

Study & Evaluation Scheme

of

**Bachelor of Arts in Journalism & Mass Communication
(BAJ)**

3 Years UG Programme

[w.e.f Session 2020-21]



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

N.H.-24, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh-244001
Website: www.iftmuniversity.ac.in



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Study & Evaluation Scheme
of
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication)

[Session 2020-21]

Programme:	Bachelor of Arts in Journalism & Mass Communication BA (Journalism & Mass Communication)
Course Level:	UG Degree
Duration:	Three years (Six semesters) Full Time
Eligibility:	12th in any discipline with 45% 40% for SC/ST candidate
Medium of Instruction:	English and Hindi
Minimum Required Attendance:	75%
Total Credits:	117

Programme Outcomes (POs):

After completing this programme students will be able to:

- Apply knowledge of Journalism & Mass Communication theories and practices to solve the problems of media industries.
- Have analytical and critical thinking abilities for data- based decision making.
- Develop value based leadership ability.
- Understand, analyze and communicate global, economic, legal, and ethical aspect of media industry.
- Lead themselves and others in achievement of media organizational goals, contributing effectively to a team environment.
- Determine the entrepreneurial skill.
- Choose the best possible investment decisions for the media enterprise.

Preamble

Bachelor of Arts in Journalism & Mass Communication

BA (Journalism & Mass Communication)

Programme Objectives

The main aim of the education system is to impart knowledge and skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging needs of borderless corporate world have begun to realize the indispensability of journalism education to real time Journalism and Mass Communication. An entirely new set of behavior patterns, attitudes, and methods of communication is expected to deal with the emerging global communication business. The Bachelor of Arts in Journalism & Mass Communication, three Years full-time Programme at IFTM University aims to develop young men and women as competent professional journalists, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the society at large.

The Mass Media scenario in the World in general and in India in particular has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges. Keeping all these developments in mind, the course has been re-structured with the following broad objectives:

1. To train the students to suit the requirements of the media organizations and the society.
2. To train the students in changing skills of news gathering and editing.
3. To prepare the students in related areas such as Technical Writing, Corporate Communication and Event Management.
4. To introduce the emerging Communication technologies.
5. To prepare students for communication research and teaching.
6. To prepare students to become socially conscious.

To achieve aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond conceptual and analytical framework to practical orientation with ethical and behavioral foundations.

Note-

1-The total credit point allotted to respective theory subject paper is FOUR (4), and practical subject paper is two (2).

Study and Evaluation Scheme
Programme: Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication)
3 Years UG Programme

S. No.	Subject Code	Subject Name	Marks			
			Credit	Internal	External	Total
SEMESTER 1						
1	BA JMC 111	Introduction to Journalism and Mass Communication	4	30	70	100
2	BA JMC 112	Reporting & Editing	4	30	70	100
3	BA JMC 113	Writing For Mass Media	4	30	70	100
4	BA JMC 114	Computer Applications in Mass Media	4	30	70	100
5	BA JMC 115	Presentation & Communication Skills	4	30	70	100
Total Credits & Marks			20	150	350	500
SEMESTER 2						
6	BA JMC 211	Basics of Indian Constitution and Political System	4	30	70	100
7	BA JMC 212	Media Management	4	30	70	100
8	BA JMC 213	Radio & Television Journalism	4	30	70	100
9	BA JMC 214	Public Relations	4	30	70	100
10	BA JMC 215	Advertising	4	30	70	100
Total Credits & Marks			20	150	350	500
SEMESTER 3						
11	BA JMC 311	Film Appreciation	4	30	70	100
12	BA JMC 312	Television Production	4	30	70	100
13	BA JMC 313	Cyber Media Journalism	4	30	70	100
14	BA JMC 314	Media Marketing	4	30	70	100
15	BA JMC 315	Print Media Production (ITR Practical)	2	50	50	100
Total Credits & Marks			18	170	330	500
SEMESTER 4						
16	BA JMC 411	Environmental Studies & Media	4	30	70	100
17	BA JMC 412	Development Communication	4	30	70	100
18	BA JMC 413	Audio-Visual Media I	4	30	70	100
19	BA JMC 414	Graphics & Design	4	30	70	100
20	BA JMC 415	Photography : Techniques & Applications	4	30	70	100
Total Credits & Marks			20	150	350	500
SEMESTER 5						
21	BA JMC 511	Photo Journalism	4	30	70	100
22	BA JMC 512	Media Research	4	30	70	100
23	BA JMC 513	Audio-Visual Media II	4	30	70	100
24	BA JMC 514	Media Laws	4	30	70	100
25	BA JMC 515	Electronic Media Production (ITR Practical)	2	50	50	100
Total Credits & Marks			18	170	330	500
SEMESTER 6						
26	BA JMC 611	Corporate Communication	4	30	70	100
27	BA JMC 612	Event Management	4	30	70	100
28	BA JMC 613	Global Media Scenario	4	30	70	100
29	BA JMC 614	Specialized Journalism	4	30	70	100
30	BA JMC 615	Dissertation	2	50	50	100
Total Credits & Marks			18	170	330	500
Total Course Credits & Marks			114			3000
31-	*UDM	Disaster Management	3	30	70	100

Total Credits: 117 (A student should secure 114 credits in total for the award of degree)

*Disaster Management is non-credit paper. Clearing the paper is mandatory for the students. But Marks will not be count with total course marks.

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – I
Subject Code & Paper
BA JMC111
Introduction to Journalism and Mass Communication

Course Objectives

CREDIT-4

The objectives of the course are to enhance the knowledge of students, with regards to fundamentals of communication and its various forms and to develop among them, broad understanding of the concepts and process of communication.

Unit- I

Session: 12

Meaning, definition and nature of mass communication; Various forms of Communication: Intra-personal, Interpersonal, Group and Mass Communication; Non Verbal and Verbal Communication; Functions of Mass Communication.

Unit – II

Session: 11

Models of Communication: Harold D. Lasswell, Charles E. Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean; Communication Barriers.

Unit – III

Session: 12

Theories of Mass Communication: Bullet theory, Cultivation theory, Uses and Gratification theory; Media system theories – Authoritarian, Libertarian, Social responsibility, Development and Democratic participant theory.

Unit - IV

Session: 13

Mass communication through traditional and modern media; Impacts of mass media on culture and society; Media and Culture imperialism; Information society; Mass communication in digital era; Convergence.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the journalism and communication & its concepts.
- Distinguish between journalism & communication.
- Describe the theories of communication.
- Apply the knowledge in analyze the needs of media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Emery, Ault, Agee, Perspectives in Mass Communication.
2. Fleur, De, Rokeach, B, Theories of Mass Communication.
3. Mc Quail, Denis, Mass Communication Theory.
4. Singh, Dr., Sri Kant, Sampreshan Pratiroop Evam Sidhant, Bharti Publishers & Distributers, Allahabad Road, Faizabad.
5. Smithe, Emery, Reading in Mass Communication.
6. Wartella, Whitney, Windohl, Mass Communication, Review Yearbook (Vol. 3).
7. Yadav, J.S, Mathur, Pradeep, Issues in Mass Communication.

