DEPARTMENT OF ELECTRONIC MEDIA

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION

SEMESTER WISE CREDIT DISTRIBUTION SCHEME OF COURSE:

MASTER OF ARTS IN BROADCAST JOURNALISM
(UNDER CBCS FOR 2 YEAR PG COURSE)

Sem	Core Course Compulsory CCC 6 Credits Each	Core Course Elective CCE 6 Credits Each	Open Elective (OE) 3 Credit Each	Total credits
I	1 Science Of Human Communication 2. Process Of Mass Communication 3 Introduction To Broadcast Media	1 Application Of Computers In Electronic Media Or 2. Current Affairs For Radio & Television	1 Environment Journalism 2.Rural Journalism	27
II	1 Broadcast Media Mmanagement 2 Writing For Broadcast Media 3 Media Language & Content	1. Community & Participatory Communication Or 2. Traditional Media	3. Spiritual Communication 4.Defense Journalism	27
III	1. Radio Reporting & Production 2. Television Reporting & Production 3 Media Law And Ethics	1 Corporate Communication & Public Relation Or 2 Online Media	5. Gender Studies 6.International Security Scenario	27
IV	1. Communication Research 2. Advertisement For Broadcast Media 3. Development Journalism	1.Production Portfolio	7. Business Journalism 8.Criminal Procedure System & Crime Reporting	27
	Total credits			108

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MASTER OF ARTS IN BROADCAST JOURNALISM

(DISTRIBUTION OF MARKS /VALUATION UNDER CBCS)

SEMESTER	VALUATION			TOTAL
	THEORY EXAM	INTERNAL EXAM	PRACTICAL EXAM	
FIRST SEMESTER				
1. SCIENCE OF HUMANCOMMUNICATION	80	20	-	100
2. PROCESS OF MASS COMMUNICATION	80	20	-	100
3. INTRODUCTION TO BROADCAST MEDIA	80	20	-	100
1 APPLICATION OF COMPUTERS IN ELECTRONIC MEDIA OR 2 CURRENT AFFAIRS FOR RADIO & TELEVISION	50	20	30	100
SECOND SEMESTER				
1. BROADCAST MEDIA MANAGEMENT	80	20	-	100
2. WRITING FOR BROADCAST MEDIA	80	20	-	100
3. MEDIA LANGUAGE & CONTENT	80	20	-	100
1 COMMUNITY & PATICIPATORYCOMMUNICATION OR 2 TRADITIONAL MEDIA	80	20	-	100

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Semester	Valuation			
	Theory Exam	**Internal Exam**	**Practical Exam**	**Total**
THIRD SEMESTER				
1. RADIO REPORTING & PRODUCTION	50	20	30	100
2. TV REPORTING & PRODUCTION	50	20	30	100
3 MEDIA LAW AND ETHICS	80	20	-	100
1 CORPORATE COMMUNICATION & PUBLIC RELATION	80	20	-	100
OR				
2 ONLINE MEDIA				
1 PRODUCTION PORTFOLIO	-	20	80	100
FOURTH SEMESTER				
1. COMMUNICATION RESEARCH	80	20	-	100
2. ADVERETISEMENT FOR BROADCAST MEDIA	80	20	-	100
3. DEVELOPMENT JOURNALISM	80	20	-	100

Open Elective (OE) 3 Credit Each			
	Theory Exam	**Internal Exam**	**Practical Exam**	**Total**
1 Environment Journalism	40	10	-	50
2 Rural Journalism	40	10	-	50
3 Spiritual Communication	40	10	-	50
4 Defense Journalism	40	10	-	50
5 Gender Studies	40	10	-	50
6 International Security Scenario	40	10	-	50
7 Business Journalism	40	10	-	50
8 Criminal Procedure System & Crime Reporting	40	10	-	50

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SCIENCE OF HUMAN COMMUNICATION

Unit-1	L	T	S	W	D	V	P	T
1.1 Characteristics of human being	2	1	-	-	-	-	-	3
1.2 Essential of human being to live in the society	1	1	-	-	-	-	-	2
1.3 Concept of Society	2	-	-	-	-	-	-	2
1.4 Essential of communication to built the society	1	-	-	-	1	-	1	3
1.5 Concept of socialization, Process, Agent and problems	3	1	-	-	-	-	-	4

Unit- 2	L	T	S	W	D	V	P	T
2.1 Definition of communication process	5	1	-	-	-	-	-	6
2.2 Model of human communication MCR and SMCR Model	2	-	-	-	1	-	-	3
2.3 Willber Schram's Participatory Model Osgood model of communication Model of Frank E. Dance	2	-	-	-	1	-	-	3
2.4 Introduction to Johari Window of Joseph Looft & Harigton Edham its definition & Importance	3	-	-	-	1	-	-	4
2.5 Concept of 'Self' and 'Other' in communication	2	-	-	-	-	-	-	2

Unit- 3	L	T	S	W	D	V	P	T
3.1 Communication process from 'Self' and it importance	5	1	-	-	-	-	-	6
3.2 Nonverbal Communication & Its Importance	2	-	-	-	1	-	-	3
3.3 Art of Listening and its development	2	-	-	-	1	-	-	3
3.4 Art of Writing and its Development A literal communication	3	-	-	-	1	-	-	4
3.5 Art of speaking & its Development & Audio Visual Communication	2	-	-	-	-	-	-	2

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Unit- 4	L	T	S	W	D	V	P	T
4.1 Intrapersonal communication	3	-	-	-	-	-	-	3
4.2 Concept of interpersonal communication	3	-	-	-	-	-	-	3
4.3 Functional concept of dialogue	3	-	-	-	1	-	-	4
4.4 Concept of relationship of dialogue	3	-	-	-	-	-	-	3
4.5 Concept of integrated economy of dialogue	3	-	-	1	-	-	1	5

Unit- 5	L	T	S	W	D	V	P	T
5.1 Mass Communication, Concept, Process Types and role	3	-	-	-	-	-	-	3
5.2 Slang and Communication	3	-	-	-	-	-	-	3
5.3 Internet and Communication	3	-	-	-	-	-	-	4
5.4 Concept and process of Human Communication and "Vasudhaiv Kutumbakam"	3	-	-	-	1	-	-	3
5.5 Introduction to Narad Muni's communication, Spiritual communication – Concept, Process and Importance	3	-	-	1	-	-	1	5

