

Suggested Readings

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. Natarajan and Chakraborty: Oyvkuatuibs(1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

Course:4: INTRODUCTION TO ELECTRONIC MEDIA

Course Objectives

1. To understand the working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of online journalism.

Detailed Course

Unit-I

Brief History of broadcasting , Broadcast in India- A Retrospect , Objectives and Policies of A.I.R ,4 Committees on B' casting : Chanda Committee, Vargeese Committee, Prasar Bharti Act , Radio Programme Formats and Writing process

Unit-II

Radio Newsroom, Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes, Preparation of News Bulletin and Editing of News, Traits of News Reporter and News Editor ,F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.

Unit-III

Brief History & Characteristics of T.V. B' casting in India and the World, P.C. Joshi Committee

SITE Experiment, General Activities of a T.V. Centre, Expansion and Reach of T.V. Media, Programme Pattern of Different D.D. Channels & Private News Channels

Unit - IV

Concept of Scripting , Objectives of Scripting , Script Writing and Presentation (Voice Quality, Modulation & Pronunciation) , Steps and Formats of Script Writing , Writing for Anchoring

Unit-V

Concept of web Journalism, Internet and its functions , Search and Conceptualization of online Material , Major Newspapers, Magazines and their E-paper on internet , Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

Practicals / Assignments

TV and Radio Exercises-

- Radio news - Reporting of events and recordings.
- Writing and editing of news reports .
- TV news - Writing, presenting and recording of PTCs .

- Copy editing and video editing of news .
- Online content editing assignment.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism.

Suggested Readings

1. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
2. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
3. “Television Journalism and Broadcasting”-Bhatt.
4. “Writing for Television, Radio and New Media” by Robert L Hilliard.
5. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon:Routledge
6. Walter M cDowell (2006). Broadcast Television: A Complete Guide to the Industry, NewYork: Peter Lang.
7. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing

House.

8. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When

STAR Came to India, New Delhi: Sage.

9. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications.

COURSE 5: PHOTO JOURNALISM

Course Objectives

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self employment.
4. Encourage creative skills
5. Develop interest in photo journalism

Detailed Course

Unit -I

Introduction and Development of Photography, Photo Journalism, Development, Role and importance in media, Tools of Photography, types of camera, Traditional and digital camera, Part of Camera, Camera control

Unit-II

Digital Photography, Emergence of Digital technology, Selecting Images, Size, and quality, Indoor and Outdoor Photography

Unit-III

Lighting principles, Role of lighting, Different types of lighting and its uses, Role of subject, quality of photograph, Developing of different size of photograph

Unit-IV

Photograph Editing Techniques, Cropping, Enlarging & reducing, Clubbing/Grouping, Colour composition, Filter, length, focus, Shots

Unit-V

Branches of Photography needs and importance, Advertising photography, Modeling & portfolio, Wildlife Photography, Photography and Ethics.

Practicals / Assignments

Digital portfolio with print • Nature photography • Candid photography • Product photography • Architecture photography.

Course Outcomes

1. Learner would learn the concepts and importance of photography.
2. Learner would be able to understand photo coverage and photo Journalism .
3. Learner would be to ready to join any media organization as photo Journalist.
4. Learner would know the importance of photo features.

5. Learner would know different branches of photography and may be self-employed.

Suggested Readings

1. Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
2. Digital Photography (Hindi) Harcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London)