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- www.communicationstudies.com
- epgp.infibnet.ac.in
- www.peoi.org

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BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – I
Subject Code & Paper
BA JMC112
Reporting and Editing

Course Objectives

CREDIT-4

The objectives of the course are to develop an understanding among students about news and writing the news report, to tell them the practical aspect of reporting and coverage from the city of publication, to acquaint students with the editorial set up of newspapers, and newsroom functions, to train students in the editing of copy and headlining of news reports and to make students learn the printing technology and print production.

Unit – I

Session: 14

News: Definition; Elements of News; News sense; News Values; Objectivity of News; Sources of News; News gathering; Responsibilities of Journalist; Essentials of news writing; News story structure; The inverted Pyramid; Importance and various kinds of intro; Meaning and kinds of Headlines.

Unit – II

Session: 13

Kinds of Reporting: objective, interpretative, investigative, in depth; Interview techniques; Features; Specialized reporting: Rural, development, crime, autonomous bodies, science, sports, economic (business) & cultural reporting; Reporting for magazines.

Unit – III

Session: 11

Editing: Meaning, symbols, tools, layout, photo editing; Importance of editing in print media.

Unit – IV

Session: 10

News agencies: PTI, UNI, AP, AFP and Reuters.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the field reporting, editing & its concepts.
- Distinguish between field reporting for different media.
- Describe the theories of field reporting & editing in print media.
- Apply the knowledge in analyze the needs of field reporting & editing in media industry while launching a news paper, magazine or any other media platform and promotional strategies.

Suggested Readings:

- 1- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.
- 2- Chaghan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.
- 3- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 4- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi ,1980.

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- www.encyclopedia.com
- www.bms.co.in

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BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – I
Subject Code & Paper
BA JMC113
Writing for Mass Media

Course Objectives

CREDIT-4

The objectives of the course are to enhance students' understanding of the rules of grammar and their application, to polish their writing skills so as to enhance their expression and thought and to develop their writing capabilities in view of requirements of contemporary media.

Unit- I

Session: 14

Basic Applied Grammar and Usage:

The Sentences: Parts– Subject and Predicate; Kinds of Sentences and their Transformation; Parts of Speech. Noun: Kinds; Gender; Case; Number; Usage. Pronouns: Definition; Kinds; Usage.

Adjectives: Kinds, Degrees of Comparison, Transformation of Degrees.

Articles: Kinds, Articles and Number system, Articles and Gender system, Omission of Articles, Repetition of Articles.

Unit- II

Session: 14

Basic Applied Grammar Continued.

Verbs: Kinds; Auxiliaries: Principal Auxiliaries; Modal Auxiliaries; Semi-Modals; Usage

Non-Finite Verbs: Kinds; Infinitives; Gerund; Participle. Adverbs: Kinds and Usage. Prepositions: Kinds and Usage. Conjunctions: Kinds; Usage. Interjections: Definition; Usage.

Unit- III

Session: 10

Compositional and Comprehension Skills. Essay Writing, report writing. Focus on Reading, writing, listening and speaking skills (RWLS); Note- making and note taking skills.

Unit- IV

Session: 10

Translation in Journalism: Concept & definition of translation; Nature and norms of translation; Types of translation; Need and importance of translation in Journalism; Practice of translation from English to Hindi and vice-versa.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the mass media writing & its concepts.
- Distinguish between different types of media writing.
- Describe the theories of mass media writing and enhance the basics of grammatical and translation skill.
- Apply the knowledge in analyze the needs of media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Agarwal, Malti, Professional Communication, Krishna Publications.
2. Agarwal, Malti, Remedial English Language, Krishna Publications.
3. Choudhary, R, Media writing. New Delhi: Centrum Press. 2010.
4. Gupta, Rajhans, Professional Communication, Pragati Prakashan.
5. Sharma, R.C, Mohan, Krishna, Business Correspondence and Report Writing , Tata Mcgraw Hill, New Delhi.

6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D, Media writing: Print, Broadcast, and Public Relations, New York: Routledge. 2012.

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- www.oneindia.com
- www.medium.com
- www.ohiostate.pressbooks.pub
- www.marstranslation.com

IFTM University, Moradabad
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BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – I

Subject Code & Paper

BA JMC114

Computer Applications in Mass Media

Course Objectives

CREDIT-4

The objectives of the course are to acquaint the students with computer and its operations, to make them aware of DTP and basic Internet applications and to apprise them with basic IT applications in media.

Unit-I

Session: 12

Introduction to computers; History and generations of computers; Types of Computers; An Overview of the Computer System: the CPU, memory, input and Output devices; Storage: primary and secondary storage, floppy and CD ROM.

Unit-II

Session: 10

Software & Operating Systems: MS DOS and MS Windows; Application Programs; Layout designing & page making software.

Unit-III

Session: 13

MS Office:

MS Word: Word Processing, entering and editing text, formatting text, special features of Word; Tables, Mail merge, adding graphics and sounds, templates, printing document.

MS PowerPoint: Creating a presentation & formatting slides.

MS Excel: Introduction to MS Excel; Making of spreadsheet.

Unit-IV

Session: 13

Introduction to network: the internet, working of the internet, addressing skills, domains and sub domains; Main features of the internet: WWW, e-mail, telnet, FTP, IRC, online services, advertising on the internet, law relating to Cyber Media.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the computer applications & its concepts.
- Distinguish between uses of computer for different types of media.
- Describe the uses of hardware and software of computer in mass media.
- Apply the knowledge in analyze the needs of computer & internet in media market, while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

- 1- Basandra, K, Suresh, Computers Today, Galgotia Publications Pvt.Ltd., New Delhi, 1999.
- 2- Minasi, Expert guide to Windows 98, BPB publications, 1999.
- 3- Russel, Stultz, A, Office 2000, BPB publications, 2000.

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- www.oneindia.com
- massmediaassignments.wordpress.com
- www.nraismc.com
- www.rccmindore.com

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SEMESTER – I

Subject Code & Paper

BA JMC115

Presentation and Communication Skills

Course Objectives

CREDIT-4

The objective of the course is to provide students a clear understanding of communication, communication skills, written communication, types of media writing and contribution of renowned Journalist.

Unit- I

Session: 12

Communication skills: Listening skill, cognitive process of listening, barrier to effective listening, speaking skills, public speaking, voice modulation and body language.

Unit- II

Session: 14

Written communication: types; structures and layout of business letters; preventative letters- sales letter, claim letters, employment letters, writing memo, notice and circular, effective email writing skills; Presentation & publication of brochures; Issuing notice, agenda of meeting and minutes of meetings.

