

---

# SYLLABUS

**Master of Arts (Broadcast Journalism)**



Session :- 2008-10

CENTRE FOR AUDIO VISUAL STUDIES

---

Makhanlal Chaturvedi

**National University of Journalism and  
Communication,  
Bhopal**

MASTER OF ARTS (Broadcast Journalism)

Course duration: 2 Years (4 Semesters)

Number of Seats: 25

### **Objectives of the course:**

Following are the objectives of this course.

1. To provide the students and insight into the broadcast media and its relevance to rural and urban development. The course shall be a judicious blend of knowledge and skills.
2. To train students in the basic skills which will enable them to perform entry-level jobs in various broadcast media institutions, radio, doordarshan news and advertising units, satellite and cable television networks etc.
3. To expose students to the basic concepts, characteristics of Indian society to enable them to plan suitable programmes on current political, economic, environmental and rural problems.
4. To understand the responsibilities and ethics of broadcast media for Indian society.
5. To develop communication skills of students for broadcasting purpose.
6. To prepare them as excellent professionals to meet the challenges posed by rapidly changing environment.
7. To make the students aware of the state of the art technology used in broadcasting and to attract the students to join the glamorous field of broadcasting.

### **Course features :**

The course has been designed with a vision of providing adequate academic knowledge to the students on various subjects detailed in the syllabus with sufficient practical assignments and hands on training to enable them to prepare and present the scripts with suitable audio/video material as per requirements. The students will be given proper exposure in the functioning of electronic media and state of the art technology i.e. satellite communication, digital transmission, application of computers in electronic media, latest gadgets and equipment's besides efforts will be made to apprise the students with the latest developments in the national and international media observed specially in the field of global journalism, recent trends and thinking the course will envisage a series of lectures/discourses by media experts to update to update the students awareness and understanding of political, economic and cultural trends in the society.

### **After Compilation of the two years of Post Graduate Degree Course, a Broadcast Journalist is expected to be Proficient in the following areas:**

1. Cognisance of current social, Political and economic scenario.
2. Analysing the present day society with insightful professional attitude.
3. Development of capability of expressive and communicative skills.
4. Technical know-how of the media.
5. Skills in news gathering, writing and presenting
6. Professional craftsmanship in conducting Interviews, discussions and chat shows.
7. Power of keen observation and sense of judgement.

8. Command on spoken language.
9. Proficiency in Computer applications.
10. Fair, Frank and fearless attitude.

### **Job prospects and opportunities:**

In view of information revolution which has gained ground in recent years, numerous avenues and opportunities are available for the students, apart from official media i.e. television, radio, field publicity, audio-visual publicity departments etc. All the state governments have established their own information and publicity departments. The public sector units, corporate sector establishments and co-operative sector units are handling publicity and advertising activities on a large scale. The private sector has assumed dimensions in undertaking media activities in the field of programme production, advertisements and presentation of news based programmes.

The entire nation has been geared towards the fast development of entertainment business on a global scale. The introduction of internet service on computers, digital technology and satellite communication system, the concept of information super highway is gaining ground in our country in creating new job opportunities in software as well as hardware areas. All the educational institutions including U.G.C. open universities have taken up education Broadcasts activities on a large scale involving audio and video production.

This is an era of publicity campaigns and drives and all such department. Officials, non-officials or N.G.O's. Who are dealing in publicity are looking forward to recruit suitable media professionals to implement mega publicity plans. Even, international agencies, engaged in socio-economic development are conducting their own publicity drives with the help of local media persons The field of public relation calls for skilled media people, and the department of tourism is also attracting media workers to popularise the tourism activities A Broadcast Journalist is a multi-purpose professional, who can discharge functions of varied nature right from writing scripts, producing programmes and analysing issues and problems for the benefit of people.

The Central government has decided to allow private media units to commission more than 40 F.M channels in various cities to Broadcast entertainment Programs. These FM Stations are expected to generate adequate employment opportunities.

### **Eligibility for admission:**

Candidates applying for admission to the M.A (Broadcast Journalism) must possess a graduate degree in any discipline from a recognised University. Admission shall be granted through entrance test or interview or both. **Along with the main university campus in Bhopal this course is also available in university's Noida campus 'Madhyam'.**

### **Teaching strategy:**

1. The class room lectures will be interactive supported by demonstrations conducted with adequate teaching aids i.e. Overhead projector, slide projector, black board, flipchart, video-demo etc.
2. Suitable assignments will be given from time to time and emphasis will be laid on hands-on-experience.

3. Practical exercises will be conducted in the available studios to familiarise the students with the studio machines and equipment.
4. Field visits will be organised to provide first hand knowledge of the profile of the area in order to facilitate them to develop creative insight and programme sense.
5. Students will be provided with adequate opportunities to participate in group discussions, syndicates, seminars and informal meetings with experts.
6. Students shall be encouraged to demonstrate the skills acquired.

### **Evaluation of student performance :-**

Evaluation of a student consists of internal assessment and semester end examination. Internal assessment must be a continuous process. For a semester the marks of internal assessment must be communicated to the examination section on three occasions, every second month, if we assume the semester of six months. If the duration changes, the periodicity shall be modified accordingly.

Internal assessment may be based on a number of parameters including.

- a) Attendance
- b) Conduct of the student during the period
- c) His/her alertness and participation in class-room
- d) His/her performance in seminars, symposia, syndicate work organised during the period.
- e) Any other assignment--field or other works given during the period.

Technical assignment can mean work assigned in syndicate in symposium, seminar, library research or fieldwork. Such assignments are both for the purpose of learning and evaluation. In an educational theory evaluation is divided into two parts -- formative evaluation and summative evaluation. Internal assessment is a form of formative evaluation where the process of learning is being continuously evaluated. Semester end evaluation is summative.

### **The examination will be conducted as per the following pattern :**

- 1) Writing works in the examination hall.
- 2) Testing of practical skills in the Laboratory.
- 3) Testing of combination of practical and theoretical skills through field assignment.
- 4) Testing of practical skills through a field assignment.
- 5) The long theoretical write-up whether called dissertation or by any other name.

### **Marks division**

Each module, except audio/video production project in the last semester, carry total 100 marks out of which 25 marks will be judged by the class teacher on the basis of continuous evaluation and 75 marks will be for summative evaluation in semester end examination. While audio/video project carry 200 marks. The evaluation of this project will be done according to the instruction given in the module.

### **Pass marks:**

1. A candidate should score minimum 40% marks individually and separately in all the papers of end of semester practical so as to clear the examination of the semester. The candidate will be declared as pass in project if he scores minimum 50% marks.
2. In addition to the individual score the candidate shall have to secure at least 45% aggregate marks in each semester so as to pass the semester.
3. INTERNAL ASSESSMENT: - Continuous evaluation of the students in the classroom shall be done in the semester itself. A candidate should score minimum 50% marks in Internal Assessment for passing. He fails if the score is less than 50%. A candidate who fails in Internal Assessment shall repeat the semester as a regular student. He shall not be allowed to keep term and shall be denied the entry into next semester.

### **Academic Tour:**

An academic trip will be managed during 3<sup>rd</sup> semester of the course. Purpose of this tour will be to make the students aware of the major media institutions. University will bear 75% of train fare and city transportation during this trip. All other expenditures will be borne by the students themselves.

### **Division:**

The division shall be awarded after a candidate clears the last examination. The award of the division shall be based on the integrated performance of all the semesters. On the basis of aggregate of the total marks obtained in all semesters the division will be awarded as under:

1. A candidate obtaining 60 % marks and above shall be awarded First Division.
2. A candidate obtaining 45% marks and above but less than 60% marks shall be awarded second division.
3. University will not award any division until the last semester exam is passed.

### **Merit List:**

The University on the basis of the integrated performance of all the semesters shall declare the merit list. The merit list shall be declared only after the result of examination of the last semester. The merit list shall include only those first ten candidates who have secured at least First Division after clearing all the semester examinations in first and single attempt only.

-----

**List of modules:**

**MASTER OF ARTS (Broadcast Journalism)**

**Semester – I**

- M-1- Introduction to Communication and Media
- M-2- Origin and Growth of Indian Media
- M-3- Introduction to Socio-Economic Polity
- M-4- Media language: Structure, Style & Translation
- M-5- Basic Computer Applications
- M-6- Practical and Comprehensive Viva Voce

**Semester – II**

- M-7 - Global Broadcasting
- M-8 - Radio journalism
- M-9 - Television journalism
- M-10 - Multimedia application in broadcast media
- M-11 - Television news production
- M-12 - Practical and Viva voce

**Semester – III**

- M-13- Communication research
- M-14- Radio current affairs programme production
- M-15 -Television current affairs programme production
- M-16 Electronic media management
- M-17- Radio new production
- M-18- Practical and Viva voce

**Semester – IV**

- M-19 Media laws and ethics
- M-20 Issues, ideas and challenges
- M-21 Specialized Papers:
  - (A) Business Journalism
  - (B) Development Journalism
  - (C) Defence Reporting
  - (D) Rural Reporting
  - (E) Legal Reporting
  - (F) Crime Reporting
- M-22 Dissertation
- M-23 Audio /Video Production project

-----

## **M-1: INTRODUCTION TO COMMUNICATION & MEDIA**

### **OBJECTIVES**

- ⇒ To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication process.
- ⇒ To acquaint students with various types of media and their characteristics.
- ⇒ To familiarise students with the comprehensive characteristics of various media

### **UNIT ONE : NATURE AND CHARACTERISTICS OF COMMUNICATION**

- 1.1 :** Communication: definition, nature and scope
- 1.2 :** Human needs of communication; functions of communication
- 1.3 :** Types of communication: Intra-personal, interpersonal, group and mass communication
- 1.4 :** Indian approach to communication

**Teaching- interactive hours :12**

### **UNIT TWO : PROCESS OF COMMUNICATION**

- 2.1 :** Elements in the process of communication
- 2.2 :** Communication flows: one-step, two-step, multi- steps.
- 2.3 :** Verbal and non-verbal communication.
- 2.4 :** Barriers in communication.

