SINGHANIA UNIVERSITY

Syllabus
Of
Bachelor of Journalism & Mass Communication

For
1st Year to 3rd Year
**FIRST YEAR**

**S. NO.** | **PAPER**
---|---
1. | Media Writing
2. | Socio Economic & Political development
3. | Introduction to Communication & Communication development
4. | Photography

**PRACTICAL:**

1. Communication Lab
2. Photo Lab

**SECOND YEAR**

**S. NO.** | **PAPER**
---|---
1. | Print Journalism
2. | Design & Graphics for Journalism
3. | Radio Journalism & Production
4. | Advertising

**PRACTICAL:**

1. Design & Graphics Lab
2. Radio Journalism & Production Lab

**THIRD YEAR**

**S. NO.** | **PAPER**
---|---
1. | TV Journalism & Production
2. | Public Relations & Event
3. | Cyber Journalism: Convergence & New Media
4. | Research Methodology for Media

**PRACTICAL:**

1. TV Journalism & Production Lab
2. Cyber Journalism Lab
3. Final Project
Objective: To develop students’ knowledge and understanding of the rules of media writing and their applications: Grammar, reading skills, communication abilities, writing for print media and electronic media.

Unit I: Grammar & Writing
1. Vocabulary building & Spelling rules
2. Grammars problems & Punctuation
3. Kinds & ABCD of Media Writing
4. Writing simply

Unit II: Putting Word and Sentences
1. The sentence clarity and emphasis
2. Rhythm and Variety
3. Elements as Paragraphs
4. Reading & Writing formats

Unit III: Translation in Journalism
1. Concept about Translation
2. Types of Translation
3. Need, Process and Importance of Translation in Journalism
4. Guidelines for Translation
5. Translation from English to Hindi & Vice –Versa
Objective: To develop & explain various aspects of culture & heritage, Indian socio-economics & political systems, political issues & their functioning.

Unit I: Indian History and their Culture
   1. Indian history and Constitution
   2. Indian Heritage
   3. Indian freedom movement
   4. Pillars of democracy

Unit II: Indian Economy
   1. Nature and development of Indian economy
   2. Economic concepts & Terminology
   3. Globalization & Mixed economy
   4. Indian Industry

Unit III: The Indian Polity & Major Issues
   1. Fundamental rights and principles of Indian constitution
   2. Parliamentary democracy systems & Indian judicial systems
   3. General elections & issues of regionalism
   4. Population, corruption & illiteracy
   5. Public health, poverty, Caste conflicts & reservation issues
FIRST YEAR
INTRODUCTION TO COMMUNICATION & COMMUNICATION DEVELOPMENT

Objective: To develop & explain different types of communications, elements, principles and their importance. Understanding of development issues and process of country as responsible communicators.

Unit I: Fundamental of Communication
1. Communication - Meaning and definition, scope and functions
2. Sense of Communications
3. Development of Speech and evolution of Indian languages
4. Communicating with self-introspection

Unit II: Mass Communication
1. Origin of media : Functions, rolls & Impact of Media
2. Meaning, Elements & Functions of Mass Media
3. Wireless Communication & Visual Communication
4. A brief Introduction to Communications Theories and Models

Unit III: Media & Development Communication
1. Definition, meaning and process
2. Theories & paradigms of development, Economic & Social indicators of developments
3. Approaches of development support communications
Objective: To develop & explain about photography, its functions and uses of films and digital cameras. Describe about lights and lighting applications, different steps involved in printing & Digital Photography.

Unit I: Introduction to Photography
1. Brief History of Photography
2. Photography as medium of communication
3. The Roll & Importance of Photography
4. How camera works

Unit II: Camera & Lighting
1. Principles of camera obscura
2. Elements, Camera formats & Accessories
3. Camera Design & Lenses
4. About Lighting, Principles & various types of Photography

Unit III: Approach to printing of Photography
1. Printing of Digital Photographs
2. Converting develop photograph into digital photograph
3. Photo magic and appreciations
4. Problems related to Photography
Objective: To speak effectively in interpersonal and public speaking situations using appropriate nonverbal communication. Write effectively, face interview and speak effectively using a microphone before an audience.

Exercises & Assignments

1. Conversation between two students recorded on camera.
2. Reporting on various types of radio programmes monitored by them
3. Presentation on TV programmes
4. Rewriting Headlines of Newspapers (Hindi & English)
5. Reading & Writing of day’s newspapers followed by discussions
6. Interview and Group Discussion sessions
9. Book Reading, Reviews, Appreciation
10. Effective Presentation using various audio – visual aids
FIRST YEAR
PHOT LAB

Objective: Define and explain the process of media research & research methods.