Unit – III

Session: 10

Media writing : Feature, Article, Editorial, Story, Letter to Editor, Advertorial, Film review

Unit – IV

Session: 12

Audio Visual Presentation: Presentation Skills, Importance of audio and visual inputs for the presentations.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the communication skills & its concepts.
- Distinguish between different types of presentation & communication skills.
- Describe the theories of communication skills.
- Apply the knowledge in analyze the needs of communication skill in media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Goleman, Daniel, Emotional Intelligence: Why It Can Matter More Than IQ, 2006.
2. Guffey, Mary Ellen, Essentials of Business Communication, Dana Loewy, 2013.
3. McLean, Scott, Business English for Success, The Saylor Foundation, 2011.
4. Moore, Harvill Moore, Business Communication: Achieving Results, Bookboon, 2013.
5. Tripathi, Dr., Ramesh Chandra, Patrkaria Ke Sidhant, Ashok Prakashan, Lucknow.

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- en.wikipedia.org
- www.oneindia.com
- www.mindtools.com
- blog.smarp.com
- edexec.co.uk

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BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – II

Subject Code & Paper

BA JMC211

Basics of Indian Constitution and Political System

Course Objectives

CREDIT-4

The objectives of the course are to enable students understand the Indian political system and functioning of democratic institutions, to apprise students of electoral system from the perspective of election coverage by media and to make them aware of contemporary political issues and motivate them to brainstorm on such issues.

Unit- I

Session: 12

Government making; Working of federalism; Issues in governance at state and central levels of state autonomy in India; Politics at the district level: Panchayati raj, elections and governance.

Unit- II

Session: 12

Nature of the party system: National parties and regional parties and their social bases; Effects of fragmentation of parties on the formation and working of governments at the centre and the states.

Unit- III

Session: 10

The electoral system – process, stresses and strains; secularism and communalism in India: problems and trends; centre-state relations.

Unit- IV

Session: 14

Brief study of International relations: foreign policies of India for UK, USA, Russia; UN and its agencies and their functions; Regional organizations such as ASEAN, SAARC, OIC, OAC; India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define & basics of Indian constitution its concepts.
- Distinguish between different types of rights in constitution.
- Describe the structure and functions of the government, Election Commission & political parties.
- Apply the knowledge in analyze the needs of the knowledge of Indian constitution & political system in India & foreign countries in media industries while launching a news paper, Radio or TV channel and any other audio visual social media platform and promotional strategies.

Suggested Readings:

1. Bandyopadhyay, J, The Making of India's Foreign Policy.
2. Basu, Justice Durgadas, Introduction to the Constitution of India.
3. Maheswari, S, Indian Administration.
4. Narang, A. S, Indian Government and Politics, Gitanjali, New Delhi, 1985.
5. Dhingra, I. C, Indian Economics and Development, Sultan Chand & Sons, New Delhi, 1986.
6. Bakshi, P. M, The Constitution of India: Selective Comments, Universal Law Publishing, Delhi, 2007.
7. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.

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BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – II
Subject Code & Paper
BA JMC212
Media Management

Course Objectives

CREDIT-4

The objectives of the course are to provide students a clear understanding of principles of media management, policy formulation, economics of print and electronic media, Planning and execution of programme production and foreign equity in Indian media.

Unit- I

Session: 11

Management: definition; process and importance; organizational theory; Managerial issues; Management perception; Media as an industry and profession.

Unit- II

Session: 12

The Manager as Communicator; Communication strategies; Internal communication management: Employee-Employer relations, Community relations; External communications, Relations between Government and consumer.

Unit- III

Session: 14

Ownership patterns and policy formulation of Mass Media in India: sole proprietorship, partnership, private limited companies, public limited companies, trust, societies, cooperatives; Hierarchy functions and organizational structure of different departments: general management, finance, circulation, personnel, editorial, advertisement.

Unit- IV

Session: 11

Transnational Media: ownership and issues of sovereignty; Business, financial and legal aspects of media management; Challenges of new media management.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define & introduction of media management its concepts.
- Distinguish between different types of ownership in media organization.
- Describe the structure and functions of the different department.
- Apply the knowledge in analyze the needs of media management in media market while launching a news paper, Radio or TV channel and any other audio visual social media platform and promotional strategies.

Suggested Readings:

1. Henrick, Dennis F, Media Management in the Age of Giants.
2. Kothari, Gulab Newspaper Management in India.
3. Kotler, , Marketing management. Upper Saddle River, NJ: Prentice Hall, 2003.
4. Mass media in India 1994-95, Publications Division, Ministry of Information and Broadcasting, Government of India New Delhi, 1994.
5. Newspaper Organization and Management: Herbert Lee Williams.
6. Panigrahy, Dibakar Media Management in India.

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SEMESTER – II
Subject Code & Paper
BA JMC213

Radio and Television Journalism

Course Objectives

CREDIT-4

The objectives of the course are to explain students the salient features of Radio and TV as a medium, list the different formats of TV and to describe them the process of gathering news and report for TV.

Unit- I

Session: 11

History of Radio in India; Writing for radio; Responsibilities of News Editor; Radio Jockey; Radio Interview; Different type of radio programme of MW (Medium Wave) & SW (Short Wave); Audience Research.

Unit- II

Session: 12

Community Radio; Wave Radio; Recent Developments in FM Broadcast; Different type of radio programmes of FM; BBC and other International Radio Stations; Impact of Radio in rural development.

Unit- III

Session: 13

History of Television in India; Scope of Television Journalism; TV Newsroom; Responsibilities of News Editor & News Producer; TV Correspondents; Techniques of TV News writing; TV news production; Anchoring; TV Interview; Basic of Camera; Impact of Television on Society.

Unit- IV

Session: 12

News Magazines; Panel Discussion; TV Interview; Impact of Cable TV & Satellite Channels on Society; Entertainment news; Field Research, Soap Operas; TV News Channel & Advertisement.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define & introduction of radio and television & its concepts.
- Distinguish between different types of radio and television programme.
- Describe the history & development of radio and television.
- Apply the knowledge in analyze the needs of Radio & TV programme production in media market while launching a Radio or TV channel and any other audio visual social media platform and promotional strategies.

Suggested Readings:

1. Belavadi, Vasuki , Video Production, OUP.
2. Dancyger, K, The technique of film and video editing. Boston: Focal Press, 1993.
3. Jhingan, Prabhu, Television Ki Duniya, Pratham Sanskaran, Bharat Book Center, Lucknow, 1998
4. Millerson, G., & Millerson, G, Television Production. Oxford: Focal Press, 1999.
5. Singh, Dr. Ajay Kumar, Electronic Patrkarita, Prahm Sanskansaran, Lokharti Prakashan, Allahabad, 2014.
6. Zettl, H, Television Production Handbook.

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- www.oneindia.com
- www.shodhganga.inflibnet.ac.in
- www.mediamagazine.in
- www.marklewis.fr

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SEMESTER – II
Subject Code & Paper
BA JMC214
Public Relations

Course Objectives

CREDIT-4

The objectives of the course are to help the students understand the basics of public relations, to explain them the tools and techniques used in public relations, to acquaint the students with PR practices in different kind of organizations, to make them learn how to conduct PR campaigns and evaluate them and to teach the students the legal and ethical aspects of public relations.