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PROCESS OF MASS COMMUNICATION

Unit-1	L	T	S	W	D	V	P	T
1.1 Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer, Viewer Concept, Interpretation, and difference/discrimination	3	-	-	-	-	-	-	3
1.2 Process of Group Communication	3	-	-	-	-	-	-	3
1.3 Brief overview of the evolution of human communication, Concept of Society	3	-	-	-	1	-	-	4
1.4 Models of Mass Communication, Gerber's Model,	3	-	-	-	-	-	-	3
1.5 Wilber Schramm's Model of Mass Communication	3	-	-	1	-	-	1	5

Unit-2	L	T	S	W	D	V	P	T
2.1 Sahridya and Sadharanikaran (Tender Hearted and Simplification) Concept and Interpretation	3	-	-	-	-	-	-	3
2.2 Effect of Mass Communication: Bullet theory, Action Reaction, Two Step and Multi Step	3	-	-	-	-	-	-	3
2.3 Uses of Gratification, Gate keeping, Cultural theory	3	-	-	-	1	-	-	4
2.4 Media: Concept and Interpretation, Lasswell's concept of Communication, Types of Media and Advantages of each media	3	-	-	-	-	-	-	3
2.5 Agenda Setting theory and Media	3	-	-	1	-	-	1	5

Unit-3	L	T	S	W	D	V	P	T
3.1 Fragmentation of Audience: Mass audience Fragmented audience , consumer Media	3	-	-	-	-	-	-	3
Characteristics of audience: Creativity and Power	3	-	-	-	-	-	-	3
3.2 Concept role of media : Dictatorship Media, Libertarian, Social Responsible, Democratic media, Dependency Theory	3	-	-	-	-	-	-	3
3.3 Participatory Media	3	-	-	-	1	-	-	4
3.4 Russian Formation of Media	3	-	-	-	-	-	-	3
3.5 Development Media, Business Media	3	-	-	1	-	-	1	5

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Unit-4	L	T	S	W	D	V	P	T
4.1 Media persons : Qualities and Skills, Different tasks Characteristics of a perfect media persons	3	-	-	-	-	-	-	3
4.2 Formation of Media in India, Reach, Effect	3	-	-	-	-	-	-	3
4.3 Impact of Mobile, Computer and Internet on Traditional Media	3	-	-	-	1	-	-	4
4.4 Role of Mass Media in Development	3	-	-	-	-	-	-	3
4.5 Impact of mass media on culture	3	-	-	1	-	-	1	5

Unit-5	L	T	S	W	D	V	P	T
5.1 Moral Values and codes of Ethics in Media Work	3	-	-	-	-	-	-	3
5.2 Public Broadcasting	3	-	-	-	-	-	-	3
5.3 Community Broadcasting	3	-	-	-	1	-	-	4
5.4 Community Media: Need and Interpretation	3	-	-	-	-	-	-	3
5.5 Alternative Media : Parallel Media and Social Media	3	-	-	1	-	-	1	5

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INTRODUCTION TO BROADCAST MEDIA

Unit-1	L	T	S	W	D	V	P	T
1.1 Development of Broadcasting in India – Broadcasting Versus Narrowcasting , DD News Versus Other private Channel	2	1	-	-	-	1	1	5
1.2 (a) Pre-independence period (b) Post independence period	2	1	-	1	1	-	-	5
1.3 Commissions and committees on broadcasting Chanda Committee, Vergheese Committee,	1	-	-	-	-	-	-	1
1.4 PC Joshi Committee , Vardhan Committee 1992,Amit Mitra Committee, Paswan Committee	1	-	-	-	-	-	-	1
1.5 Prasar Bharti Act 1990	3	-	2	-	1	-	-	6

Unit-2	L	T	S	W	D	V	P	T
2.1 Distinction between Radio and other media	2	1	-	-	-	1	1	5
2.2 Public Service Radio and Commercial Radio	2	1	-	1	1	-	-	5
2.3 External Service Broadcasting	1	-	-	1	1	-	-	1
2.4 News Service Division	1	-	-	-	-	-	-	1
2.5 Special Audience Programmes	3	-	2	-	1	-	-	6

Unit3	L	T	S	W	D	V	P	T
3.1 Origin and development of broadcasting News in India	2	1	-	-	-	1	1	5
3.2 Basic objectives and principles of TV broadcasting	2	1	-	1	1	-	-	5
3.3 Organistional Structure of DD NEWS	1	-	-	-	-	-	-	1
3.4 Programme Composition and Programme Formats Of DD	1	-	-	-	-	-	-	1
3.5 Three-Tier (National, Regional And Local TV Service Of DD Commercial Service Of DD	3	-	2	-	1	-	-	6

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Unit-4 Introduction to Television	L	T	S	W	D	V	P	T
4.1 Distinguishing Characteristics of TV as Compared to other Media	2	1	-	-	-	1	1	5
4.2 Objectives and Principles of TV Broadcasting	2	1	-	1	1	-	-	5
4.3 Terrestrial and Satellite Broadcasting	1	-	-	-	-	-	-	1
4.4 Cable Television	1	-	-	-	-	-	-	1
4.5 DTH Services in India	3	-	2	-	1	-	-	6

Unit5 Introduction to Online Media	L	T	S	W	D	V	P	T
5.1 Distinguishing between online Media and other Media	2	1	-	-	-	1	1	5
5.2 Development of Online Media in India	2	1	-	1	1	-	-	5
5.3 online Media Services	1	-	-	-	-	-	-	1
5.4 IT Act 2000	1	-	-	-	-	-	-	1
5.5 Intro to Major Web Portals	3	-	2	-	1	-	-	6