**Teaching- -interactive hours :12**

### **UNIT THREE: INTRODUCTION TO MEDIA**

- 3.1 :** Print media: Introduction, types and characteristics.
- 3.2 :** **Radio** : types and its characteristics.
- 3.3 :** **Television: its characteristics**
- 3.4 :** Traditional media: Its characteristics.

**Teaching- -interactive hours :12**

### **UNIT FOUR: NEW MEDIA TECHNOLOGY**

- 4.1:** Satellite and cable media
- 4.2:** Digital Media
- 4.3:** Convergence and media
- 4.4:** Web Based Media

### **UNIT FIVE : MEDIA AND SOCIETY**

- 5.1:** Media and Social Change
- 5.2:** Role of media in democracy
- 5.3:** Media and culture
- 5.4:** Media and Public Opinion

**Teaching- interactive hours :12**

## **TASKS**

1. Visiting TV, Radio and Newspaper organisations and writing reports on visits.
2. Interpersonal and group communication exercises in the class room.

## **TEACHING AND LEARNING METHODS**

- ⇒ Lectures
- ⇒ Students' Seminars
- ⇒ Library Consultation
- ⇒ Visits to media centres

## **EVALUATION SCHEME**

⇒ Continuous Evaluation Maximum Marks-25

⇒ Summative Evaluation Maximum Marks-75

Aggregate Passing Percentage 45%

### (A) Continuous Evaluation

Marks: 25

Minimum Passing Marks: 10

⇒ At least three assignments /class tests, out of that one will be comprehensive. Max. marks: 20

⇒ Participation in the class (based on attendance): Max. marks: 05

### (B) Summative Evaluation

Maximum Marks: 75

Minimum Passing Marks: 30

⇒ A written examination will be held at the end of the semester.

⇒ The question paper will cover all the units in equal proportion. One question from each unit will be compulsory to answer.

⇒ Students may be asked to apply theoretical knowledge to applied problems.

## **READING LIST**

1. Andre E. Mariarty, "Creative Advertising – Theory and Practice"
2. Arvind Singhal and Everett M. Rogers, "Indian Information Revolution" Sage pub. Delhi .

3. DD Basu, "Press Laws", Pub. Prentice Hall.
4. Denis Mcquail "Mass Communication Theory:An Introduction"
5. Keval J. Kumar, "Mass Communication in India "
6. Philp Warad Burton Grid "Advertising Copy"
7. PK Badhopadhyay and Kuldeep S. Arora "Journalistic Ethics"
8. Pradeep Kumar Day "Perspectives in Mass Communication"
9. izks- foykusye ^tulapkj fl)kUr ,oa O;ogkj\*\*] e-iz- fgUnh xzaFk  
vdkneh]
10. uUn fd'kksj frj[kk ^izsl fof/k\*

## **M-2 ORIGIN AND GROWTH OF INDIAN MEDIA**

### **OBJECTIVES**

- ⇒ To educate students about role of newspapers in Indian freedom struggle
- ⇒ To acquaint students with historical growth, development and trends of different media.

### **UNIT ONE: CHARACTERISTICS OF PRE - INDEPENDENCE INDIAN PRESS**

- 1.1: History of 'Bengal Gazette' and 'Udant Marthand'.**
- 1.2:** Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra
- 1.3:** Role of press in freedom movement;
- 1.4:** Brief introduction of prominent journalists: Lokmanya Tilak, Mahatma Gandhi , Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarthi

Teaching – interactive Hours : 12

### **UNIT TWO: CHARACTERISTICS OF POST- INDEPENDENCE REGIONAL LANGUAGE PRESS**

- 2.1:** The regional press after independence: nature and growth; Web based Regional newspapers
- 2.2:** Trends in post independence leading Hindi language newspapers: Nai Duniya, Danik Bhaskar, Aj . Cosmopolitan Hindi newspapers and magazines: Navbharat Times, Hidustan, Jansatta, Hindi Outlook, Hindi India Today
- 2.3:** Trends in post independence leading non-Hindi regional language newspapers : one each in Malayalam,, Telgu, Tamil, Kannada, Bengali, Marathi, Gujrati and Assami
- 2.4:** Growth of leading Hindi News Agencies Web based Regional newspapers .

Teaching – interactive Hours : 12

### **UNIT THREE: CHARACTERISTICS OF POST- INDEPENDENCE ENGLISH LANGUAGE PRESS**

- 3.1 :** The English press after independence: nature and growth; web based newspapers
- 3.2 :** Characteristics of Times of India, Indian Express, Hidustan Times
- 3.3 :** Characteristics of The Statesman, The Hindu, The Tribune
- 3.4 :** Growth and characteristics of English language news agencies.

### **UNIT FOUR : BRIEF INTRODUCTION OF RADIO AND TELEVISION HISTORY**

- 3.1:** Development of Radio;public and private radio systems; characteristics of FM and Ham Radio
- 3.2:** Brief history of television in India

- 3.3: Introduction to public and private television networks; cable industry in India
- 3.4: Recommendations of various committees for improvement of All India Radio and Doordarshan

Teaching – interactive Hours : 12

## **UNIT FIVE : BRIEF HISTORY OF DEVELOPMENT OF FILM AND TRADITIONAL MEDIA**

- 4.1: A brief early history of silent Indian Cinema
- 4.2: Early talkie era in India
- 4.3: Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.
- 4.4: Traditional media; contemporary relevance of traditional media

Teaching – interactive Hours : 12

### **TASKS:**

1. Preparing a bibliography of pre-independence newspapers.
2. Preparing synopsis of 05 leading documentary films produced by Indian film makers and writing their synopsis
3. Writing profile and characteristics of any one local radio or TV channel

### **TEACHING AND LEARNING METHODS**

- ⇒ Lectures
- ⇒ Students' Seminars
- ⇒ Library Consultation
- ⇒ Media monitoring
- ⇒ Visiting Newspaper Archive

### **EVALUATION SCHEME**

- |   |          |
|---|----------|
| ⇒ Continuous Evaluation (During Semester) | Marks-25 |
| ⇒ Summative Evaluation (End Semester)     | Marks-75 |

Aggregate Passing Percentage 45%

#### **A) Continuous Evaluation**

Maximum Marks: 25  
Minimum Passing Mark: 10

- ⇒ At least three assignments /class tests, out of that one will be comprehensive. Max. marks: 20
- ⇒ Participation in the class (based on attendance): Max. marks: 05

#### **(B) Summative Evaluation**

Maximum Marks: 75  
Minimum Passing Marks: 30

- ⇒ A written examination will be held at the end of the semester to evaluate the basic knowledge of student in the subject.
- ⇒ The students will be given 50 per cent choice to select the questions to answer. One question from each unit will be compulsory to answer.

#### **READING LIST**

1. Arbind Singhal : “India’s Communication Revolution”
2. G. Parsarhi : History of Indian Journalism
3. Ninan Shevanthi : “Headlines from the Heartland : Reinventing the Hindi Public Sphere”, Sage Publication - 2007
4. Robbin Jeffery: “India’s Newspaper Revolution”, Oxford University Press
5. Iyengar Pradip : “The Media and the Indian Public Sphere”
6. Usha Rani. Dr.:Traditional Media and Development

## **M-3: INTRODUCTION TO SOCIO-ECONOMIC POLITY**

### **OBJECTIVES**

- ⇒ To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history and other subjects, that concern humanity.
- ⇒ To develop aptitude of students so that they develop their own initiative in acquiring knowledge about issues and develop their own expression by responding on these issues.

### **UNIT ONE: INDIAN CONSTITUTION : BASIC CHARACTERISTICS**

- 1.1** : Objectives and ideals of Indian Constitution; Parliamentary system
- 1.2** : Fundamental Rights and Directive Principles of State
- 1.3** : Federal and unitary nature; Center-State relationship; Civil services
- 1.4** : Election, emergency powers: Amendments of constitution

Teaching – interactive Hours: 12

### **UNIT TWO : POLITICAL SYSTEM AND PARLIAMENTARY PROCEEDINGS**

- 2.1** : Introduction to various political systems.
- 2.2** : Parliamentary and legislative procedure in India
- 2.3** : Power and privileges of parliament members
- 2.4** : Indian judicial system

Teaching – interactive Hours : 12

### **UNIT THREE: HISTORY, CULTURE AND SOCIETY**

- 3.1** : Characteristics of main stages of Indian history
- 3.2** : Basic elements of Indian culture
- 3.3** : Secularism, communalism, fundamentalism
- 3.4** : Aspects of various social concerns: poverty, gender inequality, child rights& human rights

Teaching – interactive Hours :12

### **UNIT FOUR : INTRODUCTION TO INDIAN AND WORLD ECONOMY**

- 4.1** : Nature of Indian economy
- 4.2** : Essential Economic Terms: Per Capita Income, Currency Devaluation,
- 4.3** : Indian agriculture :Issues and problems, Indian industry: challenges.
- 4.4** : Introduction to World Economy, the concept of Globalization, World Trade Organization

**Teaching – interactive Hours : 12**

### **UNIT FIVE : CURRENT AFFAIRS :ISSUES & INTERNATIONAL SCENARIO**

- 5.1** : Indian Foreign Policy
- 5.2** : United Nations and SAARC
- 5.3** : Introduction to International Politics: Brief history and current major issues.
- 5.4** : Current national and international events

Teaching – interactive Hours : 12

## **TASKS:**

1. Comparing at least two articles published on the same subject with different perspectives
2. Preparing a clipping file on a particular theme/ subject and writing a summary report on that.