Unit-I

Session: 13

Public Relations: Definition, role and functions; The Evolution of Public Relations: Ivy Lee and Modern Public Relations; PR Pioneers: Edward Bernays and P.T. Barnum; Distinguishing between Public Relations and Advertising; Public Relations Vs Marketing; Integrated Market Communication; Theory of Public Relations; The Public of Public Relations.

Unit -II

Session: 10

Public Opinion and Power of Persuasion; Public Relations and allied terms: Publicity, Propaganda, Lobbying, Public Affairs; Models of Public Relations Practice; Public Relation Officer: Roles & responsibilities.

Unit-III

Session: 12

Public Relations in government: Need and objectives; PR setup in India at Central and State levels; Corporate Communications: Meaning and functions; Corporate Branding and Corporate Identity; Internal and External Corporate Communication; Managerial Perspective of Public Relations; Crisis Communication.

Unit- IV

Session: 13

Media and public relations: Handling the media; News releases, video releases and press conferences, press briefings and facility visits, bulletin boards, Media kit; Writing fundamentals: features, articles, speech writing, backgrounders etc. The spoken word and PR: New media and PR; Ethics for the practices of public relations' and law.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the public relations and its concepts.
- Distinguish between different sectors of public relations.
- Describe the theories of public relations and its importance.
- Improve the skills of Public Relation officer and professional communicator.

Suggested Readings:

1. Butterick, K. (2011). Introducing public relations: Theory and practice. London: SAGE.
2. Corporate Public Relations: Balan K.R.
3. Foster, J. (2008). Effective writing skills for public relations. London: Kogan Page.
4. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
5. Handbook of Public Relations in India: Mehta, D.S.
6. Jan Sampark (Punjabi): Dilgir, H.S.
7. Mass Media VI : Hiebert, Ungurait, Bohn.
8. Public Relations– A Scientific Approach: Sahai, Baldeo.
9. Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.
10. Public Relations: Fraser P. Seitel.
11. Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).

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- www.ionos.com
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IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – II
Subject Code & Paper
BA JMC215
Advertising

Course Objectives

CREDIT-4

The objectives of the course are to help the students understand the basics of advertising, to explain the students the role and benefits of advertising, to acquaint the students with various types of advertising, to make the students understand the role of advertising as marketing tool and to teach the students the theories of advertising and the effects of advertising.

Unit- I

Session: 13

Definition of advertising; Evolution of advertising; Social, economical, and ethical aspects of advertising; Types of advertisements; various phases of advertising; Advertising agency system; Market research.

Unit- II

Session: 11

Planning and campaigns; Media selection: Newspapers, Magazines, Radio, Television, Direct mail, Outdoor advertising, Hoarding, Bus panels, Spectacular, Bulletins.

Unit- III

Session: 13

Advertising copy: Visualization, illustrations, layout, headlines, writing script, text font's sizes, color, graphics; Psychological factors in advertising; Trademarks; Slogans; Evaluation of effectiveness.

Unit- IV

Session: 11

Writing for Radio and Television commercials; Recent trends in Indian advertising; Advertising policy; Top names of advertising industries in India.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the advertising and & its concepts.
- Distinguish between different types of advertising.
- Describe the theories of advertising.
- Apply the knowledge in analyze the needs of advertising in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Aaker, D. A., & Myers, J. G, Advertising management. Englewood Cliffs, NJ: Prentice-Hall, 1975.
2. Lucas, D.B., Advertising Psychology and Research. McGraw Hill, 1950.
3. Chunawalla, Advertising Theory and Practice, Himalaya Publishing House, Mumbai, 2000.
4. Cohen, Dorothy, Advertising, Wiley, 1972.

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- www.businessmanagementideas.com
- www.economicdiscussion.net
- www.suryamcrpv.blogpost.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – III
Subject Code & Paper
BA JMC311
Film Appreciation

Course Objectives

CREDIT-4

The objectives of the course are to motivate students to watch different types of film and have good understanding of films and to help them generate ideas of filmmaking and script writing for different types of films.

Unit-I

Session: 12

Film appreciation: Introduction; History and development of film in India: – Types of films –feature film, commercial film, art film, documentary film, short film, public relation film, news film, public interest film, advertising film, animation film.

Unit-II

Session: 13

Film production

Pre production: Theme budget & planning, production team and instruments, one line, developed story, script, story board, research.

Production: Location shooting, cinematography, outdoor & indoor shooting, lighting technique, sound recording technique, importance of dope sheet.

Post production: Editing, dubbing, mixing, narration//voice over, background music, special effects, master print & copy.

Unit-III

Session: 11

Film marketing: Film marketing process, distribution, distribution area, publicity, promo, stunt publicity.

Unit-IV

Session: 12

Challenges and prospects of the Indian film industry, regional cinemas; film organizations – FTII, NFDC, Sensor board, role & responsibilities of Censor board, Censor board certification– ‘A’, ‘U’, ‘A/U’.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the film & its concepts.
- Distinguish between the different types of films.
- Describe the different aspect of films .
- Apply the knowledge in analyze the needs of films in media cinema industry while launching a making a short film, documentary film, tele film and any other film organization and promotional strategies.

Suggested Readings:

1. Tiwari, Vinod Film Athva TV, May Edition, Pustak Mahal Delhi, 2002.
2. Gazetas, A, An Introduction to World Cinema. Jefferson, NC: McFarland, 2000.
3. J., Saldi, R., & Manjula, S. (n.d.). Indian cinema through the century.
4. Phillips, L. R., & Phillips, J. M, Film appreciation. New York: Gordon Press, 1979.
5. Tripathi, Dr., Ramesh Chandra, Agrwal, Dr. Pawan, Media Lekhan, Bharat Prakashan Lucknow, Pratham , Sanskaran, 2001.
6. Vilanilam, Prof. , J.V, Shukla, Dr. Shashi Kant, Bharat Me Sanchar Aur Jan Sanchar, Pratham Sanskaran, Madhya Pradesh Hindi Granth Academy, Bhopal, 2002.

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- www.cs.ubc.ca
- www.goldenglobes.com
- www.premiumbeat.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – III
Subject Code & Paper
BA JMC312
Television Production

Course Objectives

CREDIT-4

The objectives of the course are to train the students in producing video films of different genres and duration and to make them learn various aspects of production by taking up the work themselves.

Unit-I

Session: 12

Introduction to different types of television programme: Informative programme, educational programme, entertainment programme, sports programme, public interest programme, advertising film, Tele film, Serial, Documentary film, Short films, Live programme.

Unit-II

Session: 11

Basics of television programme production: Pre Production: Theme, budget & planning, research, television production team & instruments; Writing for television programmes: Fully scripted & semi scripted programme, Rundown sheet.

Unit-III

Session: 13

Production: Camera mounting and movement, different types of shots; Colour balance; Single camera shooting, multi camera shooting. Lighting technique: Studio lighting, three-point lighting technique; natural light & reflectors. Sound recording technique: different types of microphone; Set & properties, make-up, dope sheet, Structure of studio, DSNG Van.