Exercises & Assignments

1. Using Digital SLR and Mobile camera/developing an idea and practice

2. Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera


4. Use of software(Photoshop) for modification of picture

5. Preparing a softcopy of photo feature on CD/DVD
SECOND YEAR
PRINT JOURNALISM

Objective: Describe about news and write different stories on various subjects with responsibilities

Unit I: News & News Writing
1. What is Journalism and Journalist?
2. Roll and responsibilities of Journalist
3. What is News? News elements, values, types, news sources & Information
4. Inverted Pyramid style of news writing,
5. Headline writing: Types & Functions and 5Ws and 1H of news writing

Unit II: News Reporting
1. What is news reporting?
2. Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight)
4. Reporters: Qualities and Responsibilities

Unit III: News Writing & Editing
1. What is editing? Principles of editing.
2. Editing for newspapers, magazine, journals & Design & layout.
3. Editing a copy/electronic editing & Guidelines for writing headlines.
4. Use of Editing Symbols, Structure & Operations of a newspaper organization.
5. Functions and responsibilities of Editor and Sub Editor.
SECOND YEAR
DESIGN & GRAPHICS FOR JOURNALISM

Objective: Describe basics of design and graphics elements and principles of design to various forms of visual and graphic communication for Journalism.

Unit I: Design & Graphics
1. Basics of Design and Graphics
2. Elements and principles of design
3. Typography : Physical form, aesthetics and classifications
4. Colour scheme and production

Unit II: Layout & Design
1. Components of layout and layout planning
2. Advertisement layout, Broadsheet and Tabloid layout
3. Magazine, Book & Web banner layout

Unit III: Visuals & Printing
1. Visuals : Physical forms, functions & editing
2. Basic of Desk Top Publishing
3. DTP & Designing Softwares
4. Printing process, methods & paper finishing
Objective: Describe the characteristics of radio as a medium of mass communication & different formats of radio programmes. Write effectively for the ear & define radio news, characteristics of radio news with a written script.

Unit I: Radio & Radio Formats
1. Define radio in today’s context
2. Characteristics & limitations of radio
3. Different types of radio stations
4. Different types of radio formats: Simple announcements, Radio interviews, Discussions, documentaries, ads/commercials, Music on radio & Radio news

Unit II: Writing for Radio
5. Introduction
6. Characteristics of spoken word
7. Writing for different formats and messages
8. Dramatising messages

Unit III: Radio Production
5. Introduction & Elements of radio productions
6. Different types of microphones
7. Editing & Recording
8. Different types of Sound Effects
SECOND YEAR
ADVERTISING

Objective: Define and explain advertising objectives, its role and functions. Differentiate between advertising as communication, marketing and PR tool.

Unit I: Introduction & Process
1. Definition & Meaning of Advertising
2. Role, Nature, Scope and functions of Advertising
3. Global Scenario of Advertising
4. Models of Advertising Communication

Unit II: Classifications, Structure & Functions
1. Different classifications of Advertising
2. Element of print Advertising
3. Characteristic, Advantages & Disadvantages
4. Concept of advertising agencies, Ad agency-Role, Types, Structure & functions

Unit III: Creative Strategy & Media Planning
1. Integrated Marketing Communication: Definition & concepts
2. Define strategy and its role and relevance
3. Advertising Research & Elements of Marketing plan
4. Media agencies: definition, need and importance
SECOND YEAR
DESIGN & GRAPHICS LAB

Objective: Design and create layouts using DTP & Designing softwares

Exercises & Assignments

Following assignments can be given to students in each of these softwares:

1. Design Poster, Flash Card & Magazine Cover Page in Photoshop
2. Design Visiting Cards, Logos, Book Cover & Calendar in CorelDraw
3. Design Brochure/Pamphlet in Page Maker
4. Prepare Tabloid and Front Page of Newspaper in QuarkXpress
5. Design magazine in Adobe InDesign
SECOND YEAR
RADIO JOURNALISM & PRODUCTION LAB

Objective: Prepare audio brief using different types of microphones for radio/audio productions. Apply various elements of radio production for producing different radio formats & make effective presentation of programmes.