## **TEACHING AND LEARNING METHODS**

- ⇒ Lectures
- ⇒ Students' Seminars
- ⇒ Library Consultation
- ⇒ Media monitoring

## **EVALUATION SCHEME**

- ⇒ Continuous Evaluation **Mark-25**
- ⇒ Summative Evaluation **Mark-75**

**Aggregate Passing Percentage** **45%**

---

### **(A) Continuous Evaluation**

Maximum Marks: 25  
Minimum Passing Mark: 10

- ⇒ At least three assignments /class tests, out of that one will be comprehensive. Max. marks: 20
- ⇒ Participation in the class (based on attendance): Max. marks: 05

### **(B) Summative Evaluation**

Maximum Mark: 75  
Minimum Passing Marks: 30

- ⇒ A written examination will be held at the end of the semester to evaluate the basic knowledge of the students in the subject.
- ⇒ The question paper will cover all the units in equal proportion. One question from each unit will be compulsory to answer.

## **M-4 MEDIA LANGUAGE: STRUCTURE, STYLE & TRANSLATION**

### **OBJECTIVES**

- ⇒ To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- ⇒ To prepare students learn idioms and phrases generally used in both the language for journalistic expressions
- ⇒ To develop ability of students to do different translation from English to Hindi or Hindi to English

### **UNIT ONE: ESSENTIALS OF MEDIA WRITING**

- 1.1** : Characteristics of writing for newspapers and magazines..
- 1.2** : Basics of grammar in Hindi and English; use of phrases and words
- 1.3** : Basics of writing for radio
- 1.4** : Basic writing for TV

**Teaching - interactive Hours: 12**

### **UNIT TWO: NEWS & FEATURE WRITING SKILLS**

- 2.1** : News: concepts and elements
- 2.2** : Writing Intros and Headline
- 2.3** : Writing simple News Stories
- 2.4** : Writing Feature Articles

**Teaching - interactive Hours: 12**

### **UNIT THREE: PARAPHRASING & TRANSLATION**

- 3.1** : Methods of paraphrasing, attribution, and quoting
- 3.2** : Translating at least 5 different news items
- 3.3** : Translating at least one creative writing of about 500 words
- 3.4** : Preparing a list of at least 20 phrases in Hindi and English used for the same expression

**Workshop - Practice Hours : 20**

### **UNIT FOUR: TRANSLATING JOURNALISTIC CONTENT-1: BUSINESS**

- 4.1** : Translating at least 5 different news items from business pages
- 4.2** : Translating at least 20 different headlines of business news
- 4.3** : Translating at least one article on business
- 4.4** : Preparing a glossary of 25 words in both the language, generally used for the same expression for business related journalistic content

**Workshop - Practice Hours : 20**

### **UNIT FIVE: TRANSLATING JOURNALISTIC CONTENT-2: SPORTS**

- 5.1** : Translating at least 5 different news items on five different sports
- 5.2** : Translating at least 20 headlines of sport news items of different sport
- 5.3** : Translating a column article of renown person on sport

**5.4 :** Preparing a glossary of 25 words in both the languages, generally used for the same expression for different sports..

Workshop - Practice Hours: 20

### TEACHING AND LEARNING METHODS

- ⇒ **Workshops on translation practice**
- ⇒ **Newspaper Reading**
- ⇒ **Preparing subject specific glossary**
- ⇒ **Field assignment for news gathering**

### EVALUATION SCHEME

- |                         |         |
|-------------------------|---------|
| ⇒ Continuous Evaluation | Mark-25 |
| ⇒ Summative Evaluation  | Mark-75 |

Aggregate Passing Percentage 45%

---

#### (A) Continuous Evaluation:

Maximum Marks: 25

Minimum Passing Mark: 10

- |  |                |
|--|----------------|
| ⇒ <b>At least 10 assignments of translation.</b>           | Max. marks: 20 |
| ⇒ <b>Participation in the class (based on attendance):</b> | Max. marks: 05 |

#### (B) Summative Evaluation

Maximum Mark: 75

Minimum Passing Marks: 30

- ⇒ **A written examination will be held at the end of the semester to evaluate the skills in translation and news writing and also theoretical knowledge of communicative language.**
- ⇒ **The question paper will cover all the units in equal proportion. One question from each unit will be compulsory to answer.**
- ⇒ **Students will be asked to translate various small pieces from English to Hindi or vice-versa.**

## **M-5: BASIC COMPUTER APPLICATIONS**

### **OBJECTIVES**

- 1. To acquaint students with the computer, its parts and peripheral operating system, word processing, Internet and image editing.**
- 2. To enable students to acquire the following skills:**
  - ⇒ Creating and managing of files and folders; Processing text.
  - ⇒ Analysis of data and preparation of charts and graphs.
  - ⇒ Making Presentations
  - ⇒ Handling Internet and using its terminologies.
  - ⇒ Editing Graphics and Images

### **UNIT ONE: COMPUTER FUNDAMENTALS**

- 1.1 :** Definition, Generations and basic components of Computer
- 1.2 :** Input/output devices, Memory and other peripherals
- 1.3 :** Introduction to Operating System (Windows 98/XP)
- 1.4 :** Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)

**Teaching - practice hours: 15**

### **UNIT TWO : OFFICE AUTOMATION TOOLS: MS Word**

- 2.1 :** Introduction to MS Office Suit
- 2.2 :** Introduction to Word Processing
- 2.3 :** MS Word interface, Tools and Menus
- 2.4 :** Document editing and formatting, Mail Merge and other tools

**Teaching - practice hours: 15**

### **UNIT THREE: OFFICE AUTOMATION TOOLS: MS Excel and MS PowerPoint**

- 3.1 :** MS Excel Interface, Tools and Menus
- 3.2 :** Creating Spreadsheet, Use of functions, Charts and Graphs
- 3.3 :** MS PowerPoint Interface, Tools and Menus
- 3.4 :** Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

**Teaching - practice hours: 15**

### **UNIT FOUR: INTRODUCTION TO INTERNET**

- 4.1 :** Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet)
- 4.2 :** Internet Protocols (FTP, HTTP, TCP/IP)
- 4.3 :** Websites, Portals and Search Engines; Online newspapers/channels/magazines
- 4.4 :** Advantages and threats in Internet Communication

**Teaching - practice hours: 15**

### **UNIT FIVE: INTRODUCTION TO ADOBE PHOTOSHOP**

- 5.1 :** Introduction to Graphics, Color models and modes
- 5.2 :** Graphic file formats and their applications
- 5.3 :** Adobe Photoshop Interface, Tools and Menus

#### 5.4 : Working with Layers, Filters, Masking and other tools

**Teaching - practice hours: 15**

#### **TASKS:**

1. Creating/Renaming//Copying/Moving/Deleting files and folders. Searching files, Creating
2. Shortcuts
3. Changing Desktop Settings
4. Practicing typing in Hindi/English
5. Preparing and formatting assignments and articles using MS Word.(At least Two)
6. Preparing Charts and Worksheets using functions.(At least One)
7. Preparing MS Power Point Presentations.(At least One)
8. Searching information using appropriate keywords
9. Browsing major online newspapers/channels/magazines
10. Design magazine cover pages/Posters. (At least Two)
11. Exporting files in other file formats

#### **TEACHING AND LEARNING METHODS**

- ⇒ **Class Room Teaching**
- ⇒ **Lab Exercises**
- ⇒ **Workshops**

#### **EVALUATION SCHEME**

- ⇒ **Continuous Evaluation** **Mark-25**
- ⇒ **Summative Evaluation** **Mark-75**

**Aggregate Passing Percentage **45%****

#### **(A) Continuous Evaluation:**

Maximum Marks: 25

Minimum Passing Mark: 10

- ⇒ **At least three practical assignments and also three class tests on theory.** Max. marks: 20
- ⇒ **Participation in the class (based on attendance):** Max. marks: 05

#### **(B) Summative Evaluation**

Maximum Mark: 75

Minimum Passing Marks: 30

- ⇒ **A written examination of the student will be held at the end of the semester.**
- ⇒ **The question paper will cover all the units in equal proportion. One question from each unit will be compulsory to answer.**
- ⇒ **Students may be asked to apply their knowledge to applied problems.**

## **READING LIST**

1. “Adobe Photoshop – Creative Techniques” , PHI
2. V Rajaraman: “ Fundamentals of Computer” , PHI
3. Vishnu Priya Singh & Minakshi Singh : “Windows 98(Illustrated)”, Asian publishers
4. “Windows 98 complete” : BPB Publication
5. fo".kqfiz;k flag] ehuk{kh flag ^ekbdzkslkWQV vkfQl 2000” ] ,f’k;u  
ifCy’kIZ
6. larks"k pkScs % ^dEl;wVj ,d ifjp;”, e;/izns’k fgUnh xzUFk vdkneh

## M-6 PRACTICALS AND COMPREHENSIVE VIVA VOCE

### OBJECTIVES

1. To engage students in writing simple news.
2. To involve students to do practical exercises of basic computer applications.
3. To enable students comprehend knowledge gathered in different courses and share that orally with others.