Unit-IV

Session: 12

Post production: Post production instruments; Good qualities of Editor; Video editing software; Linear & Non-linear editing; Mixing; Special effects; Narration/ voice over; Back ground music; Master print & copy; Ethics of editing; Marketing of television programme.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define & introduction of television & its concepts.
- Distinguish between different types of television programme.
- Describe the history & development of television and TV programme production.
- Apply the knowledge in analyze the needs of TV programme production in media market while launching a TV channel and any other audio visual social media platform and promotional strategies.

Suggested Readings:

1. Belavadi, Vasuki , Video Production, OUP.
2. Dancyger, K, The technique of film and video editing. Boston: Focal Press, 1993.
3. Jhingan, Prabhu, Television Ki Duniya, Pratham Sanskaran, Bharat Book Center, Lucknow, 1998.
4. Millerson, G., & Millerson, G, Television Production. Oxford: Focal Press, 1999.
5. Singh, Dr. Ajay Kumar, Electronic Patrakarita, Pratham Sanskaran, Lokharti Prakashan, Allahabad, 2014.
6. Zettl, H, Television Production Handbook.

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- www.oneindia.com
- www.shodhganga.inflibnet.ac.in
- www.mediamagazine.in
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IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – III
Subject Code & Paper
BA JMC313
Cyber Media Journalism

Course Objectives

CREDIT-4

The objective of the course is to provide students a clear understanding of internet communication and journalism so as to develop students as responsible web journalist, to impart knowledge of new media, to impart skills of writing for web portals, to train students for web reporting.

Unit - I

Session: 13

Introduction to New Media, historical perspective of Internet, brief history of e- paper, New information communication and technology; Basic understanding of Internet and World Wide Web from the standpoint of Mass Communication; Types of Internet connections: LAN, WAN, MAN; Top News websites of India.

Unit - II

Session: 10

Process and techniques of creating Dynamic and Static Websites; Blogs, Face book, Twitter, Chatting, E-mailing, Messenger, and other social networking services.

Unit - III

Session: 13

Process of creating pages by using page layout application; CMS, Editing a digital image with Photoshop, Creating a webpage with Dream weaver, Creating, manipulating and incorporating 3-D Graphics; Incorporating Audio/Video into Multimedia presentations.

Unit - IV

Session: 12

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers; Merits and demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyber journalism.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the cyber media & its concepts.
- Distinguish between & communication.
- Describe the tools & techniques of cyber media and its ethics.
- Apply the knowledge in analyze the needs of cyber media in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K, Social media marketing: A strategic approach. Mason, OH: South-Western Cengage Learning, 2013.
2. Bonim, Andrew, Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web.
3. Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a reporting tool.
4. Crumilish, ABC of the Internet.
5. Curtin, Danis P, Information Technology.
6. Mishra , R.C, Cyber Crime: Impacts in the New Millennium, Author Press.
7. Satish D, Kaila, Rajesh Prabhakar, Blogs: Emerging Communication Media, The ICFAI University Press.
8. Sekhar, Pulugurta Chandra, New Media: The virtual media, Vol 1, B.R. Publishing Corporations.

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- www.oneindia.com
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- www.ojcmt.net
- www.kaspersky.co.in

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – III
Subject Code & Paper
BA JMC314
Media Marketing

Course Objectives

CREDIT-4

The objective of the course is to provide students a clear understanding of marketing, marketing objectives, target market, promotion mix in marketing and integrated marketing communication.

Unit – I

Session: 11

Marketing: Definition, Marketing Mix elements, Globalisation, competition: need for effective marketing, Marketing and Selling, New trends in marketing.

Unit – II

Session: 12

Media marketing objectives, differentiation strategies, Factors influencing marketing, plans: organizational factors - social, economic, technological, legal and political factors.

Unit- III

Session: 11

Target market: niche marketing, types of market, characteristics of the Indian market, Need for market study, global brands and market perception.

Unit – IV

Session: 14

Promotion mix in marketing – advertising, Public relations and publicity; Sales promotion techniques; Corporate and brand image building; Direct marketing strategies: telemarketing and online marketing; Integrated Marketing Communication: Need for integrated approach, cross cultural marketing programmes, challenges in multinational marketing, ethical issues in marketing, consumer rights and forums; Role of TRP in media marketing.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the media marketing & its concepts.
- Distinguish between general marketing & media marketing.
- Describe the theories of media marketing and its importance.
- Apply the knowledge in analyze the needs of media marketing in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Kotler, Philip, Market Management.
2. Sinha, K.K, Business Communication, Galgotia Publication.
3. Kotler, Philip, Armstrong, Gary, Principle of Marketing.
4. Skinner, Steven J, Marketing.
5. Argenti, P. A, Strategic Corporate Communication: A global approach for doing business in the new India. New York: McGraw-Hill. 2009.
6. Jethwaney, J, Corporate Communication: Principles and Practice, Oxford: Oxford University Press, 2010.

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- www.bigcommerce.com
- epgp.infibnet.ac.in
- buffer.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – III
Subject Code & Paper
BA JMC315
Print Media Production (ITR Practical)

Course Objectives

CREDIT: 2

The objectives of the course are to train the students how to work in print media and to make them learn various aspects of print media production by taking up the work themselves.

Production Based Project:

At the end of second semester, all students will have to undergo Print Media Production (ITR Practical) of 4-6 weeks with a Journalistic Organization taking up a project study.

Students will be required to submit the tabloid size news paper in group as per the direction of faculty member.

Project

1-Tabloid size news paper

Students will submit their project on the end of the semester.

Evaluation of project:

The project carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 by internal examiner.

The project work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

Students completing this course will be able to:

- Have knowledge of Print Media (Reporting, writing, typing, editing and layout designing).
- Apply the knowledge in analyze the needs of practical knowledge of print media in media industries while launching a news paper or any other print media platform and promotional strategies.

Suggested Readings:

- 1- Chaughan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi, 1980.
- 4- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.

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- rni.nic.in
- www.thefreedictionary.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – IV

Subject Code & Paper

BA JMC411

Environmental Studies & Media

Course Objectives

CREDIT-4

The purpose of this paper is to enhance the awareness among students regarding the environment related problems together with role of media in spreading consciousness.

Unit- I

Session: 11

Definition, scope and importance; Need for public awareness via media; Natural resources and associated problems: Forest resources; Water resources; Mineral resources; Food resources; Energy resources; Land resources. Role of an individual and media in conservation of natural resources.

Unit- II

Session: 12

Concept of an ecosystem: structure and function of an ecosystem; Producers, consumers and decomposers; Ecological succession; Introduction, definition: genetic, species and ecosystem diversity; Biodiversity at Global, National and Local levels. India as a mega-diversity nation. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts Endangered and endemic species of India Media's role in disseminating of information in ecology.