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APPLICATIONS OF COMPUTER IN ELECTRONIC MEDIA

Unit 1 : Computer Fundamentals	L	T	S	W	D	V	P	T
1.1 Definition, Generations and basic components of Computer	3	-	-	-	-	-	4	7
1.2 Input/output devices, Memory and other peripherals	2	-	-	-	-	-	-	2
1.3 Introduction to Operating System	3	-	-	-	-	-	2	5
1.4 Windows, Unix, Linux	2	-	-	-	-	-	-	2
1.5 Functions and features of Windows Operating System (Acco... Control Panel, Desktop, Windows Explorer)	2	-	-	-	-	-	-	2

Unit 2 : Office automation Tools: MS Word	L	T	S	W	D	V	P	T
2.1 Introduction to MS Office Suit	3	-	-	-	-	-	4	7
2.2 Introduction to Word Processing	2	-	-	-	-	-	-	2
2.3 MS Word interface, Tools and Menus	3	-	-	-	-	2	-	5
2.4 Document editing and formatting	2	-	-	-	-	-	-	2
2.5 Mail Merge and other tools	2	-	-	-	-	-	-	2

Unit 3 : Office Automation Tools: MS Excel and MS Power	L	T	S	W	D	V	P	T
3.1 MS Excel Interface, Tools and Menus	3	-	-	-	-	-	4	7
3.2 Creating Spreadsheet, Use of functions, Charts and Graphs	2	-	-	-	-	2	-	2
3.3 MS PowerPoint Interface, Tools and Menus	3	-	-	-	-	2	-	5
3.4 Creating slides, inserting multimedia objects,	2	-	-	-	-	2	-	2
3.5 Transition and Custom Animation, Delivering Presentations	2	-	-	-	-	-	-	2

Unit 4 : Introduction to Internet	L	T	S	W	D	V	P	T
4.1 Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet)	3	-	-	-	-	-	4	7
4.2 Internet Protocols (FTP, HTTP, TCP/IP, www)	2	-	-	-	-	-	-	2
4.3 Websites, Portals and Search Engines; Online newspapers/ channels/magazines	3	-	-	-	-	2	2	5
4.4 Advantages in Internet Communication	2	-	-	-	-	-	-	2
4.5 Security issues in Internet	2	-	-	-	-	-	-	2

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Unit 5 Introduction to Adobe Photoshop	L	T	S	W	D	V	P	T
5.1 Introduction to Graphics, Color models and modes	3	-	-	-	-	-	4	7
5.2 Graphic file formats and their applications	2	-	-	-	-	-	-	2
5.3 Adobe Photoshop Interface, Tools and Menus	3	-	-	-	-	-	2	5
5.4 Working with Layers, Filters,	2	-	-	-	-	-	-	2
5.5 Masking and other tools	2	-	-	-	-	-	-	2

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CURRENT AFFAIRS FOR RADIO & TELEVISION

Unit 1	L	T	S	W	D	V	P	T
1.1News and Current Affairs Programme Pattern : Gathering Packaging, broadcasting	3	-	-	-	-	-	4	7
1.2Current affairs Programme	2	-	-	-	-	-	-	2
1.3Different Format of Current affairs programme : Discussion, Chat and Talk show, Live coverage, Review, Vox -pop ,News Documentary, News Capsule, In-Depth News Story, Infotainment, Live Debate, Infotainment Features and Research based programmed	3	-	-	-	-	-	2	5
1.4Current Affairs programme as a tools of knowledge : Edutainment	2	-	-	-	-	-	-	2
1.5Planning and Conducting of various News Programs	2	-	-	-	-	-	-	2

Unit 2	L	T	S	W	D	V	P	T
2.1Current International issues	3	-	-	-	-	-	4	7
2.2 International Organization : UNO, UNESCO, WHO,WORLD BANK, IMF, ITU, WTO	2	-	-	-	-	-	-	2
2.3 Multilateral organization SAARC, BRICS,NAM,ASEAN, NATO, UNECC	3	-	-	-	-	-	2	5
2.4 APEC, EUROPEAN UNION, COMMON WEALTH UNION, G-8, G -20	2	-	-	-	-	-	-	2
2.5Human rights : cultural and social issue	2	-	-	-	-	-	-	2

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Unit 3	L	T	S	W	D	V	P	T
3.1Interactive programmes Coverage of foreign visits	3	-	-	-	-	-	4	7
3.2Current issue of parliament and different legislative assembly	2	-	-	-	-	-	-	2
3.3Cross border terrorism	3	-	-	-	-	-	2	5
3.4Cultural and media imperialism	2	-	-	-	-	-	-	2
3.5Consumerism , Paid News	2	-	-	-	-	-	-	2

Unit-4	L	T	S	W	D	V	P	T
4.1CURRENT SCENARIO of Media Organisation- Press Council, Prasar Bharti,	3	-	-	-	-	-	4	7
4.2DAVP, EMMC, PIB	2	-	-	-	-	-	-	2
4.3BCCC, BEA, MRUC, P.I.I	3	-	-	-	-	-	2	5
4.4 INTERNATIONAL PRESS INSTITUTE	2	-	-	-	-	-	-	2
4.5ANALYSIS OF CURRENT MEDIA REPORTS	2	-	-	-	-	-	-	2

Unit- 5	L	T	S	W	D	V	P	T
5.1Coverage of parliament Proceeding and Election	3	-	-	-	-	-	4	7
5.2Discussion current affairs programme: Education, Health , Rural ,Social, Political and cultural issue	2	-	-	-	-	-	-	2
5.3Current local and regional issue	3	-	-	-	-	-	2	5
5.4Relation with Neighboring countries: Bangladesh, Nepal , Pakistan, Bhutan	2	-	-	-	-	-	2	2
5.5International Press freedom index	2	-	-	-	-	-	-	2

BROADCAST MEDIA MANAGEMENT

Unit 1 : Production Management	L	T	S	W	D	V	P	T
1.1 Production Planning, Scheduling And Managing Deadline	2	1	-	-	-	-	-	3
1.2 Resource Management - Procurement, Storage And Logistics	2	1	-	-	-	-	-	3
1.3 Management Of Records - Print And Video Library	2	1	-	-	-	-	1	4
1.4 Quality Management - Elimination of Errors And Production Efficiency	2	2	-	-	-	-	1	5
1.5 Promotion of Total Quality Management	1	1	-	-	-	-	1	3