### LEARNING METHODS

Instead of holding separate classes the methods will be incorporated in the teaching and practice of all other subjects. The basic format will be as:

1. Students participation in class seminar
2. Group and individual oral presentation by students on different topics.
3. Gathering field information and writing news.
4. Reading Newspaper and analysing different news.
5. Rewriting news.
6. Hands on learning and practice on computer.

### EVALUATION

#### (A) Continuous Evaluation:

Maximum Marks: 25  
Minimum Pass Marks:10

- ⇒ Minimum one assignment of oral presentation: Max. Marks: 05
- ⇒ At least two assignments of writing news: Max. Marks: 10
- ⇒ At least two assignments based on computer application: Max. Marks: 10

#### B) Summative Evaluation:

Maximum Marks: 75

- ⇒ At the end of the semester, each student will be evaluated in the following three parts.
  - i. A comprehensive viva voce examination will be conducted to evaluate the basic knowledge of students in all the subjects: Max. Marks: 25
  - ii. A practical examination on news writing will be conducted: Max. Marks: 25
  - iii. A practical examination on computer application will be held Max. Marks: 25

#### (C) Aggregate Passing Percentage

45%

## **SECOND – SEMESTER**

### **M-7 Global Broadcasting**

#### **Objectives:**

- ❑ To learn about technological innovation of broadcast media
- ❑ To get the historical perspective of global media
- ❑ To understand about new communication technologies

#### **Unit - 1: Development of Broadcast media technology**

- ❑ Invention and application of telephone, telegraph, wireless, film, picture tube, satellite, digital technology.
- ❑ Main inventors of radio, television and cyber media.

#### **Unit -2:Radio & TV in the world**

- ❑ Brief introduction to the growth and Development of radio in the world with case study of Europe, France, UK, US, Germany, Australia, China, Japan and SAARC countries.
- ❑ Brief introduction to the growth and Development of television in the world with case study of Europe, France, UK, US, Germany, Australia, China, Japan and SAARC countries.

#### **Unit -3 Introduction to world Cinema,**

- ❑ Film classification
- ❑ Brief history of Cinema in India

#### **Unit-4 Global Networks**

- ❑ Introduction to leading media groups/organisation
- ❑ AOL Time Warner, Disney, Via com, News Corporation, Sony .
- ❑ Major Indian Networks: Zee group, CNN-IBN, Enadu group, TV Today Network, STAR India, Sahara group, NDTV group.

#### **Unit -5 New communication technology**

- ❑ New video recording formats – Digital Vs Analogue
- ❑ Signal distribution system – DTH, Cable Television
- ❑ Television display systems - Picture tube, LCD and Plasma screen
- ❑ Signal carrying systems – Fiber optics and broadband
- ❑ New television technologies – HDTV, Interactive television
- ❑ New radio technologies - Web Radio and Sky Radio
- ❑ Satellite Communication – GSM & CDMA technologies

**Assignments:**

- Preparation of notes on the history of radio in SAARC countries
- Preparation of notes on the history of Television SAARC countries
- Conducting a seminar on convergence technology
- Preparation of a chart of different video formats
- Any assignment given by the faculty .

## **M-8 Radio Journalism**

### **Objective:**

- ❑ Learning the art of scripting for radio news
- ❑ Developing the skill of radio reporting
- ❑ Understanding different formats of radio programmes
- ❑ Learning to report special events

### **Unit 1 Writing for Radio**

- ❑ Concept of spoken language
- ❑ Elements of radio scripts
- ❑ Stages of scripting and editing scripts

### **Unit 2 Basics of News**

- ❑ Definition, elements and types of news
- ❑ Duties and functions of news reporter
- ❑ Sources of news, News values
- ❑ Objectivity, fairness and balance in news

### **Unit 3 Radio Programme Formats**

- ❑ Types of radio news bulletins and their structures  
(Hourly and special national, regional and local)
- ❑ News based programmes-talk, spotlight, discussion, interview, voice dispatch and reviews
- ❑ Entertainment Programmes – feature, music, drama, quiz, phone in programmes

### **Unit 4 Specialised Reporting - 1**

- ❑ Political reporting - rallies, elections, parliament and assembly
- ❑ Socio-cultural reporting – festivals, exhibitions, theatre and *melas*

### **Unit 5 Specialised Reporting - 2**

- ❑ Economic reporting
- ❑ Sports reporting
- ❑ Investigative reporting
- ❑ Development reporting

**References:** Neal, James M *Copy Writing by Peter B Orlik, News writing and Reporting*  
SC Bhatt, *Broadcast Journalism-Basic principles*  
Parthsarathi, *Here is the News*  
Hiard Roberth, *Radio Broadcasting – an introduction to sound medium*  
Boyd Heinemann, *Techniques of Radio and TV News, 1998*  
John Clayton, *Interview for journalism*  
Curtis D Dougall, *Interpretative Reporting*

**Assignment:**

Presentation of Papers on concept of spoken language.

Writing five minutes news bulletins. ( At least Fifteen )

Writing ten minutes talks on current issues. ( At least Fifteen )

Preparing questions for the interview.

Reporting of local News items. ( At least Fifteen )

Any other assignment given by class teacher.

**Teaching Methodology:** Lecture, practical exercise, presentation and fieldwork

## **M -9 Television Journalism**

### **Objective:**

- ❑ Developing skills of writing for television news
- ❑ Developing aptitude for reporting
- ❑ Understanding the structure of news room and its functioning
- ❑ Learning about special event reporting

### **Unit 1 Basics of Television News**

- ❑ What makes a news story?
- ❑ News sources and news values Objectivity, balance and fairness in reporting
- ❑ Major television news formats
- ❑ Journalistic television genres – news, news program, news documentary, interview based news programmes, Interactive Programme

### **Unit 2 Television Reporting**

- ❑ Functioning of a news channel and its bureau
- ❑ Role and responsibilities of a reporter
- ❑ Importance of piece to camera and vox pop
- ❑ Live reporting and outstation broadcast

### **Unit 3 Television Interview**

- ❑ What is interview?
- ❑ Types of television interview
- ❑ Preparing questions for interview
- ❑ Technical aspects of television interview

### **Unit 4 Making of a News Bulletin**

- ❑ Structure and functioning of a news room
- ❑ Electronic New Production System (ENPS)
- ❑ Television news team – role and responsibilities
- ❑ Run down and structure of a news bulletin
- ❑ News graphics - importance, types and usage

### **Unit 5 Television News Presentation**

- ❑ Qualities of a newscaster, doing voice over,
- ❑ Role and importance of anchor
- ❑ Voice analysis - pitch, volume, tempo, vitality
- ❑ Common voice problems – nasality and denasality, huskiness and sibilance

### **Assignment:**

- ❖ Arrange a debate on the news value, objectivity and bias in modern journalism
- ❖ Practice television news writing according to different news formats
- ❖ Prepare a chart of a television news channel's structure and its staff
- ❖ Interview some eminent personalities on different issues
- ❖ Exercises of voice modulation, pronunciation and articulation
- ❖ Exercises of bite selection

- ❖ Exercises of PTC and news reading
- ❖ Any other exercise assigned by the class teacher

### **References**

*Ted White, Broadcast news Writing, Reporting and Producing, Focal Press*  
*Andrew Boyd, Broadcast Journalism, Focal Press*  
*Peter Ward, Alan Birmingham, Multi skilling for Television Production*  
*Gerald Millerson, Television Production*  
*SC Bhatt, Broadcast Journalism : Basic Principles*  
*Parthsarathi, Here is the News*  
*Boyd Barrett, Oliver and Rantanen, Globalisation of News, Sage Pub.*  
*william J. Van nostram, The Script Writers Hand Book, , Focal Press*  
*Rudy Bretz, Techniques of Television production, Focal Press*  
*ted white, Broadcast News Writing, Reporting and Production, Focal Press*  
*George A. Hough ,News, Writing Kanishka Prakashna Delhi*  
*I.E.Fang, Television News, ABC News Communication Arts Refrence New York*  
*Gerald Millerson, Techniques of TV Lighting*

**Teaching Methodology:** Lecture, writing exercises, script editing exercise, fieldwork, and studio Demonstration and presentation

## **M-10 Multimedia Application in Broadcast Media**

### **Unit - 1 Concept of Multimedia**

- ❑ Hardware requirement (Motherboard, Graphics, accelerator card, AGP card, Random access memory, Scanners, Video)
- ❑ Sound card: Type and processing function.
- ❑ Component of Multimedia text, Graphics, Video and sound.
- ❑ Concept of analogue and digital data processing.