Unit- III

Session: 14

Definition of environmental pollution: Causes, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards. Role of an individual and media in prevention of pollution; Role of Media in Disaster management: Foods, earthquakes, cyclones and landslides; Environmental ethics: Issues and possible solutions. Laws for environment protection; Environment Protection Act. Air (Prevention and Control of Pollution) Act; Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.

Unit- IV

Session: 11

Population growth; Variation among nations; Population explosion—Family Welfare Programme and media awareness; Environment and human health; Smoking and Cancer; HIV/AIDS; Women and Child Welfare; Role of Media awareness in environment and Human Health issues.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the environmental studies and & its concepts.
- Distinguish between different types of environmental issues.
- Describe the environmental issues & the role of media.
- Apply the knowledge in analyze the needs of environmental knowledge in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Joshi, P. C, & Joshi, Namita, A Text Book of Environmental Science, A. P. H. Publication, New Delhi.
2. Chauhan, Dr B. S, Environmental Studies, Laxmi Publication.
3. Kaushik, Anubha & Kaushik C. P, Environmental Studies, New Age International.

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- www.archive.mu.ac.in

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – IV
Subject Code & Paper
BA JMC412
Development Communication

Course Objectives

CREDIT-4

The objectives of the course are to make the students understand the concept of development, the indicators of development and development issues, particularly in Indian perspective.

Unit- I

Session: 10

Development : meaning and concept; Development issues; Development indicators; Pre-requisites of development; Gap between developed and developing societies; Social Change; Modernization and development.

Unit- II

Session: 13

Development communication: meaning, concept, scope, objective and importance; Development Journalism; Communication Goals for development; Internet as a powerful communication tool for development; Traditional Media and development.

Unit- III

Session: 12

Rural Development: Concept and Importance; Agricultural communication; Media & Agricultural Development; Problems of rural society; Role of Media; Role of Radio in rural development; Problems of rural Journalism.

Unit- IV

Session: 13

National programmes for society: Family Planning, National Integration; Upliftment of weaker sections; Education and literacy; Human Rights; Environmental Problems: The Global Warming, Pollution control; Urbanization: Challenges and Problems.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the development communication and its concepts.
- Distinguish between different medium of development communication.
- Describe the theories of development communication.
- Apply the knowledge in analyze the needs of developmental issues in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Burluson, Bernard, National Programs in Family Planning & Communication in Development Administration.
2. Rural Communication (A.M.C.): Prof. R. Sinha & Gavdi.
3. Chalkels, Alam, A Manual of Development Journalism (Press Institute of India).
4. Sinha, Prof. R & Gavdi, Rural Communication (A.M.C.).
5. Narula, U, Development communication: theory and practice. New Delhi: Har-Anand Publications, 1994.
6. Gupta, V. S, Communication & Development, Concept Publication, New Delhi, India, 2004.

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IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – IV

Subject Code & Paper

BA JMC413

Audio-Visual Media-I

Course Objectives

CREDIT-4

The objectives of the course are to help the students understand the basics of technology involved in radio programme, to acquaint them with recording and editing infrastructure required for broadcasting, to familiarize the students with the growth and nature of radio broadcasting in India, to help them develop an understanding of the policy perspective of radio in India and to update the students on latest developments in our country in radio broadcasting.

Unit- I

Session: 10

Introduction to audio media i.e. Radio, Importance of radio; Aim and objectives of radio, Role of radio in Nation's development.

Unit- II

Session: 13

Ownership and organizational structure of AIR; FM and private channels; Community radio; Different types of Radio programmes: Informative, educational & entertainment; Recorded & live programme; Radio talk, play & discussion; Interview; Phone in programme; Writing for Radio; Qualities of RJ.

Unit- III

Session: 12

Radio programme production team: Role & responsibilities of Director, Pex, Programme Executive, Engineer in Chief, Announcer, Casual Announcer, Director News, Copy writer, Reporter, Audience Research Officer;

Equipments – Microphone, Audio mixer, Phone in mixer, Voice recorder, Computer, Audio editing software. Radio Transmitter, Receiver Antenna

Unit- IV

Session: 13

Brief introduction to Broadcasting Technology: radio wave, sound base, digital radio, URECA- 147, World Space Service; Modulation- AM, FM & Digital Modulation; FM sub carrier; Free space waves; Ionosphere: Layer of Ionosphere, 'D' layer, 'E' layer, 'F' layer, Tropospheric propagation.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the audio visual media & its concepts.
- Distinguish between audio & visual media.
- Improve the knowledge in the field of audio visual media & basics of broadcasting techniques.
- Describe the development of audio & visual media & its structure and functioning and importance.
- Apply the knowledge in analyze the needs of audio & visual media in electronic media industries, while launching a TV channel, or any other audio visual media platform and promotional strategies.

Suggested Readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Srivastava, Dr. H .O., Srivastava, Srivastava, Chandra, Dr. Rashmi, Prasaran Takniki: Kal Aaj Aur Kal, P. Publication.
New Delhi, First Edition, 2004
3. Jhingran, Prabhu, Television Ki Dunia, 1st Edition, Ashok Prakashan, Lucknow, 1998.

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- www.oneindia.com
- www.communicationstudies.com
- epgp.infibnet.ac.in
- www.peoi.org

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – IV
Subject Code & Paper
BA JMC414
Graphics & Design

Course Objectives

CREDIT-4

The objective of the course is to educate the students with regard to theory of design and graphics, printing technology, colour section and layout.

Unit- I

Session: 13

Elements of design and graphics: visualization, convergence and divergence; Conceptualizations and Significance; Fundamentals of Creativity in Art: Logic, Style, Value; Tools of Art: Illustrations, Graphs.

Unit- II

Session: 11

Basic elements and principles of graphics, design layout and production; Typeface families' kinds; Principles of good typography; spacing: measurement point system.

Unit- III

Session: 11

Type composition: manual, mechanical, lino, mono, Ludlow, photo; DTP: Use of computer software, character generation; Use of multimedia.

Unit- IV

Session: 13

Printing methods: letterpress, cylinder, rotary, gravure, screen, offset; Plate making; Types of papers & magazines layout pagination; Designing and printing of bromides; Art pulls: Colour printing, colour combinations, colour scanning, colour separation, colour correction, colour positives, colour negatives.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the graphics & designing & its concepts.
- Distinguish between graphic & designing.
- Describe the importance of graphic & designing in audio visual programme production.
- Improve the knowledge in the field of graphic designing & animation.

Suggested Readings:

1. Minasi (1999) Expert guide to Windows 98, BPB publications.
2. Stultz A Russel (2000) Office 2000, BPB publications.
3. Suresh K.Basandra, (1999) Computers Today, Galgotia Publications Pvt.Ltd.
4. Sarkar, N. N. (2001). Art and production. Sagar Publishers.
5. Sarkar, N. N. (1998). Designing print communication. New Delhi: Sagar Publications.

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- www.oneindia.com
- www.interaction-design.org
- www.99designs.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – IV

Subject Code & Paper

BA JMC415

Photography: Techniques & Applications

Course Objectives

CREDIT-4

The objective of the course is to provide students a clear understanding of still photography, different aspects of photography and types of cameras along with their functions.