Unit 2 : Equipment Resources	L	T	S	W	D	V	P	T
2.1 Equipment for Field Production	2	1	-	-	-	-	-	3
2.2 Configuration for Multi- Camera Studio Production	3	1	-	-	-	-	-	4
2.3 Preventive Maintenance, Breakdown Maintenance Corrective Maintenance	2	1	-	-	-	-	-	3
2.4 Equipment Acquisition Procedure	3	1	-	-	-	-	-	4
2.5 Acquisition Procedure In Private Sector	2	2	-	-	-	-	-	4

Unit 3 : Resource Management	L	T	S	W	D	V	P	T
3.1 Sources Of Financial Assistance	2	1	-	-	-	-	-	3
3.2 Pre - Script And Post- Script Budgeting	3	1	-	-	-	-	-	4
3.3 Contract Document - Penalty And Legal Implications	2	1	-	-	-	-	-	3
3.4 Technical And Financial Proposals	3	1	-	-	-	-	-	4
3.5 In House Programmed Commissioned And Sponsored Programme	2	2	-	-	-	-	-	4

Unit 4 : Managing Human Resources	L	T	S	W	D	V	P	T
4.1 Characteristics Of HR In Production	3	1	-	-	-	-	-	4
4.2 Dealing With Creative Persons	3	1	-	-	-	-	-	4
4.3 Organizational Dynamics And Culture, New Ownership Pattern	2	1	-	-	-	-	-	3
4.4 Co-Ordination, Team Building, Leadership Skill And Motivation	2	1	-	-	-	-	-	3

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| 4.5 Recruitment and Contractual Engagement Of H.R., Ser Conditions And General Administration Channel Managem Training and Redeployment of Personnel | 2 | - | - | - | - | - | - | 2 |

Unit 5 : Electronic Media Marketing	L	T	S	W	D	V	P	T
5.1 Market Survey: Media, Product And Audience Profile	4	-	-	-	-	-	-	4
5.2 Television Rating Point (TRP) Agencies Of Rating, Process And Method Of Rating	2	1	-	-	-	-	1	4
5.3 Major Media Houses of India	2	-	-	-	-	-	-	2
5.4 Major Heads of Income In Media : Dominant and Alternative Source	2	-	-	-	-	-	-	2
5.5 Indian Scenario of Satellite Television Industry Process of Distribution	2	-	-	-	-	-	-	2

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WRITING FOR BROADCAST MEDIA

Unit 1: Language and Communication	L	T	S	W	D	V	P	T
1.1 Meaning and definition of language, perception	2	-	-	-	-	-	-	2
1.2 Audio language symbols, signs, symbols, icons etc	2	1	-	-	-	-	1	4
1.3 Difference between written and spoken language	2	-	-	-	-	-	1	3
1.4 Instant script preparation	2	1	-	-	-	-	-	3
1.5 Changing trends in media language	3	1	-	-	-	-	3	7

Unit 2 : Professional Scripting	L	T	S	W	D	V	P	T
2.1 Script: meaning and types of script	2	-	-	-	-	-	-	2
2.2 Role of a scriptwriter in media	2	1	-	-	-	-	-	3
2.3 Concept of content and form	2	2	-	-	-	-	-	4
2.4 Process of scripting: idea formation, research, sequencing	3	2	-	-	-	-	2	7
2.5 Opening and concluding	2	-	-	-	-	-	-	2

Unit 3 : Radio Scripting and Language	L	T	S	W	D	V	P	T
3.1 Concept of spoken language	2	-	-	-	-	-	1	3
3.2 Stages of scripting	2	1	-	-	-	-	-	3
3.3 Stages of editing	2	1	-	-	-	-	-	3
3.4 Writing for different program genre/ Adaptation	2	-	-	-	-	-	-	2
3.5 Talk, news, newsreel, documentary, drama music and news formats	3	2	-	-	-	-	2	7

Unit 4: Television Scripting and Language	L	T	S	W	D	V	P	T
4.1 Writing for visuals and visual communication	3	1	-	-	-	-	-	4
4.2 Relationship between narration and visuals	3	1	-	-	-	-	-	4
4.3 Writing for fictional programmes.	2	1	-	-	-	-	-	4
4.4 Writing for non fictional programmes	1	1	-	-	-	-	-	2
4.5 Types of script- Treatment, screen play, shooting script, break down script. Full page and split page script	4	-	-	-	-	-	-	4

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Unit 5 : Writing for Web	L	T	S	W	D	V	P	T
5.1 Web writing and its growth	3	-	-	-	-	-	-	3
5.2 Features of web writing	3	-	-	-	-	-	-	3
5.3Blogs	2	2	-	-	-	-	-	4
5.4 Experimentation with language on internet	3	2	-	-	-	-	-	5
5.5 Emerging internet language of content vs. form	3	-	-	-	-	-	-	3

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MEDIA LANGUAGE & CONTENT

Unit-1 Essentials of Media Writing	L	T	S	W	D	V	P	T
1.1characteristics of Writing For Newspapers And Magazines	2	1	-	-	-	-	-	3
1.2basics of Grammar In Hindi And English; Use of Phrases And Words	3	1	-	-	-	-	-	4
1.3basics of Writing For Radio	2	1	-	-	-	-	-	3
1.4basic Writing For Tv	3	1	-	-	-	-	-	4
1.5 Basic Writing For Web	2	2	-	-	-	-	-	4

Unit-2 : News & Feature Writing Skills	L	T	S	W	D	V	P	T
2.1 News: Concepts and Elements	2	1	-	-	-	-	-	3
2.2 Writing Intros and Headline	3	1	-	-	-	-	-	4
2.3 Writing Simple News Stories	2	1	-	-	-	-	-	3
2.4 Writing Feature Articles	3	1	-	-	-	-	-	4
2.5 Writing Advertorials	2	2	-	-	-	-	-	4

Unit-3 : Paraphrasing & Translation	L	T	S	W	D	V	P	T
3.1 Methods of Paraphrasing, Attribution, And Quoting	2	1	-	-	-	-	-	3
3.2 Translating at Least 25 Different News Items	3	1	-	-	-	-	-	4
3.3 Translating at Least 50 Creative Writing Of About 500 Words	2	1	-	-	-	-	-	3
3.4 Preparing a List Of at Least 50 Phrases In Hindi	3	1	-	-	-	-	-	4
3.5 Preparing a List Of at Least 50 Phrases In English	2	2	-	-	-	-	-	4

