



**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)

# **DIPLOMA IN MASS COMMUNICATION & MEDIA PRODUCTION**

Govt. College for Women Parade Ground, Jammu, J&K-180001

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**Course Information:**

The key outcomes of the Diploma course in Mass communication & Journalism 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:** 1year

**Total Credits:** 60

**Eligibility:** 10+2 with 40%

**No. of Seats:** 30

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

**Lateral Entry to Semester 2 for the students who have already completed the Certificate Course**

**DIPLOMA IN MASS COMMUNICATION & MEDIA PRODUCTION**

<b>SEMESTER-I</b>		
<b>Course Id</b>	<b>Course</b>	<b>Credits</b>
	Introduction to Journalism & Social Media	6
	Communication Skills	6
	Basics of Reporting	6
	Introduction to Electronic Media	6
	Photo Journalism	6
<b>Total Credits</b>		<b>30</b>

<b>SEMESTER-II</b>		
<b>Course Id</b>	<b>Course</b>	<b>Credits</b>
	Essentials of Journalism	6
	Basics of Edting	6
	Advertising & Public Relations	6
	Radio Journalism	6
	TV Journalism	6
<b>Total Credits</b>		<b>30</b>

## **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 (4thedn), 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)

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# **SEMESTER-II**

## **Course1: Essentials of Journalism**

### **Course Objectives**

1. To introduce the basics of Computer.
2. To understand the difference between hardware and software
3. To familiarize certain important terminology of Information & Communication Technology.
4. To learn about Office Automation Package.
5. To learn about various types of Operating Systems available in market
6. To familiarize with the constitution of India
7. To introduce various laws of journalism

### **Detailed Course**

#### **Unit - I**

Introduction to Computer, Main Parts of a Computer: Input, Output, CPU and Memory, Difference between Hardware and Software. Introduction to various Operating Systems: Windows, Linux, Macintosh, Android. Working with Windows, My Computer & Recycle bin, Desktop Icons and Windows Explorer, Working with Files & Folders, Accessories and Windows Settings using Control Panel, Start button & Program lists

#### **Unit- II**

Introduction to ICT, website, web browser, search engine, satellite communication, Broadcasting, MSWord, MS Power Point

#### **Unit-III**

**Introduction to Constitution:** Preamble, Salient Features, Fundamental Rights, Fundamental duties, Directive Principles, Emergency Powers, Media Response to contemporary challenges(Ref.Point:Newspaper, Magazines, Journals and TV Coverage)

#### **Unit-IV**

**Media Laws:** Introduction, Significations , Application & Media Ethics, Freedom of expression in context of Media, Media Ethics, Contempt of Court

#### **Unit-V**

Working Journalist Act, Copyright Act, IT Act, Right to Information Act, Main Provisions of IPC and CRPC, Official Secret Act, Press Council Act, Press and Registration of Book Act, Prasar Bharti Act.

### **Practical/Assignments**

- Preparation of Files and folders in different O/S.
- Preparation of a Report, Resume etc
- Preparation of Chart, Table and Graph for various medium.
- Preparation Slide for Presentation on given topic.
- Case studies of any five recent cases related to various media laws.
- Any other assignments given by the concerned Faculty.

### **Course Outcomes:**

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will be have knowledge of Indian Constitution.
6. Students will be have knowledge of Media Ethics & laws.

### **Suggested Readings**

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
3. Computer Ek Parichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009
4. Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
5. Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
6. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999
9. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
10. Mass media Law and Regulation in India AMIC publication.
11. Mass media law and regulation in India, Venkataiyer, AMIC publication.
12. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

## **COURSE 2: BASICS OF EDITING**

### **Course Objectives**

1. To familiarize the students with the basics of editing.
2. To understand the process of editing for various platforms.
3. To create understanding of specialized reporting .
4. To inculcate the knowledge of dummy , printing and layout.
5. To develop the knowledge of photography.