### **Unit - 2 Digital Graphics Element**

- ❑ Introduction to digital Image, Type and properties of graphics
- ❑ Color's theory : Models and modes
- ❑ Fundamental digital Image and file formats
- ❑ Scanner : Function and type
- ❑ Introduction to Coral Draws

### **Unit - 3 Introduction to digital Sound**

- ❑ Concept of Digital Sound.
- ❑ Features of Digital sound : Tone, note, intensity, pitch & timbre
- ❑ Digitalization and Audio Compression.
- ❑ Editing sound and music by sound forge

### **Unit -4 Animation**

- ❑ What is Animation, Types of Animation
- ❑ Classification : Film animation & Television animation
- ❑ Concept of 2D & 3D animation.
- ❑ Introduction to Flash interface
- ❑ 3D Max : Feature & Facilities.

### **Unit -5 Non-Linear Editing concepts**

- ❑ Introduction to NLE software
- ❑ Adobe premier : Feature and Facilities.
- ❑ Creating time line

### **Assingments :**

1. Making of graphics designs, Pie Charts for television
2. Recording an audio chunk and applying effects on it
3. Combination of Graphics and Audio
4. Making TV titles on computer.
5. Preparing 3D Animation character
6. Non linear Editing
7. Any assignment by the class teachers.

**Reference:**

1. Tay Vawghan, **Multimedia Making it work**
2. 'Computer Today Magazine'
3. T. Keyes, '**Ultimate Multimedia Hand Book**, Mc. Graw Hill, New York.

**Teaching Methodology:**

Lecturer, Seminar, Demonstration on Computer, Practical Exercise, Discussion and Comparison of TV Graphics.

## **M -11 Television News Production**

### **Objective:**

- ❑ Learning the art of visualisation and photography
- ❑ Developing the skill of handling video camera
- ❑ Grasping the basic concepts of video technology
- ❑ Learning the art of editing and its technical aspects

### **Unit 1 Introduction to Photography**

- ❑ Working principle of SLR camera
- ❑ Parts of camera and their functions
- ❑ Types of lenses- wide angle, telephoto, zoom, fisheye lens.
- ❑ Accessories - flash, tripod, filters etc.

### **Unit 2 Introduction to Video Camera**

- ❑ Working principle of video camera
- ❑ Components and functioning of video camera - lens, CCU and viewfinder
- ❑ Basic shots and their composition
- ❑ Grammar of Picture

### **Unit 3 News Production Process**

- ❑ Different television standards- NTSC, PAL, SECAM
- ❑ Electronic News Production System (ENPS)
- ❑ Techniques of outstation broadcast
- ❑ Doing multi window live shows

### **Unit 4 Editing Concepts and Fundamentals**

- ❑ Editing - meaning and significance
- ❑ Principles of editing - eyeline, point of view and continuity type
- ❑ Tempo, transition, match cut, jump cut, juxtaposition
- ❑ Importance of cut away and cut in shots

### **Unit 5 Editing Techniques**

- ❑ Editing equipment's - recorder, player, vision mixer, audio mixer, TV monitor, vectroscope, waveform monitor, speaker, and special effect generator.
- ❑ On line and off line editing, cut to cut and A/B roll editing
- ❑ Introduction to Non linear editing process

### ***References***

*Mark Jacobs, Photography in Focus*

*MJ Langford, Basic photography*

*Frederick Shook, Television Field Production and Reporting*

*Steven E. Browne, Video Editing- A post production primer*

### **Assignments**

- ❖ Present a story with the help of ten still photographs you take yourself.
- ❖ Take all types of shots with video camera and preview in the class.

- ❖ Make a chart of all video formats defining their limitation.
- ❖ Editing exercises of two minutes news capsules.
- ❖ Discussion on the all types of video editing.
- ❖ Any other exercise directed by the class teacher.

**Teaching Methodology:** Lecture, demonstration of equipment, editing exercise, field exercise  
And discussion

## M-12 Semester end practical

### Concept:

Semester end practical strand could be viewed as 'part end evaluation'. Here the students shall be tested for level of skills attained during a particular semester. Semester end practical is expected to be conducted for evaluation sake by a competent professional from the field of application. In some limited extent hence this is an orientation of students towards world of work.

### Objectives:

To provide opportunities to the students to prepare certain exercises for possible demonstration of skills acquired by them to the specific level of acceptable performance. These specifications shall come from the external expert. However for his referencing a sample list of exercises shall be made available.

### Process:

During the process the students shall be introduced to the expert. The expert shall assign task/s to the students to demonstrate skills acquired by them during the semester. The expert shall observe and evaluate student performance against his criteria of acceptable performance and rank order the outcome. It is also expected of the expert that s/he shall lend a hand of help for the students with a view to fill up the gap of knowledge, skill and aptitude if any.

### Guidelines for the external experts:

- ❑ Avoid paper-pencil testing as far as possible.
- ❑ Observe the individual performance and submit the outcome on a given performance.
- ❑ The expert is supposed to evaluate students on the basis of at least three tasks/assignments and one viva voce each having 25 marks.
- ❑ The expert is to cover all the modules during his efforts to judge students.
- ❑ S/he may adopt any creative mode of evaluation suitable for the purpose. For example: classroom presentation, group discussion, oral test (viva voce), outdoor assignment, skill performance, role-play of anchor and interviewer etc.

<b>Division of marks</b>	
Task/assignment - 1	25
Task/assignment - 2	25
Task/assignment - 3	25
Viva Voce	25
Total	100

### A sample list of practical:

- ❑ A five minutes presentation on any radio or television channel.
- ❑ Arrange a group discussion on media history.
- ❑ Presentation of a five minutes radio talk.
- ❑ Writing a television news package.
- ❑ Demonstration of lighting for a given situation.
- ❑ Shooting various shots with a video camera
- ❑ Mock interviewing

## THIRD SEMESTER

### **M-13 Media Research**

#### **Objective:**

- ❑ To teach basics of research and its application on media
- ❑ To develop skills of different kinds of research methodologies
- ❑ To familiarise students with knowledge of electronic media researches

#### **Unit 1 Concept of Research**

- ❑ Meaning, definition and nature of research
- ❑ Importance of media research
- ❑ Scope of Media Research
- ❑ Problem of objectivity in research

#### **Unit 2 Major elements of Research**

- ❑ Hypothesis and variables
- ❑ Sampling - meaning, types and problems
- ❑ Research design and its types
- ❑ Survey research, experimental and field research, panel research

#### **Unit 3 Tools and Methods of Research**

- ❑ Sources of data - primary and secondary source
- ❑ Questionnaire and schedules
- ❑ Observation - participatory and non participatory
- ❑ Interview method
- ❑ Case study
- ❑ Content analysis
- ❑ Diary writing

#### **Unit 4 Types of Research in Broadcast Media**

- ❑ Application of research in electronic media
- ❑ Formative and summative research
- ❑ TRP and TAM
- ❑ Audience research cell

#### **Unit 5 Application of Statistics**

- ❑ Tabulation and classification of data
- ❑ Data analysis, software for data analysis interpretation
- ❑ Elementary statistics - mean, median and mode
- ❑ Graphic and diagrammatic representation of data
- ❑ Indexing, citation and bibliography
- ❑ Research report writing

### **References**

M L Gupta and DD Sharma, Social Research Sahitya Bhawan, Agra  
*B N Ghosh, Scientific Method and Social Research Sterling Publishers N. Delhi 1992*  
*Ravindernath Mukerjee, 'Samaajik Shodh Aur Saankhyiki' Vivek Prakashan*  
*Pauline V. Young, Scientific Social Survey and Research, Prentice Hall of India, New Delhi*  
*Bernard Berelson, Content Analysis in Communication Research, Harper Publishing*  
*Ralph O Nafziger and David M White, An Introduction to Mass Communication Research, Louisiana State University Press*  
*Nancy, Communication Research-The Challenge of the Information Age*  
*Weatherly Sharp, Syracuse University Press, Syracuse 1982*  
*RN Mukerjee, Social Research and Statistics, Vivek Prakashan, Delhi*  
*John C. Reinard, Introduction to Communication Research*  
*WCB Brown & Benchmark Madison*

### **Assignments**

Make a research plan for a specific topic  
Prepare a schedule for survey on relevant research issue.  
Collect data on the basis of prepared scheduled by survey  
Classify and tabulate the data collected by survey  
Analyse data and make graphic presentation with the help of computer  
Write a brief report on the above research conducted  
Paper presentation on the importance of research in media  
Any other assignment given by the class teacher.

**Teaching Methodology:** Lecture, seminar, discussion, field research work and presentation,

# M 14 - RADIO CURRENT AFFAIRS PROGRAMME AND PRODUCTION

## **Objective:**

- ❑ To understand different formats of radio programmes
- ❑ To develop skill of conducting interview, talk and discussion
- ❑ Learning to produce a radio current affairs programme
- ❑ Grasping current issues of national and international importance

## **Unit 1 Presentation of Current Affairs Programme**

- ❑ In-depth study of current issues
- ❑ Collection of background material
- ❑ Selection of appropriate topics and planning of programmes,
- ❑ Trouble spots in views programmes ie. Confidentiality of source, right to privacy, off- the record, public interest, official secrets, defamation and contempt of court, objectivity and impartiality etc.