Unit- I

Session: 13

History of camera, different types of cameras, photographic films, different types of tapes; accessories: memory card, hard disk, cable and connectors, battery; Different types of lenses; different types of filters, view finder, adopter, microphone, lens hood, aperture rings, focus rings, zoom rings, gain control.

Unit- II

Session: 12

Technical features: aperture, shutter speed, exposure, focus & focal length, white balance, lens speed, depth of field, principles of axis, pixel, resolution, CCD, CMOS, optical zoom, NTSC, PAL, SECAM.

Unit- III

Session: 12

Lighting technique: Natural light; Three point lighting technique; Hard light & soft light, Types of artificial lights; Density glass, reflector, separator, dimmer, exposure meter, studio light, colour temperature.

Unit- IV

Session: 11

Sound recording technique: Types of microphone; Printing technique: Photo printing machine, toner, grade and selection of papers, photo developing & enlarging technique.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the photography & its concepts.
- Distinguish between different types of cameras and shots.
- Describe the theories of photography, videography, lighting & sound recording techniques.
- Improve the deep knowledge in photo & videography.

Suggested Readings:

1. Kobre, Photo Journalism- The Professional Approach, Focal Press, 1996.
2. Ippolito, Joseph.A, Understanding Digital Photography, Thomson Press, Delhi, 2005.
3. Ang, Tom, Digital Photography, Mitchell Beazley, London, 2005.
4. Daly, Tim, Digital Photography Handbook, Amphoto Books, New York, 2002
5. Singh, Dr., Ajay Kumar, Electronic Patrkarita, Praham Sanskansaran Lokbharti Prakashan, Allahabad.
6. Ang, T, Fundamentals of Modern Photography, Mitchell Beazley, London, 2008.

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- streetbounty.com
- mymodernmet.com
- www.ndsu.edu

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – VI
Subject Code & Paper
BA JMC611
Corporate Communication

Course Objectives

CREDIT-4

The objectives of the course are to make students aware of the importance of public relations and its critical role incorporate organizations and to prepare students for corporate communication challenges.

Unit- I

Session: 13

Corporate Communications: Meaning, importance & functions; Medium of corporate communication: Radio, Television, Internet and social sites, traditional media; Role of new media in corporate communication.

Unit- II

Session: 12

Internal and External Corporate Communication; Responsibilities of corporate houses in social development; Communication skills of General Manager (PR).

Unit- III

Session: 12

Corporate Communication Strategies; PR setup in India at Central and State Government; Relations between media persons and consumer; Corporate Branding and image making; Need and importance of advertising agencies.

Unit- IV

Session: 11

Annual report; House journals, folders, press release, video release, press conferences, event management.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the corporate communication & its concepts.
- Distinguish between the challenges between different types of corporate sectors.
- Describe the theories of corporate communication and its importance.
- Improve the professional communication skills.

Suggested Readings:

1. Balan K.R, Corporate Public Relations.
2. Baldeo, Sahai, Public Relations–A Scientific Approach.
3. Butterick, K, Introducing public relations: Theory and practice. London: SAGE, 2011.
4. Mehta, D.S, Handbook of Public Relations in India.
5. Seitel, Fraser P, Public Relations.
6. Shri, J & Jethu, N, Public Relations Concept, Sterling Publishers Pvt. Ltd. New Delhi.

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IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – VI
Subject Code & Paper
BA JMC612
Event Management

Course Objectives

CREDIT-4

The objective of the course is to provide students a clear understanding of principles of events, property creation, exhibitions, India Trade Promotion Organization (ITPO) and running events.

Unit- I

Session: 13

Introduction to Events: Objectives of events; Event Characteristics; Types of events; Structure of events, Supply and Suppliers; Distribution; Event Process; Brief concept; Budgets; Schedule of items; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities.

Unit- II

Session: 12

Property Creation ; Implications of events; Aims; Introduction; Social and Community implications of events; Economic Implications of events. Income from events; Cultural event; Organizational event; Personal event; Sponsorship and Public Funding.

Unit- III

Session: 10

Exhibitions; A little history; Exhibition; definition, requirement and importance; The Economic Impact of Exhibitions; 10 steps to create the great indoors. Exhibitions in India; Membership of International organizations.

Unit- IV

Session: 13

Case study of a renowned expo/ trade fair/exhibition in India; Agreements; Surfing the Information Net; Main activities and services of ITPO. Major event strategy program; Marketing and sponsorship; Insurance & legal issues; The Economic Impact of major events; Sports development; Support services; Importance of telephone directory.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the media management & its concepts.
- Distinguish between the different types of ownership in media organization.
- Describe the structure & functions of the different departments in print media & electronic media.
- Improve the leadership quality.

Suggested Readings:

1. Kishore, D., & Singh, G. S, Event management: A booming industry and an eventful career, Har-Anand Publications, New Delhi, 2011.
2. Kotler, P, Marketing Management, Upper Saddle River, NJ: Prentice Hall, 2003.
3. Sharma, D. (2005). Event planning and management, Deep & Deep Publications PVT., New Delhi: 2005.

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- en.wikipedia.org
- www.oneindia.com
- www.exlinkeventsblog.com
- www.cvent.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – VI
Subject Code & Paper
BA JMC613
Global Media Scenario

Course Objectives

CREDIT-4

The main objective of this paper is to improve the knowledge of students in the area of global media.

Unit- I

Session: 12

Brief introduction to Global media; Monopoly of developed countries in media; Information flow and Imbalance; Foreign policies of India and developed countries; Role of news agencies in International communication.

Foreign policies of India for developed countries.

Unit- II

Session: 13

Brief study of American media, British Media, French Media, Chinese media, Bhutan media and Russian media.

Top media organization of the world- The Times, New York Times, Washington Post, BBC, Asahi Shimbun, AFP, TAAS, Reuters, Hawas, CNN, Alzazira, PTI, The Times of India.

UNIT III

Session: 12

Role of United Nations; UNESCO; Mc Bride Commission; NWICO; NANAP; ASEAN; SAARC Countries; European Union.

UNIT IV

Session: 11

Foreign policies of India for developed countries.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the global media & its concept.
- Distinguish between different types of medium of global communication. .
- Describe the global media scenario & impact of global communication.
- Improve the knowledge of global media activities.

Suggested Readings:

1. Bandhopadhyay, J, The Making of India's Foreign policy.
2. Jagran year Book: 2016
3. Bharat 2016: Publication of Deptt. of Information & Broadcasting
4. Basu, Justice Durgadas, Introduction to the Constitution of India.
5. Maheshwari, S, Indian Administration.
6. Sundaram, K, Indian Economics.
7. Merrill, J. C., & S., D. B. (2003). Global journalism: Topical Issues and Media Systems. Stellenbosch: US Printers, 2003.
8. Ghosh, P, International relation, PHI Learning Pvt Limited, 2013.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.nraismc.com
- www.rampages.us

IFTM University, Moradabad
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SEMESTER – VI
Subject Code & Paper
BA JMC614
Specialized Journalism

Course Objectives

CREDIT-4

The objective of the course is to make the students understand news, its basics, different forms of journalism and the role of media in a democracy.