Exercises & Assignments

1. Preparation of audio brief
2. Recording and editing exercises in the studio
3. Interviews-simulated and actuality
4. Research and scripting of radio documentary/feature/drama
5. Production of radio discussions
6. Presentation of various types of programmes
7. Production of radio documentary/feature
8. Preparation of audience profile
THIRD YEAR
TV JOURNALISM & PRODUCTION

Objective: Explain & describe the salient features & process of gathering news and report for TV. Describe the steps involved in editing of a video program & the stages of production of a video program.

Unit I: Basics of TV & News Gathering
5. Understanding the medium -TV
6. Formats and types for TV Programmes
7. TV News script format
8. Fundamentals of Writing and Reporting for TV – Reporting skills
9. Types of news interview
10. Anchoring - Live show & Packaging

Unit II: TV Programme
1. Steps involved in production & utilisation of a TV Program
2. Stages of production- pre-production, production and post-production
3. Use of graphics and special effects
4. Developing a video brief

Unit III: Video Editing
1. Visual Factor of video editing
2. Types of video editing
3. Non-Linear editing, Cut to cut, assemble & insert, on line, off line editing & Guidelines
4. Field testing of programme
THIRD YEAR
PUBLIC RELATIONS & EVENT

Objective: Define PR, Corporate Communication, corporate relations & its functions. Explain event management, process and its functions.

Unit I: PR Tools & Techniques
1. Definition of Public Relations - Its need, nature and scope
2. Types of Publics, Functions of PR
3. Corporate Communications tools and Techniques
4. Ethics of PR & News Release
5. Media relations, Internal and External PR media

Unit II: PR Role & Campaign
1. PR in developing countries
2. PR in Educational and Research Institutions
3. PR in Political and Election Campaigns
4. PR in Rural Sector & Defense
5. PR campaign & PR Research

Unit III: Event: Principles & Methods
1. Events and Event Management
2. Understanding, Need & Elements of Event Management
3. Conceptualization Organizing and Planning
THIRD YEAR
CYBER JOURNALISM: CONVERGENCE & NEW MEDIA

Objective: Explain cyber journalism: convergence & new media for journalist purpose with cyber laws & Ethics.

Unit I: Internet & New Media
1. Basics of Internet & their characteristics
2. Networking, ISP & browsers
3. Features of Online Communications
4. Digital media and communication
5. ICT, digital divide, Information Society & Media Convergence

Unit II: Online Journalism & Social Media
1. Traditional vs Online Journalism-difference in news consumption
2. Online Writing & Editing
3. Social Media, Web 1.0, 2.0 3.0
4. Mobile Communications & Technology

Unit III: Cyber Laws, Ethics & Programming
1. Cyber Crimes & Security : Types and Dimension
2. Cyber Laws & Ethics
3. Elements & Principles of Web Designing
4. Basic Programming – HTML & DREAM WEAVER
THIRD YEAR
RESEARCH METHODOLOGY FOR MEDIA

Objective: Define and explain the process of media research & research methods.

Unit I: Research Designs
1. Meaning, objectives and types of research
2. Research Approaches
3. Research Process & Design
4. Sampling – types of sampling, and Hypothesis /Research Questions

Unit II: Data Collection & Survey
1. Primary and Secondary data
2. Observation & Interview methods
3. Different types of data collection
4. Case Study Method
5. Survey – Meaning, Characteristics and types

Unit III: Data Analysis
1. Writing a proposal, synopsis, abstract for a project.
2. Processing of data – editing, coding, classification, tabulation
3. Analysis and interpretation of data
4. Report writing and feedback
THIRD YEAR
TV JOURNALISM & PRODUCTION LAB

Objective: To prepare a video brief & apply production and post-production technique effectively to produce a video program. Write scripts for TV & Use sound and light.

Exercises & Assignments

1. Preparation of a video brief for production & post production
2. Developing an idea into story
3. Script and story board
4. Production schedule, Budget, Floor plan, Lighting plan & Shooting script
5. Production of a programme
6. Post Production
THIRD YEAR
CYBER JOURNALISM LAB

Objective: Design & develop a Websites & Blogs.

Exercises & Assignments

1. To create and maintain blogs
2. Distinguish between news, views, opinions, advertisements
3. Learning HTML, creating a simple web page.
4. Students in groups should create a dynamic website in Dreamweaver with each one given a different assignment regarding the components of website.

THIRD YEAR
FINAL PROJECT

Every student will be assigned the Final Project at the end of the THIRD YEAR. The Final Project will be pursued by him/her under the supervision of an internal supervisor. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD. The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the third year. At the time of viva, the students will make a Power Point Presentation of the Final Project.