## **Unit 2 Radio Formats of Topical Programmes**

- ❑ Generic elements: content and format
- ❑ Spot light talk, reviews, discussion,
- ❑ News reel, radio chat -shows, in-depth interviews,
- ❑ Radio bridge, news documentaries and features,
- ❑ Live coverage's, coverage of VIP visits and conferences,
- ❑ Phone-in-programs, use of internet and convergence technology, field based and
- ❑ Interactive programmes,

## **Unit 3 Issues & Problems**

- ❑ Environmental Issues
- ❑ Health Issues
- ❑ Energy Issues
- ❑ Water disputes
- ❑ Boundary issues
- ❑ Insurgency and violence

## **Unit 4 National Issues.**

- ❑ Profile of national political parties,
- ❑ General elections, centre-state relationship,
- ❑ Impact of liberalisation, empowerment of women and weaker sections, relationship with neighbouring countries

## **Unit 5 International Issues**

- ❑ International organisations: UN, WTO, SAARC, NAM, G-7 etc.
- ❑ International political and economic issues.
- ❑ Cross border terrorism, human rights.

**References:-**

*Eric G Norberg- Radio Programming- Tacts and Strategy*  
*SC Bhat- Broadcast Journalism-Basic Principles*  
*Hllard Roberth- Radio Broadcasting - An Introduction to Sound Medium*  
*Boyd Heinemann- Techniques of Radio and TV News, 1988*  
*Style book of AIR News Service Division*  
*H R Luthra,Indian- Broadcasting, Publication Division*  
*Peter B. Orlik-The Electronic Media, Allyn and Becon, Boston*  
*David Kaith Kohler- prentice Hall Newjersy, Broadcast Journalism- A Guide for the Presentation of Radio and TV News*  
*Newspapers and magazines, journals and periodicals*

**Assignment**

Compiling files on current topics/ political issues.  
Writing spot lights on current topics  
Producing news documentaries on national problems  
Conducting debate and discussion on international current issues  
Recording of interviews with experts on local and regional issues  
Any other assignment given by the class teacher.

**Teaching Methodology:** Lecture, seminar, group discussion, presentation, studio exercise and Field Work

## M-15 TELEVISION CURRENT AFFAIRS PROGRAMME AND PRODUCTION

### **Objectives:**

- ❑ To understand different formats of television current affairs programmes
- ❑ To learn the art of television programme presentation
- ❑ To grasp the national - international issues and build own views
- ❑ To understand the basic concepts of production
- ❑ To develop students as good television anchors

### **Unit 1 Programme Formats and Scripting**

- ❑ News programme
- ❑ Interview based programmes
- ❑ Discussion and news documentary
- ❑ Scripting for television programmes

### **Unit 2 Understanding Production Process**

- ❑ Studio - acoustic treatment, floor plan and camera position
- ❑ Cues and commands of studio
- ❑ Production team members and their responsibilities
- ❑ Production management and administration

### **Unit 3 Multi Camera Production**

- ❑ Single and multi camera shooting
- ❑ Lighting techniques,
- ❑ Microphone placement
- ❑ Chroma key – need & importance, Montage - need and importance
- ❑ Camera control unit (CCU)
- ❑ Doing live recording of programm

### **Unit 4 National and International Current Issues**

- ❑ Current international political issues
- ❑ India's foreign policy.
- ❑ Centre and state relationship and article 356
- ❑ New economic policy

### **Unit 5 Presentation of Programme**

- ❑ Importance and responsibilities of anchor
- ❑ Art of anchoring
- ❑ Voice modulation
- ❑ Moderation with guests

### **References:-**

*Frederich Shook-Television Field Production and Reporting*

*Rudy Bretz-Techniques of TV Production, Focal Press*  
*Gerald Millerson, Techniques of Video Production*  
*Robert J. Schihl, TV Newscast-Process and Procedure, Focal Press, Boston*  
*Gerald Millerson, Effective TV Production, Focal Press*  
*News papers and magazine*  
*Gerald Millerson, Effective TV Production*  
*Gerald Millerson, Video Camera Techniques*  
*Robert J. Schihl, Newscast- process and Procedure, Focal Press, Boston*

### **Assignments**

Prepare glossary of important words used in production.  
Compilation of relevant material published in different news paper and magazines on current issues  
Make a list and chart of production team members  
Production of Crossfire programmes on International problems  
Production of discussions on current national issues  
Produce a ten minutes documentary on current issue.  
Any other assignment given by the faculty concerned.

**Teaching Methodology:** Lecture, scripting exercise, discussion on current issues, studio exercise, Presentation etc.

## M-16 Electronic Media Management

### **Objective:**

- ❑ To understand the media business
- ❑ To learn about management part of media
- ❑ To learn about marketing and advertising in electronic media
- ❑ To understand the process of ad making
- ❑ To make students aware of ad industry and its issues

### **Unit 1 Basics of management**

- ❑ Management – meaning and importance
- ❑ Systems approach towards management
- ❑ Principles of management
- ❑ Human resource management
- ❑ Financial management

### **Unit 2 Media management**

- ❑ Structure and functioning of a radio and television network
- ❑ Recruitment and hiring of staff
- ❑ Service conditions and general administration
- ❑ Channel management and personnel training
- ❑ Infrastructure and inventory management

### **Unit 3 Marketing**

- ❑ Marketing management – Meaning & Importance
- ❑ Market survey: media, product and audience profile
- ❑ Agencies of rating, process and method of rating

### **Unit 4 Advertising**

- ❑ Advertising and media industry
- ❑ Structure and functioning of an ad agency
- ❑ Rates of commercials

### **Unit 5 Media Planning**

- ❑ Concept of media planning
- ❑ Concept of brand image and positioning
- ❑ Editorial management
- ❑ Interdepartmental Coordination

### **References**

- Dr. MM Verma, Advertising Management*  
*Sudheesh Pachauri, Break ke Baad*  
*Philp Warad Burton Grid, Advertising Copywriting*  
*Andre E. Mariarty, Creative Advertising- Theory and Practice*  
*Dr. MM Varma, Advertising Management*  
*William J. Donnelly, Media Planning*

*J R Adams, Media Planning, Business Books, 1971*  
*Roger Barton, Handbook of Advertising Management, McGraw Hill Pub.*  
*Philip Kotler, Principles of Marketing, Prentice Hall, New Jersey*  
*Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behavior, Prentice Hall India*  
*Harold Koonz and Heinz Wehrich, Essentials of Management, Mac Graw Hills Pub.*  
*Norman Stone, Management and Practice of Public Relations, Mac Millan Pub.*

### **Assignments**

Organise a debate on the social effects of advertisement.  
Prepare story board for any advertisement  
Debate on the issue of creativity and Ad ethics  
Make a chart of the structure of the Ad Agency  
List out the current Ad rate list of different channels  
Any other assignment given by the class teacher

**Teaching Methodology:** Lecture, seminar, discussion on ad issues, ad presentation, studio exercise etc.

## M-17 Radio News Production

### Objective:

- ❑ Understanding the structure of radio news room and its functioning
- ❑ Developing the skill of editing news stories
- ❑ Learning art of news reading in radio
- ❑ Imparting knowledge of use of audio technology in radio

### Unit 1 Studio Technology

- ❑ Acoustic treatment of audio studio
- ❑ Design and facilities of audio studio
- ❑ Concept of OB van production
- ❑ Audio Workstation

### Unit 2 Studio Production

- ❑ Types of tape recorders – Analog and Digital
- ❑ Digital Editing consoles, dubbing system. Mixing techniques
- ❑ Cues, commands and signals of studio
- ❑ Do's and don'ts of studio production

### Unit 3 News Editing

- ❑ Duties and responsibilities of a news editor
- ❑ Editing teleprinter copy, press notes and news received from other sources
- ❑ Selection and bunching of news items as per priorities
- ❑ Principles and precautions for editing

### Unit 4 Radio and Voice

- ❑ Role and responsibilities of a newsreader
- ❑ Do's and don'ts for news reader
- ❑ Common errors in pronunciation
- ❑ Modulation and voice quality

### Unit 5 Audio Technology

- ❑ Nature and types of microphones
- ❑ Selection and placement of microphone
- ❑ Basics of audio recording
- ❑ Audio control and sound effect

**References** F. Leshe Smith, *Perspective on Radio and TV*, Harper & Row Publication  
Andrew Bayd, *Techniques of Radio & TV news*, Heineman, 1988  
S.C Bhatt, *Broadcast Journalism, basic principles*,  
*Style book of AIR News Division*  
S.C Bhatt, *Television and Radio Announcing*, Kanishka Publishers. Delhi  
Peter orlik, *Allyn and Becon, Electronic media*, Baston

### Assignment

Editing of Teleprinter and news received from other source

Exercises of news reading and voice modulation  
Preparing final draft of news copy.  
Preparing a list of the radio equipment and their features  
Any other assignment given by the class teacher

**Teaching Methodology:** Lecture, editing exercise, fieldwork and demonstration of equipment and news reading exercise.

## M-18 Semester end practical

### Concept:

Semester end practical strand could be viewed as 'part end evaluation'. Here the students shall be tested for level of skills attained during a particular semester. Semester end practical is expected to be conducted for evaluation sake by a competent professional from the field of application. In some limited extent hence this is an orientation of students towards world of work.

### Objectives:

To provide opportunities to the students to prepare certain exercises for possible demonstration of skills acquired by then to the specific level of acceptable performance. These specifications shall come from the external expert. However for his referencing a sample list of exercises shall be made available.

### Process:

During the process the students shall be introduced to the expert. The expert shall assign task/s to the students to demonstrate skills acquired by them during the semester. The expert shall observe and evaluate student performance against his criteria of acceptable performance and rank order the outcome. It is also expected of the expert that s/he shall lend a hand of help for the students with a view to fill up the gap of knowledge, skill and aptitude if any.