Unit-4: Translation Journalistic Content-L : Business	L	T	S	W	D	V	P	T
4.1 Translating At Least 25 Different News Items From Business Pages	2	1	-	-	-	-	-	3
4.2 Translating At Least 200 Different Headlines Of Busine News	3	1	-	-	-	-	-	4
4.3 Translating At Least One Article On Business	2	1	-	-	-	-	-	3
4.4 Preparing A Glossary Of 100 Words In Hindi Language Generally Used For Business Related Journalistic Content	3	1	-	-	-	-	-	4
4.5Preparing A Glossary Of 100 Words In English Language, Generally Used For Business Related Journalistic Content	2	2	-	-	-	-	-	4

Unit 5 : Translating Journalistic Content-Sports	L	T	S	W	D	V	P	T
5.1 Translating at Least 25 Different News Items On Five Different Sports	2	1	-	2	-	-	-	5
5.2 Translating at Least 50 Headlines Of Sport News Items Of Different Sports	2	1	-	2	-	-	-	5
5.3 Translating a Column Article Of Renown Person On Sport	2	1	-	2				5
5.4 Preparing a Glossary Of 100 Words In Hindi Languages Generally Used For Different Sports.	1	1	-	3	-	-	2	7
5.5 Preparing a Glossary of 100 Words In English Languages, Generally Used For Different Sports	1	1	-	-	-	-	2	2

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COMMUNITY & PARTICIPATORY COMMUNICATION

Unit-1 Community -	L	T	S	W	D	V	P	T
1.1 Concept Of Community, Types Of Community,	2	1	-	-	-	-	-	3
1.2 ABCD Model Of Community Development (**Achieving Better Community Development Model**) And P.C.S Model Of Community Information Need For Community	3	1	-	-	-	-	-	4
1.3 Community Mass Media – Types, Characteristics	2	1	-	-	-	-	-	3
1.4 Community Media And their Influence	3	1	-	-	-	-	-	4
1.5 Community Media And Rural Development	2	2	-	-	-	-	-	4

Unit-2 Community Communication	L	T	S	W	D	V	P	T
2.1 Concept of Communication For Community,	2	1	-	-	-	-	-	3
2.2 Concept of Communication Radio	3	1	-	-	-	-	-	4
2.3 Development of Community Radio In India Community Radio License Policy	2	1	-	-	-	-	-	3
2.4 Programme, Preparation And Narrowcasting Management of A Community Radio Station	3	1	-	-	-	-	-	4
2.5 Social Change And Community Radio, Community Radio And Grassroots Development	2	2	-	-	-	-	-	4

Unit-3 Participatory Communication-	L	T	S	W	D	V	P	T
3.1 Meaning of Participation,	2	1	-	-	-	-	-	3
3.2 Types of Participation	2	1	-	-1	-	-	-	4
3.3 Peoples Participation And Advantage –	2	1	-	-	-	-	-	3
3.4 Method of Participation – RRA (Rapid Rural Appraisal) And PRA (Participatory Rural Appraisal)	2	1	-	2	-	-	-	5
3.5 Origin And Source Of PRA, Principle And Application Of PRA	2	-	-	1	-	-	-	3

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Unit-4 Community and Participatory Communication	L	T	S	W	D	V	P	T
4.1 Social Media,	2	1	-	-	-	-	-	3
4.2 Elements of Social Media,	2	1	-	-1	-	-	-	4
4.3 Function of Social Media In Participatory Communication	2	1			-	-	-	3
4.4 Citizenjournalism. Blog	2	1	-	2	-	-	-	5
4.5 Civil Society	2	-	-	1	-	-	-	3

Unit-5 Issue related to Community Development	L	T	S	W	D	V	P	T
5.1 Agriculture, Women Empowerment,	2	1	-	-	-	-	-	3
5.2 Health, Education, Sanitation	2	1	-	-1	-	-	-	4
5.3 Environmental Issue	2	1	-	-	-	-	-	3
5.4 Employment	2	1	-	2	-	-	-	5
5.5 Social Security and Social Justice, Livelihood , Make in India	2	-	-	1	-	-	-	3

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TRADITIONAL MEDIA

Unit 1 Indian Culture And Communication

	L	T	S	W	D	V	P	T
1.1 Components of Indian Culture,	2	1	-	-	-	-	-	3
1.2 Concept of Popular Culture And Public Culture,	2	1	-1	-	-	-	-	4
1.3 Folk And Classical Art In The Age Of Cultural Imperialism,	2	1	-	-	-	-	-	3
1.4 Impact of Consumerism And Globalization On Indian Culture	2	1	2	-	-	-	-	5
1.5 Indian Cultural Identity In Present World Scenario	2	-	1	-	-	-	-	3

Unit 2 Media Tradition

	L	T	S	W	D	V	P	T
2.1 Introduction to Traditional Media: Definition Of Traditional Media, Differences Forms Of Traditional Media,	2	1	-	-	-	-	-	3
2.2 Use Of Traditional Media In Communication,	2	1	-	-1	-	-	-	4
2.3 Traditional Media As A Socio Cultural And Ritual Communication,	2	1	-	-	-	-	-	3
2.4 Applications of Traditional Media, Impact And Effect of Traditional Media Future of Traditional Media,.	2	1	2	-	-	-	-	5
2.5 Comparison of Traditional Media Communication Through Traditional Media	2	-	-	1	1	-	-	3

Unit-3 Cultural Recourses Of Communication :

	L	T	S	W	D	V	P	T
3.1 Dances of India - Classical Dances- Bharatnatyam Dance, Kathakali Dance, Kathak Dance	2	1	-	-	-	-	-	3
3.2 Folk Dances of India - Central India, East India, North East India, North India, South India	2	1	-	-1	-	-	-	4
3.3 Music of India- Hindustani Classical Music, Karnataka Classical Music, Regional Music, Musical Instruments	2	1	-	-	-	-	-	3
3.4 Theatre Forms of India -Theatre Forms	2	1	2	-	-	-	-	5
3.5 Puppet Forms of India - Puppet Forms	2	-	1	1	-	-	-	3