### **Detailed Course**

#### **Unit - I**

Editing and its Significance in Journalism, Role of News Editor, Chief Sub Editor and Copy Editor, Difference Between Editing of Newspaper and Magazine, Subbing of News and News Reports, Editing of Articles, Features and other Stories

#### **Unit - II**

Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines, Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc, Difference between Print Editing and Web Editing, Editing for On-line Newspaper, Editing for Magazines

#### **Unit - III**

Concept and Utility of Dummy, Dummy Newspaper, Magazines and Journalist Web Journalism and Dummy, Modern Lay-out (Specialized designing) , Designing tools

#### **Unit - IV**

History of Printing Technology, layout and Designing and its Significance in the Newspaper , Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc. , Page Designing, Principle, Forms and Utility , Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs, Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper

#### **Unit - V**

Photography: Introduction, Necessity & utility in Media, Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera. Lens: Normal, Wide angle, Tele & Zoom lens Aperture, Focus, Depth of Field, Flash Gun, Filters Speed of the film, Composing & Framing, Rules of Composition, and Background , Photography & Media, Digital Photography , Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)

### **Practicals / Assignments**

- Copy editing assignment.
- Writing Headlines for different types of news.
- Intro/lead writing assignment.
- Creating dummy.

- Layout :Preparing the layout of the front, back and other pages of a newspaper and a magazine .
- Photo coverage of news events in the campus or outside.
- Shooting and preparing Photo Feature along with write-up.

### **Course Outcomes**

1. Students would be able to familiarize themselves with the basics of editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy , printing and layout.
5. Students would be able to develop the knowledge of photography.

### **Suggested Readings**

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000
6. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016  
Rogers, G.(1993). Editing for Print, Mcdonald Book. • Prasad, S.(1993). Editors on Editing/HY, National Book Trust.
7. Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
8. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
9. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge. 10. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi

### **Course 3: Advertising, Media Planning & Public Relations**

#### **Course Objectives**

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
4. To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity ,propaganda and publicity.
5. To understand the basic tools of public relations.
6. To impart the fundamentals of public relations writings.
7. To learn the ethics and laws of public relations.

#### **Unit -I**

Advertising: concepts, definitions, needs, Importance and role of advertising in media, Basic Principles and Vocabulary, Product advertising, Market segmentation, Sales promotion, Identification of target consumer, Market trends

#### **Unit-II**

Advertising campaign, Campaign planning, Brands image, positioning, Advertising strategies, Types of advertising, general objectives, slogans and appeals , Media selection, print, audio visual, digital , Advertising copy writing, testing: pre and post testing, Advertising ethics

#### **Unit-III**

Definitions and concept of public relations, Definitions and concept of publicity ,Definitions and concept of propaganda, Definitions and concept of advertising ,Definitions and concept of e-PR , Difference between public relations and corporate communications , Difference between public relations and advertising ,Difference between public relations and propaganda , Difference between public relations and publicity , Difference between propaganda and publicity

#### **Unit-IV**

Tools of public Relations, Newspaper and magazine, Radio, television and film, New media and social media, Alternate media and traditional media, Fundamentals of public relations writings, Press release writing, Poster writing, Wall, pamphlet and leaflet writings ,Writing for internal publics

#### **Unit-V**

Ethics of public relations, , Ethics of e-PR, Code of ethics by professional bodies , Laws relating to public relations and corporate communications, Laws relating to e-PR

### **Practicals / Assignments**

- Advertisement Designing
- Finding out targets audience for products.
- Media hunt and preparing advertisement
- Prime time advertisement study and report writing
- Preparing advertising copy and posters
- Testing advertising copy
- Visiting advertising agencies
- Preparing a list of National and International ad. agencies.
- Organizing Ad exhibitions
- Creating advertising clubs
- Writing at least 5 press releases of the functions and events of your institution which you have recently attended.
- Preparing at least 5 posters of the visions of the government of your state.
- Making at least 5 posters of the missions of the central government.
- Preparing at least 5 posters of the visions of the central government.
- Making at least 5 posters of the missions of the government of your state.
- Preparing at least five pamphlets of the visions of your institute.
- Making at least five pamphlets for the missions of your institute.
- Preparing at least 5 leaflets for attracting quality students in your institute.
- Planning a newsletter of your institute to build its image.