### Guidelines for the external experts:

- Avoid paper-pencil testing as far as possible.
- Observe the individual performance and submit the outcome on a given perform.
- The expert is supposed to evaluate students on the basis of at least three tasks/assignments.
- The expert is to cover all the modules during his efforts to judge students.
- S/he may adopt any creative mode of evaluation suitable for the purpose. For example: classroom presentation, group discussion, oral test (viva voce), outdoor assignment, skill performance, role-play of anchor and interviewer etc.

<b>Division of marks</b>	
Task/assignment – 1	25
Task/assignment – 2	25
Task/assignment – 3	25
Viva Voce	25
Total	100

### A sample list of practical:

- Making a story board for an television ad.ss
- Arrange a studio discussion on any current affairs issue.
- Researching on a given topic for television programme.
- Preparing a questionnaire for a research on given topic
- Making any graphics using multimedia

## **Fourth Semester**

### **M-19 Media law & Ethics**

#### **Objective:**

- ❑ Understanding basic laws relating to media
- ❑ To give an overview of recent amendments in media laws
- ❑ To develop students as responsible reporter

#### **Unit 1 Press freedom and Law**

- ❑ Constitution and freedom of speech and expression
- ❑ Contempt of court
- ❑ Official secrets act 1923
- ❑ Right to information
- ❑ Right to privacy

#### **Unit 2 Media and Laws**

- ❑ Civil and criminal law of defamation
- ❑ Indian penal Code 1860  
(Section -124A,153AB,292,293)
- ❑ Criminal procedure Code 1973  
(Section -93,95,96,108,144,196,327)
- ❑ Intellectual property rights
- ❑ Copy Right Act 1957

#### **Unit3 Electronic Media Laws**

- ❑ Prasar Bharti Act 1990
- ❑ Cable TV network regulation Act 1995
- ❑ Cinematography Act 1952
- ❑ Information technology Act 2000
- ❑ Convergence laws

#### **Unit 4 Media Councils and Committees**

- ❑ Press commissions
- ❑ Concept of media council, Press Council Act
- ❑ Working Journalist Act
- ❑ Wage board

#### **Unit 5 Media Codes and Ethics**

- ❑ Parliamentary privileges: article 105, 193 and 361A of constitution
- ❑ String operation & media ethics
- ❑ Guidelines for parliamentary coverage  
(Geeta Mukherjee committee's report )
- ❑ AIR code for election coverage
- ❑ Doordarshan commercial code
- ❑ ASCI commercial code

**References** *D.D.Basu, Press Laws*

*Nand Kishor Trikha, Press Vidhi*

*Dr. Shrikant Singh, Janmadhyam: Kanoon Evem Uttardayitva*

*Surender Nath Sharma, Bharat Main Press Vidhi*

*Sudheesh Pachauri, Prasar Bharti Aur Prasaran Neeti*

*Ram Mohan Pathak, Electronic Madhyam- Radio Aur Doordarshan*

*DD Basu, Press Laws*

*Nand Kishore Trikha, Press Vidhi*

*PK Badhopadhyay and Kuldeep S. Arora, Journalistic Ethics*

**Assignments**

Organise a debate on Prasar Bharti and present scenario of AIR and DD

Each student present a paper on one press law assigned by class teacher.

Arrange a seminar on the issue of 'freedom of press'

Debate on obscenity and film censor board.

Any other assignment given by the class teacher

**Teaching methodology:** Lecture, group discussion, seminar, presentation etc.

## **M-20 Issues, Ideas and challenges in Media**

### **Objective:**

- ❑ To build general awareness among students.
- ❑ To understand different economic and socio-political thoughts.
- ❑ To develop ideas of students about problems and issues of India.
- ❑ Learning about international flow of communication.
- ❑ To develop insights into contemporary issues.
- ❑ To acquaint them with the socio-economic, politics-cultural problems so that they understand the complaints & layers of the phenomenon.
- ❑ To acquaint them with the different ideologies so that they understand how & why of the dynamics of events & phenomenon.

### **Unit 1 Basic Socio- Political Ideologies**

- ❑ What is ideology, end of ideology and history debate
- ❑ Liberalism, capitalism, socialism and Marxism
- ❑ Fascism, imperialism, neo-imperialism
- ❑ Major Indian thoughts and ideologies

### **Unit 2 Major issues**

- ❑ Current political scenario
- ❑ Regional autonomy and separatist movements
- ❑ Globalization, consumerism and westernisation
- ❑ Judicial activism, feminism, dalits movements,
- ❑ Major NGOs working in different development sectors

### **Unit 3 Challenges Before Society**

- ❑ Education and health
- ❑ Population explosion and environment protection
- ❑ Poverty, economic crisis, fundamentalism
- ❑ Terrorism and insurgencies
- ❑ National integration

### **Unit 4 Media Issues**

- ❑ Information revolution and common people
- ❑ Information as a product
- ❑ Inter-media dynamics
- ❑ Diversity and plurality in Media content
- ❑ New trends in media

### **Unit 5 International Communication**

- ❑ International communication imbalances
- ❑ International communication policies
- ❑ Mac Bride commission report, media imperialism
- ❑ International flow of communication

**References** Addle, Mortimer J *the Great Ideas A Lexicon of Modern Thought*  
Brass, Paul *Cambridge History . The Politics of India Since Independence*  
Ram Bapat, *Critical Issues in Indian Society*  
'*Economic and Political Weekly*' (EPW) Magazine  
'*Mainstream*' – Magazine  
*Articles in News papers and Magazines*  
*Current affairs programme on Radio and TV channels*  
*MR Dua and Gupta Media and Development*  
*Jagdishwar Chaturvedi, Jan Madhyam Praudyagiki Aur Vichardhara*  
*VS Gupta and Dyal ,Media, Market forces challenges*  
KPY Yadav, *Encyclopaedia of mass communication (Part 1)*, IIMC Publication  
*JS Yadav, Issues in Mass Communication (Part 1)*  
*Subhaash Dhuliya, Sanchaar Madhyamon ki Vichaardhara*

### **Assignments**

Debate on different theories in present Indian context  
Write articles on India's different problems and issues  
Organise a seminar on globalisation and India  
Debate on current media issues  
Interview experts on international communication issues  
Any other assignment given by the concern faculty

**Teaching methodology:** Lecture, group discussion, seminar, syndicate, presentation etc.

## **M 21 (a) Business Journalism**

### **Unit-1: Introduction to Business World**

- ❑ Introduction to global economy
- ❑ Introduction to Indian economy
- ❑ Comparative study of major business news channels on the basis of their content and packaging

### **Unit-2: Government Policies & the Business Journalist**

- ❑ Major Ministries and their functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc.
- ❑ Planning Commission: An overview of its role and function
- ❑ The Central/State Budgets: An analysis
- ❑ WTO & the Indian economy: Policy measures & implications
- ❑ Privatization: A business journalist's viewpoint

### **Unit-3: Corporate Sectors & Industry**

- ❑ Major Industries in India: Changing patterns & Analysis
- ❑ Analyzing industry trends: A Journalist's guidebook
- ❑ Corporate Sector in India: Emergence, Growth & Laws.
- ❑ Business families in India: History's changing trends & barons
- ❑ Foreign Capital and the corporate sectors

### **Unit-4: Stock Markets & the Business Journalism**

- ❑ Introduction to stock markets
- ❑ How to evaluate stocks (Reading balance sheets & predicting industry trends)
- ❑ Mutual Funds: Changing trends
- ❑ Role & function of SEBI
- ❑ FDI's: Growing clout in Indian Stock markets

### **Unit -5: Marketing, Advertising & the Consumer**

- ❑ Growing importance of Marketing & Advertising
- ❑ Famous marketing works in India: Analysis
- ❑ Famous advertising campaigns & successful brands: Analysis
- ❑ Consumer Rights & Protection: MRTP, Consumer courts and Corporate Ethics
- ❑ Business Media in the age of electronic journalism & the internet

#### **Assignments :-**

- ❖ Debate on the content of major business news channel
- ❖ Present a paper on privatisation
- ❖ Analysis of any successful advertising campaign of Indian product
- ❖ Any other assignment given by the concern faculty

#### **References :-**

## **M-21 (b) Development Journalism**

### **Unit-1: Environmental writing**

- ❑ Relationship of purpose, target medium and format of writing for development.
- ❑ Selection of medium, format, language, style of writing for development.
- ❑ Types and tools of resources for writing on development issues.
- ❑ Role of local and regional media for development, review of their status.

### **Unit-2: Basic concepts of development**

- ❑ Indian development process in comparative perspective of Asia & World
- ❑ Indicators of human development concept of sustainable development
- ❑ An introduction to environment and ecology, relationship of man with nature
- ❑ The use of technology in exploitation of nature, ecosystem and environmental degradation
- ❑ Deforestation, forest conservation programme

### **Unit-3: Environmental issues**

- ❑ Water Pollution, Air Pollution, Sound Pollution.
- ❑ Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of ozone.
- ❑ Green Revolution and its impact on environment.
- ❑ Wildlife and its conservation, Depletion of bio-diversity.

### **Unit- 4: Environmental laws**

- ❑ Salient features of environmental protection act 1986
- ❑ Air Pollution Act 1981, Water Pollution Act 1974
- ❑ Wild life protection Act 1972 with Amendment of 1992
- ❑ Brief introduction to environment protection, Action Ganga, Wetland projects, waste Management and re-cycling.