Unit-4:	L	T	S	W	D	V	P	T
4.1History of Indian theatre:	2	1	-	-	-	-	-	3
4.2 forms Elements and types of theatre	2	1	-	-1	-	-	-	4
4.3 Traditional Indian theatre (folk theatre forms in India)	2	1	-	-	-	-	-	3
4.4 Important Theatrical Forms of India – Bhand Pather, Swang, Nautanki Raasleela, Maach,	2	1	-	2	-	-	-	5
4.5 Important Theatrical Forms of India : Yakshagaana, Therukoothu, Veedhi Natakam, Burrakatha/ Harikatha.	2	-	-	1	-	-	-	3

Unit – 5 Indian art and culture	L	T	S	W	D	V	P	T
5.1 Famous Folk Art of India - Tanjore Art, Batik Art Madhubani Painting, Gond folk Painting, Mandala Painting.	2	1	-	-	-	-	-	3
5.2 Folk Dances of Madhya Pradesh – baredi dance, bhagoria, dagla, dandaria, jawara, kamchino, pardhoni, Matki, Gangaur, Rai dance	2	1	-	-1	-	-	-	4
5.3 Indian major Festivals- Religious festivals, Cultural Festivals, fair and festivals of states and union territories.	2	1	-	-	-	-	-	3
5.4 Various Tribal Dances In India- Ankia Nat, Bahaka wata, Bhangra, Bhavai, Bihu, Chamar Ginad, Chappeli, ,, Jatra, Jhulan	2	1	-	2	-	-	-	5
5.5 Various Tribal Dances In IndiaKokattam, Rauf, Swang,Tamasha, Tappatrikali, Therukoothu, Theyyam, Tippani, Veethi Bhagavata	2	-	-	1	-	-	-	3

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RADIO REPORTING AND PRODUCTION

Unit-1 Unit-1 Radio News Reporting	L	T	S	W	D	V	P	T
1.1 Characteristics Of Radio News-How Its Different From Print And TV News. Definition,Elements And Types Of News	3	1	-	-	-	-	1	5
1.2 Sources Of Radio News, News Gathering	2	-	-	-	-	-	1	3
1.3 Radio Newsroom : Structure And Functions (Private FM)	2	-	-	-	-	-	1	3
1.4 Editorial Vision: Generating Ideas, And Innovation Managing And Allocating Editorial Resources, Team Work Editorial Co-Ordination: Managing Different Desks	2	-	-	-	-	-	1	3
1.5 Selection Of News And Scripting It. Principle & Techniques Of Radio News	2	-	-	—	-	1	1	4

Unit-2 FORMATS OF RADIO PROGRAMMES	L	T	S	W	D	V	P	T
2.1 Ingredients Of A Radio Format – Spoken Word, Music And Special Effects Types Of Formats – Announcements, Radio Talk, Radio Interviews, Radio Discussions, Radio Magazine, Radio Documentaries And Features, Running Commentaries, Radio Drama, News, Music, Information Technology Based Formats: Phone-In, Radio Bridge, Internet Radio	3	1	-	-	-	-	1	5
2.2 Types Of Radio News Bulletins: Their Structure (Hourly And Special National, Regional And Local, Types Of News Bulletins15-Minute Bulletin, 5 Minute, News-On-Phone, Headlines radio News Magazine New Format News	2	-	-	-	-	-	1	3
2.3 Factors To Be Taken Into Account For Making A Radio Programme	2	-	-	-	-	-	1	3
2.4 Audience Research, Radio Audience	2	-	-	-	-	-	1	3
2.5 Codes Related To Broadcasting	2	-	-	-	-	1	1	4

Unit 3- Audio Technology	L	T	S	W	D	V	P	T
3.1 Nature Of Sound	3	1	-	-	-	-	1	5
3.2 Basic Concepts Of Audio Production Microphones – Designs, Categories And Applications	2	-	-	-	-	-	1	3
3.3 Basics Of Audio Recording Selection, Placement And Types Of Microphone	2	-	-	-	-	-	1	3
3.4 Digital Studio Mixer. Portable Audio Mixers.	2	-	-	-	-	-	1	3
3.5 Mono Stereo And Surround Sound ,Audio Control And Sound Effect	2	-	-	-	-	1	1	4

	L	T	S	W	D	V	P	T
Unit4 Production & Studio Equipment								
4.1 Types Of Studio Radio Studio Set –Up	3	1	-	-	-	-	1	5
4.2 Sound And Acoustics Treatment	2	-	-	-	-	-	1	3
4.3 Recording Of Programs, Selection Of Sound Effects	2	-	-	-	-	-	1	3
4.4 Editing And Mixing Techniques	2	-	-	-	-	1	1	3
4.5 Process Of Planning, Scheduling And. Transmission	2	-	-	-	-	1	1	4

	L	T	S	W	D	V	P	T
Unit: 5 – Radio Production								
5.1 Recording Formats.Understanding Sound Recording / Perspective Of Sound Sound Transfer	3	1	-	-	-	-	1	5
5.2 Editing And Post-Production. Editing Software , Recording Equipment	2	-	-	-	-	-	1	3
5.3 Off Air / On Air Studios And Their Working	2	-	-	-	-	-	1	3
5.4 Sound Editing, Online Sound Editing Software	2	-	-	-	-	-	1	3
5.5Newsroom Software's	2	-	-	-	-	1	1	4

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TELEVISION REPORTING AND PRODUCTION

