

**SINGHANIA UNIVERSITY**

**Syllabus**

**Of**

**Bachelor of Journalism & Mass  
Communication**

**For**

**1<sup>st</sup> Year to 3<sup>rd</sup> 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

# **FIRST YEAR MEDIA WRITING**

**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

# **FIRST YEAR**

## **SOCIO – ECONOMIC & POLITICAL DEVELOPMENT**

**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
4. Role & Performance of Mass Media & Cyber Media.

# **FIRST YEAR**

## **PHOTOGRAPHY**

**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

# **FIRST YEAR**

## **COMMUNICATION LAB**

**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
3. Shooting exercise in artificial lights.
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)
3. Reporting for Newspapers, News Agencies and Magazines.
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
4. Poster Design, Logo Design, Brochure Design

#### **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

# **SECOND YEAR**

## **RADIO JOURNALISM & PRODUCTION**

**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 News paper 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
4. Market Research, Evaluation and Impact Assessment



# **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.