### **Unit- 5: Environmental policies**

- ❑ Habitat and modern life style, environmentalism(Solid waste Materials, Health Hazards of solid waste treatment)
- ❑ Managing Fragile Ecosystems and combating desertification and drought).
- ❑ Environment policies (Development and displacement, Big dams, the role of Government and Judiciary in these debates)
- ❑ The brief study of centre for studies in environment (The contributions of Sundarlal Bahuguna, Medha Patkar, Anil Agrawal, Vandana Shiva, Indira Jaisingh, M.C.Mehta, Chandi Prasad Singh.)
- ❑ Brief study of some Magazines, Newspapers like Down to earth,
- ❑ Sanctuary, Vigyan pragati

### **Assignmets :-**

- ❖ **Present a paper on local environmental issue**
- ❖ **Write a case study on Ganga action plan**
- ❖ **Review the status of any two local/regional media on development issue**
- ❖ **Any other assignment given by the concern faculty**

## **M-21 (c) Defence Reporting**

### **Unit-1: Introduction**

- ❑ Defence and media
- ❑ Defence reporting : Necessity & history
- ❑ Defence reporter : Preparation and essential requisites
- ❑ Defence reporting : Its risk and Do's and dont's
- ❑ Defence reporting : Its Legal position

### **Unit-2: Defense reporting**

- ❑ Defence reporting and its hurdles.
- ❑ Types of defence reporting.
- ❑ Writing on defence issues.
- ❑ News sources in defence and how to keep them.
- ❑ Defence news through non-defence sources.
- ❑ Tools of a defence reporter.

### **Unit-3: Structure of Indian defense forces**

- ❑ Origin and development of defence service in India and its structure
- ❑ Navy: Its origin and development
- ❑ Air force: History and Growth
- ❑ Indian armed forces and their associate organisations
- ❑ Abbreviations & legal status

### **Unit-4: Present scenario of Indian defence**

- ❑ India and its neighboring countries
- ❑ Wars after India's Independence
- ❑ Present challenges of defence
- ❑ Social face of defence

### **Unit -5: Military organisations and technologies**

- ❑ International Arms & Ammunition Market
- ❑ India's major defence Institutes
- ❑ Indianisation of Indian army
- ❑ Integrated guided missiles development programme (ISMDD)
- ❑ Development of light combat aircraft and main battle tank41.

### **Assignments**

- ❖ **Present a paper on Indian armed forces**
- ❖ **Discussion on the social face defence**
- ❖ **Any other assignment given by the concern faculty**

### **Reference books/periodical's:**

1. Strategic Analysis

2. Sangeeta Saxena
  3. Gen's defence weekly
  - 4.
  5. Sainik Samachar
  6. Ved Marwaha
  7. A. K. Chakarverty42.
- Defence Reporting
- Budget of defense ministry
- The UN civil war
- Defence Journalism -

## **M-21(d) Rural Reporting**

### **Objective:**

- ❑ Understanding Indian rural society and its composition
- ❑ Learning about Govt. policies for rural development
- ❑ Developing aptitude for media use for rural development
- ❑ To build a vision in students about future of development and rural broadcast

### **Unit 1 Introduction to Rural India**

- ❑ Socio - economic structure of villages
- ❑ Social change in village community
- ❑ Impact of globalisation and urbanisation on villages
- ❑ Problems of rural society

### **Unit 2 Govt. Policies for Rural Development**

- ❑ Five Year Plans and villages
- ❑ Zamindari abolition and land reforms
- ❑ Co-operative movement
- ❑ Community development Programme
- ❑ Panchayati Raj and rural development

### **Unit 3 History of Rural Broadcast**

- ❑ Issues of development - health, education, infrastructure,
- ❑ Social conflicts, empowerment of weaker sections
- ❑ AIR's developmental programmes
- ❑ Krishi Darshan of DD
- ❑ SITE project
- ❑ Area specific programmes of DD

### **Unit 4 Programming for Rural Development**

- ❑ Concept of public service broadcast
- ❑ Impact of broadcast on development
- ❑ Planning and scheduling of development programmes
- ❑ Field generated programme

### **Unit 5 Future of Rural Broadcast**

- ❑ Concept of local broadcast
- ❑ FM radio and rural broadcast
- ❑ Interactive and participatory programmes
- ❑ Satellite radio

### **Assignment**

Presentation on the issues of globalisation and urbanisation  
Organise debate on social change in village community  
Interview social activists associated with different social movement  
Debate on the role of radio in rural development

Preparing talk, news reel for villagers  
Any other assignment given by the concerned faculty

***References :-***

*Five-Year Plan, Year Books*

*Umanarula-Development Communication, Publications Division*

*PC Chatterj-, Broadcasting in India*

*HR Luthra- Indian Broadcasting*

*Mehar Masani- Broadcasting and the people*

*Paul Cha- Local Radio Journalism*

**Teaching methodology:** Lecture, seminar, group discussion, presentation etc.

## **M - 21 (e) Crime Reporting**

### **Unit - 1 Introduction**

- ❑ Definition of Crime
- ❑ Crime Reporting - Skills and Essentials
- ❑ Source of Crime Reporting
- ❑ Qualities of a Crime reporter
- ❑ Duty and precaution in crime reporting

### **Unit -2 Basics of crime reporting**

- ❑ Crime Reporters duties
- ❑ Ethical aspects of crime reporting
- ❑ Meaning of first information report (FIR)
- ❑ Methodology to be adopted by a crime reporter.

### **Unit-3 Indian police system**

- ❑ Hierarchy of police department
- ❑ Powers and limitations of police personnel
- ❑ Major investigating agencies of India
- ❑ Forensic science and medical jurisprudence

### **Unit -4 Legal system**

- ❑ Introduction to Indian legal system
- ❑ Introduction to Indian laws - IPC, Cr.PC, Evidence Act
- ❑ Introduction to Constitution and matrimonial laws
- ❑ Procedure of court proceedings
- ❑ Legal vocabulary

### **Unit -5 Court reporting**

- ❑ Contempt of court
- ❑ Things to be taken care of in court reporting
- ❑ Public interest litigation (PIL)

### **Assignments :-**

- ❖ **Organise a seminar on Indian police system**
- ❖ **Debate on the role of investigating agencies of India**
- ❖ **Any other assignments given by the concern faculty**

### **References :-**

## M-22 Guidelines for dissertation

Each student will be assigned to a teaching faculty member for guidance and supervision of Dissertation/Production of film in consultation with the Head of Department at the beginning of the academic year. Two copies of the dissertation proposal will be submitted through student's approved guide before commencement of theory examination.

A certificate stating that the dissertation is the outcome of student's own research/work conducted during the academic year, shall be submitted with dissertation.

The dissertation/programme shall be examined by a panel of two examiners consisting of one faculty members (Guide) and one external examiner appointed by the university. The minimum pass marks to dissertation project/programme will be 50%

The student will be required to undertake an internship attachment in programme production for a duration of four weeks in identified media unit.

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism.

Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation they will follow the research steps under the guidance of the faculty members or guide approved by department. The objectives of the dissertation is to:

- To enable the student to identify the prominent & important issues in the field of journalism.
- To have knowledge of history and significance of various dimensions of the issue.
- To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.
- To carry out intensive study to make their dissertation valuable & authentic.
- To provide them opportunity to go for books, analysis and additional subject related readings.

Student should be guided by the following points during the research/study of his/her dissertation -

1. **Title** -It should be decided with the help of HOD/ approved guide and must be submitted in the beginning of 4th semester or 3rd semester

2. **Synopsis**-After finalising the title, synopsis should be submitted (Research design with clearly indicating aims, objective and review of literature etc.) in the first month of 4th semester

3. **Progress**-From time to time student will give his/her progress report of research to department in writing and signed by guide. A minimum of three reports must be submitted before final submission of study.

Final submission of dissertation in two copies, hard bound or spiral, so that it can be preserved, before the final examination. The date of submission will be decided by HOD.

This dissertation will have of 100 marks and will be evaluated by external examiners. Sixty marks for content and presentation of dissertation, 20 marks on progress reports during the study as mentioned earlier and 20 marks will be on the viva taken by external and/or internal examiner.

## **M-23 Guidelines for Audio-Video Projects work**

### **Introduction**

Here at CVAS we lay due emphasis on project work by students. Projects work provides them opportunity to encounter real life conditions. It expose them to world of work. During project work students get an opportunity to apply knowledge and skills acquired by them during their interactions at CAVS. Here they actually demonstrate value addition as a result of all interventions at CAVS.

### **Criterion of activities**

- ❑ Students undertake a project Activity in consultation with their guide.
- ❑ Specifications are defined.
- ❑ Standard process is followed in attainment of project objectives.
- ❑ Adequate provision is made for CONCEPTUAL and CONCRETE phase of production.
- ❑ Every single effort is documented.
- ❑ Students themselves manage work distribution among their group members where task is undertaken by a group.
- ❑ Emphasis is layed on students meeting their deadlines.
- ❑ Students undergo self, peer and tutor feedback at the end of task.
- ❑ A copy of furnished project is held by each student as a part of their portfolio.

### **Evaluation**

All the project work is evaluated independently by an external expert identified for the purpose. Here the students demonstrate their product and provide explanation to queries made by external examination. Weight is allotted to every individual student and the result is communicated to registrar of examinations.