Unit- I

Session: 10

Specialized Journalism: Concept, meaning, importance, problems and challenges.

Unit- II

Session: 12

Political Journalism: Understanding of political trends and political parties and its large area of news gathering; Legislative journalism: Parliament, Assembly and court reporting problems and challenges, Understanding of autonomous bodies- UPSC, Universities.

Unit- III

Session: 13

Rural & financial Journalism: Reporting of rural areas, problems and challenges, present status of economic scenario and corporate world, reporting of financial and business activities, understanding of share market and, annual budget of Government of India and State Government.

Unit- IV

Session: 13

Cultural, Environment & Sport Journalism: Understanding of eastern & western culture, Environment & sports journalism and its large area of news gathering.

Investigative Journalism: Meaning, aims and objectives of investigative reporting,

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

Students completing this course will be able to:

- Define the specialized journalism and its concepts.
- Distinguish between the different types of specialized area of journalism.
- Describe the vast area of specialized journalism and its challenges & prospects.
- Apply the knowledge in analyze the needs of specialized journalism in the media industries while launching a news paper, TV channel or any other social media platform and promotional strategies.

Suggested Readings:

- 1- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi, 1980.
- 4- Chaghan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.nraismc.com

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – VI
Subject Code & Paper
BA JMC615
Dissertation

Course Objective

CREDIT: 2

The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

Students may opt from any one of the topic or a topic of his or her choice.

(Any one)

1-Radio

2-Television

3- Print Media

4-Advertising

5- New Media

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.

Students will submit their dissertation on the end of semester.

Evaluation of dissertation:

The dissertation carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 by internal examiner.

The dissertation will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

The students will be able to identify the problems of research and the selection of the research topic for study and the students will be mature as researcher.

Suggested Readings:

- 1- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi, 1980.
- 4- Chaghan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.

Website Sources:

- en.wikipedia.org
- www.encyclopedia.com
- www.bms.co.in
- shodhganga.inflibnet.ac.in

IFTM University, Moradabad
Bachelor of Arts in Journalism & Mass Communication
BA (Journalism & Mass Communication) 3 Years UG Programme
SEMESTER – VI
Subject Code & Paper
UDM
Disaster Management

Course Objectives :

Credit: 3

The objectives of the course are to provide students an understanding to the concepts and aspects of disaster and its relationship with development, to ensure awareness of Disaster Risk Reduction (DRR) approaches among students and to assist students develop ability to respond to their environment with potential response to disaster.

UNIT I: Introduction To Disasters

(12 Sessions)

Definition: Disaster, Hazard, Vulnerability, Resilience, Risks

Types of disasters – Earthquake, Landslide, Flood, Drought, Fire, campus shooting, bomb threat, terrorist incidence and financial emergency etc.

Causes and Impacts including social, economic, political, environmental, health, psychosocial, etc. Differential impacts- in terms of caste, class, gender, age, location, disability.

Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change- Dos and Don'ts during various types of Disasters.

UNIT II: Approaches To Disaster Risk Reduction

(10 Sessions)

Disaster life cycle – its analysis, phases, culture of safety, prevention, mitigation and preparedness

Community based DRR (Disaster Risk Reduction), Structural-nonstructural measures,

Roles and responsibilities of community: Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), States, Centre, and other stakeholders

UNIT III: Inter-Relationship Between Disasters And Development

(08 Sessions)

Factors affecting Vulnerabilities, impact of Development projects such as dams, embankments, changes in Land-use etc.

Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology and local resources.

Role of international cooperations in Disaster Management

UNIT IV: Disaster Risk Management In India

(08 Sessions)

Hazard and Vulnerability profile of India. Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management

Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act and Policy – Other related policies, plans, programmes and legislation

Role of GIS and Information Technology Components in Preparedness, Risk Assessment, Response and Recovery Phases of Disaster – Disaster Damage Assessment.

UNIT V: Disaster Management: Applications, Case Studies and Field Works

(07 Session)

The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located. A few ideas or suggestions are discussed below.

Several governmental initiatives require Urban Local Bodies (ULBs) and Panchayati Raj Institutions (PRIs) to be pro active in preparing DM plans and community based disaster preparedness plans. Information on these would be available with the district collector or Municipal corporations.

Teachers could ask students to explore and map disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teacher could work on ways of addressing these vulnerabilities, preparing plans and consultation with local administration or NGOs.

Students could conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings, training in first aid.

Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

The suggested topics for Project work for student could be as follows:

- Monitoring and evaluation plan for disaster response
- Low cost Home based water purification methods
- Planning Nutrition intervention programmes
- Safety tips before during and after earthquake, cyclone, floods and fire accidents.
- Mock Drills
- Major disasters in India
- Disaster Management in India
- Flood affected areas and damages in India
- Heat waves in India
- Earth quakes in India
- Historical Tsunamis in India
- Nuclear emergence
- Traffic accidents in India
- Train Accidents
- Major disease outbreak
- Disaster management structure in India
- Precaution, mitigation of disaster in India
- Warning system in India to prevent disaster
- Bhopal gas tragedy
- Kutch earth quake
- Tsunami (2004)
- Kosi Calamity 2008
- Mayapuri radiation exposure Delhi (2010)
- Mock exercises

Any field works related to disaster management.

Learning Outcomes: The students will be able to identify the nature and causes of disaster and to apply the disaster risk reduction mechanism.

Teaching Resources

Emphasis will be on interactive teaching learning methods. Tools could be Range of Films-documentaries and feature films related to disasters and their impacts and on vulnerabilities of people are available which a teacher could choose with care and screen. This could form a basis for classroom discussion.

Guidelines for setting Question Paper

Section-A

Twenty Multiple choice Questions to be answered. 20x1=20

Section –B

Five long Answer-type questions out of ten from all units. 10x5=50

Course Outcomes:

The students will be able to identify the nature and causes of disaster and to apply the disaster risk reduction mechanism.

Suggested Readings:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press.
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Damon P. Coppola, Introduction to International Disaster Management, Butterworth-Heinemann.
- Gupta Anil K, Sreeja S. Nair. Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi

- Kapur Anu Vulnerable India: A Geographical Study of Disasters, IAS and Sage Publishers, New Delhi.
- Carter, Nick. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Govt. of India: Disaster Management Act 2005, Government of India, New Delhi. Government of India, 2009.
- Sreeja S. Nair. Environmental Knowledge for Disaster Risk Management, NIDM Indian Journal of Social Work, New Delhi.

Websites Sources

- <http://nidm.gov.in/>
- <http://nidmssp.in>
- <http://www.drishtiiias.com/upsc-exam-gs-resources-COMMUNITY-BASED-DISASTER-MANAGEMENT>

Note: Latest editions of all the suggested readings must be used.