	L	T	S	W	D	V	P	T
Scope Of Television Journalism;								
1.1 Definition and Elements of TV News , Types of News, Sources of News	3	1	-	-	-	-	1	5
1.2Characteristics of TV News - How Its Different From Print And Radio News , News Gathering	2	-	-	-	-	-	1	3
1.3Selection of News And Scripting It.	2	-	-	-	-	-	1	3
1.4Newsroom Functioning: input and output	2	-	-	-	-	-	1	3
1.5 Duties And Functions of Staff In A Newsroom	2	-	-	—	-	1	1	4
Scope of Television Journalism;								
2.1 Writing For TV News, Language of TV News	3	1	-	-	-	-	1	5
2.2 field and outdoor reporting , Live Coverage	2	-	-	-	-	-	1	3
2.3 Basic Principles Of TV News Presentation	2	-	-	-	-	-	1	3
2.4 Specialized Reporting : Depth , analytical Reporting	2	-	-	-	-	-	1	3
2.5. News Anchor—Qualities, Roles, Skills, Facing Techniques; Doing Voice Over, Breathing And Reading Techniques, Ethics And Responsibilities.	2	-	-	—	-	1	1	4
Unit3 Understanding TV Production								
3.1 Stages of production- pre production, production ,Post production	3	1	-	-	-	-	1	5
3.2 Broadcast standards-- NTSC, PAL, SECAM	2	-	-	-	-	-	1	3
3.3 Video recording grammar Video formats	2	-	-	-	-	-	1	3
3.4 Cues and Commands ,	2	-	-	-	-	-	1	3
3.5 EFP & ENG equipment and Technology; OB, DSNG, transmitters..	2	-	-	—	-	1	1	4
Unit4								
4.1 Television Production Process-Idea to Screen(a) Single Camera Process (b) Multicamera Process	3	1	-	-	-	-	1	5
4.2 Language and grammar of the medium	2	-	-	-	-	-	1	3
4.3 Concept of Frame : shot , sheen , Sequence	2	-	-	-	-	-	1	3
4.4 Composition-Looking space, talking space, walking space	2	-	-	-	-	-	1	3
4.5 Crossing the line of action	2	-	-	—	-	1	1	4

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UNIT 5	L	T	S	W	D	V	P	T
5.1 Equipment layout in a TV studio :Cameras, Teleprompter, Chromakey, Microphones Vision Mixer, Monitors CCU, Vectroscope, waveform monitors, character generator, TBC, Patch Panel VTRs	3	1	-	-	-	-	1	5
5.2 still camera basics& operation	2	-	-	-	-	1	1	3
5.3 motion picture camera basics& operation	2	-	-	-	-	1	1	3
5.4 Set, Scenery, costume, makeup and property as elements of aesthetics	2	-	-	-	-	-	1	3
5.5 Importance of lighting in television2,Lighting equipment and control, Lighting techniques and problems	2	-	-	-	-	1	1	4

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MEDIA LAW & ETHICS

UNIT -1 PRESS FREEDOM AND LAW	L	T	S	W	D	V	P	T
1.1 Introduction of Constitution and source of Indian constitution	4	-	-	-	-	-	-	4
1.2 Freedom of speech and expression	3	-	-	-	-	-	-	3
1. Contempt of court 1971 : civil and criminal law of defamation	3	-	-	-	-	-	-	3
1.4 Provisions of declaring emergency and their effects on media	4	-	-	-	-	-	-	4
1.5 Right to information 2005	4	-	-	-	-	-	-	4

UNIT-2 MEDIA LAWS	L	T	S	W	D	V	P	T
2.1 Civil and criminal law of defamation	4	-	-	-	-	-	-	4
2.2 Indian penal Code 1860 (Section -124A, 153AB,292,293)	3	-	-	-	-	-	-	3
2.3 Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)	3	-	-	-	-	-	-	3
2.4 Intellectual property rights	4	-	-	-	-	-	-	4
2.5 Copy Right Act 1957	4	-	-	-	-	-	-	4

UNIT -3 ELECTRONIC MEDIA LAWS	L	T	S	W	D	V	P	T
3.1 Prasar Bharti Act 1990	4	-	-	-	-	-	-	4
3.2 Cable TV network regulation Act 1995	3	-	-	-	-	-	-	3
3.3 Cinematography Act 1952	3	-	-	-	-	-	-	3
3.4 Information technology Act 2000	4	-	-	-	-	-	-	4
3.5 Convergence laws	4	-	-	-	-	-	-	4

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UNIT -4 MEDIA COUNCILS AND COMMITTEES

	L	T	S	W	D	V	P	T
4.1 Press commissions	4	-	-	-	-	-	-	4
4.2 Press Council II 1978	3	-	-	-	-	-	-	3
4.3 Working Journalist Act .1955	3	-	-	-	-	-	-	3
4.4 Broadcasting Editor Association Ethics	4	-	-	-	-	-	-	4
4.5 Wage boards in India for journalists	4	-	-	-	-	-	-	4

UNIT -5 MEDIA CODES AND ETHICS

	L	T	S	W	D	V	P	T
5.1 Ethics for Private channels & FM Stations	4	-	-	-	-	-	-	4
5.2 Parliamentary privileges: article 105, 193 and 361A of constitution	3	-	-	-	-	-	-	3
5.3 Guidelines for parliamentary coverage (Geeta Mukherjee committee's report)	3	-	-	-	-	-	-	3
5.4 AIR & DD code for election coverage AIR& Doordarshan commercial code	4	-	-	-	-	-	-	4
5.5 Guide line for War and terrorism reporting	4	-	-	-	-	-	-	4

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CORPORATE COMMUNICATION & PUBLIC RELATION

	L	T	S	W	D	V	P	T
Unit 1 corporate communication								
1.1 Definition & evolution of corporate communication	3	1	-	-	-	-	1	5
1.2Major functions of Corporate Communications: media relation, Employee Relation, government relation, investor relation	2	-	-	-	-	-	1	3
1.3Role & task of corporate communication in an organization	2	-	-	-	-	-	1	3
1.4Corporate identity, components of corporate identity: corporate design, corporate communication & corporate behavior	2	-	-	-	-	-	1	3
1.5Corporate reputation, steps to build corporate reputation Corporate image	2	-	-	-	-	1	1	4

	L	T	S	W	D	V	P	T
Unit 2 Definitions of public relations models of PR practice								
2.1Tools of corporate communication	3	1	-	-	-	-	1	5
2.2Traditional tools: mass media , written communication, photographs, exhibitions & fairs, audio visual media, research, house journals, media conference, brochures & newsletters	2	-	-	-	-	-	1	3
2.3 public relation campaign	2	-	-	-	-	-	1	3
2.4 recent trends in pr	2	-	-	-	-	-	1	3
2.5 major public relation organization	2	-	-	-	-	1	1	4