### **Course Outcomes**

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.
6. Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
7. Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
8. Students would gain knowledge about the tools of public relations.
9. Students would learn the basics of public relations writings.
10. Students would gain knowledge about the basic ethics and laws of public relations

**Suggested Readings**

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher- Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000
4. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
5. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar. New Delhi: Sterling Publishers Private Limited.
6. 'Public Relations in India' BY J.M.Kaul. Kolkotta: Naya Prokash.
7. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, Aronoff E. Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
8. 'Vigyapanaurjansampark' By JaishriJethwaney, RaviShanker and NarendraNath Sarkar. New Delhi: Sagar Publications

## **COURSE 4: RADIO JOURNALISM**

### **Course Objectives**

1. Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.
2. Engage students in new trends in radio journalism
3. To introduce students to the presentation, interviewing skills for new online radio.
4. Visit radio commercial radio studios
5. To acquaint students with the real world of radio production and transmission.

### **Detailed Course**

#### **Unit I**

Introduction Radio journalism, History of Radio Journalism , Radio in India, Writing for the ear, sound and sound bites ,Writing for radio programmes

#### **Unit II**

Radio features, advertisements ,Types of radio broadcasting , Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T ,Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band, Radio: Types of microphones; Mixers, speakers.

#### **Unit III**

Radio Stations based on their transmission and purpose, Community radio, military radio, spiritual/religious radio , Commercial radio, private radio, pirate radio , Amateur radio stations , Satellite radio

#### **Unit IV**

How does a radio station works , Radio Studio. Radio signal Types, Phone-in interview , Script writing for radio ,Elements of radio production ,Digital Radio, Online radio stations

#### **Unit V**

New Trends in Radio Broadcasting, Radio broadcasting equipment. Radio broadcast technology ,Types of news bulletin, Talk shows, features for radio Radio as tool for culture preservation, Social development and development communication

### **Practicals / Assignments**

- Writing the script for advertisement for five different products for radio.
- Preparing a radio jingle for FM channel.
- Drawing up fixed point chart for community radios.
- Writing script for short news bulletins.
- Production of field based Radio features.
- Production of Studio based Radio programmes in different formats.

**Course Outcomes**

1. Students will be able to cover events using mobile phones and right radio news stories
2. Students can produce radio news bulletin
3. Students will be able to interview, make radio promos and jingles
4. Students will be able to apply radio production techniques.
5. Students will be able to undertake radio programme production in different formats

**Suggested Readings**

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio

## **COURSE 5: TELEVISION JOURNALISM**

### **Course Objectives**

1. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
2. Students will understand new trends in television journalism.
3. To introduce students techniques and skills for presentation, anchoring for television programme production.
4. Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.
5. Students will acquire skills and learn to use different softwares for editing television Programmes.

### **Detailed course**

#### **Unit- I**

Introduction to Television Journalism, Pre-production, Production, Post Production, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera, Video Formats, Camera Shots, Camera Movements, Camera Angle

#### **Unit- II**

Television newsroom, Newsroom structure, Types of television studios, Television Debates, Interviews; Types of interviews, Story structures; inverted pyramid, diamond, hourglass, narrative.

#### **Unit- III**

Online television, TV Online and Online Demand, T V shows convergence, New trends in television journalism, Tv channels on mobile phones, line Models of news, news worthiness, values and elements. News criteria, Types of sources. Broadcasting Terms; Cue, Basic Shots, Outtakes, Segue, Fade in, fade out, Editing; offline, online editing, linear editing, non-linear editing. SFX

#### **Unit- IV**

News Agencies, Press Agency Wire Agencies, Role of News Agencies in Journalism, Hoaxes , Alternative news media, Netflix, Apple Tv etc. News Bureau Types of Televisions Programs. Television Formats, Satellite Communication

#### **Unit- V**

Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in, Television news script , News anchor, presenters, reporter's roles, and responsibilities ,Green screen, Tele-prompter, multi-prompter Television production and shooting program crew. Television Lighting techniques, Fill, Main, and back lights

### **Practicals / Assignments**

- TV writing for different types of visuals
- Reporting TV news stories for any five events of your city
- Different types of PTC
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features.
- Moderating studio news programmes

### **Course Outcomes**

1. Students will be able to write scripts of television news stories, special stories and on the spot reporting
2. Students will be able to cover events and news based stories using mobile phones, video cameras.
3. Students will anchor, present and able to produce television news bulletin
4. Students will acquire skills and techniques of television media production
5. Students will be able to do the editing both offline and online programme of television with using the softwares

### **Suggested Readings**

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.C Chatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987