	L	T	S	W	D	V	P	T
Unit 3: Public relations								
3.1Meaning and definition of public relations Public Relations: Definition and History; Internal and External Publics; PR Publicity, PR Principles PR as a Management Function; PR and Marketing; Image	3	1	-	-	-	-	1	5
3.2Management: Planning, Implementation, Research and Evaluation;	2	-	-	-	-	-	1	3
3.3Propaganda and Opinion,	2	-	-	-	-	-	1	3
3.4 Internal and External public in public relations	2	-	-	-	-	1	1	3
3.5 PRO: Qualifications and Functions	2	-	-	-	-	1	1	4

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UNIT 4 Writing for PR	L	T	S	W	D	V	P	T
4.1 Tools of public relations; crisis management; community relations; corporate public Relations; employee relations; financial PR; shareholder Relations; PR counseling	3	1	-	-	-	-	1	5
4.2 Media relations; press release; press conference; house journal; corporate film	2	-	-	-	-	-	1	3
4.3 PR agencies	2	-	-	-	-	-	1	3
4.4 Public relations in private and govt. organization	2	-	-	-	-	-	1	3
4.5 emerging trends in PR. PR research, PR ethics	2	-	-	-	-	1	1	4

Unit 5: PR in the age of online Media	L	T	S	W	D	V	P	T
5.1 PR in the age of New Media: Scope, Challenges and Opportunities	3	1	-	-	-	-	1	5
5.2 Changing Trends and Leveraging the Potential of New Media	2	-	-	-	-	-	1	3
5.3 PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases)	2	-	-	-	-	-	1	3
5.4 Social Media –Platforms, Analytics and Campaigns	2	-	-	-	-	-	1	3
5.5 Digital PR Online PR Strategies Relationship Building in an Internet age – How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media Building Relationship language Interactivity	2	-	-	—	-	1	1	4

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ONLINE MEDIA

Unit-1 Digital and internet Introduction	L	T	S	W	D	V	P	T
1.1 Digital Technology And Communication	3	1	-	-	-	-	1	5
1.2 Introduction To Internet :- E-Mail, Chatting, News Graph , BBS, And IP Voice	2	-	-	-	-	-	1	3
1.3 Fundamentals Of Internet: WWW, IP, Web Page Domain, Name Address, Search Engine, Web Browsers	2	-	-	-	-	-	1	3
1.4 Convergence	2	-	-	-	-	-	1	3
1.5 Uses Of Internet In Communication And Thread	2	-	-	-	-	1	1	4

Unit-2 New media communication and journalism	L	T	S	W	D	V	P	T
2.1 New Media An Introduction ,As A Form Of Communication	3	1	-	-	-	-	1	5
2.2 Issues Of New Media ; Theories And Models	2	-	-	-	-	-	1	3
2.3 New Media Power And Limitations	2	-	-	-	-	-	1	3
2.4 Online News Papers, Online Magazines	2	-	-	-	-	-	1	3
2.5, Online Channels, Online Radio	2	-	-	-	-	1	1	4

Unit-3 Cyber space and New Media	L	T	S	W	D	V	P	T
3.1Concept Of Cyber Space, Cyber Culture And Cyber Media	3	1	-	-	-	-	1	5
3.2 Cyber Crime,	2	-	-	-	-	-	1	3
3.3Law And Ethics Of Cyber Communication	2	-	-	-	-	-	1	3
3.4Security Issues On The Internet	2	-	-	-	-	-	1	3
3.5 Evolution Of New Media Language, Bilingual Language	2	-	-	-	-	1	1	4

Unit -4 Characteristics of New Media and Industry	L	T	S	W	D	V	P	T
4.1 Concept of Convergence	3	1	-	-	-	-	1	5
4.2 Numerical representation, Modularity, Automotives, Variability and Transcending Comprehensible Dance, feedback system, Narrative and multimedia	2	-	-	-	-	-	1	3
4.3 New Media Industry : Software- Marketing, Public Relations, Advertising, Video Game & Economics of sales	2	-	-	-	-	-	1	3
4.4 new media & society	2	-	-	-	-	-	1	3

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4.5 impact of new media on society

	L	T	S	W	D	V	P	T
4.5 impact of new media on society	2	-	-	-	-	1	1	4

Unit-5 New Media Communities	L	T	S	W	D	V	P	T
5.1 Espionage community : Facebook, Twitter, Blogs, , Linkedin, whattsup	3	1	-	-	-	-	1	5
5.2 Online Dairies, Video Conferencing, SMS,MMS, Mobile Communication	2	-	-	-	-	-	1	3
5.3 Video Ture	2	-	-	-	-	-	1	3
5.4 Portal, Websites – Wikiliks	2	-	-	-	-	1	1	4
5.5 Web Advertise	2	-	-	-	-	1	1	4

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COMMUNICATION RESEARCH

Unit-1 Concept of Research & Methodology	L	T	S	W	D	V	P	T
1.1 Meaning, definition and nature of research	1	1	-	-	-	-	1	3
1.2 Approaches to research	2	-	-	-	-	-	-	2
1.3 Research method	1	-	-	-	1	-	2	4
1.4 Evolution of Communication research	3	1	-	-	-	-	-	4
1.5 importance of research in communication	3	-	-	-	-	-	2	5

Unit -2 Techniques of Research	L	T	S	W	D	V	P	T
2.1 Research problem, Hypothesis and Variables	1	1	-	-	-	-	1	3
2.2 Research Design and its types	2	-	-	-	-	-	-	2
2.3 Levels of Measurement, Scaling	1	-	-	-	1	-	2	4
2.4 Sampling, Survey Research, Experimental Research	3	1	-	-	-	-	-	4
2.5 Reliability and Validity, Item Analysis	3	-	-	-	-	-	2	5

Unit-3 Tools & Methods of Communication Research	L	T	S	W	D	V	P	T
3.1 Non-reactive/ Unobtrusive and Secondary sources of data; Content Analysis	1	1	-	-	-	-	1	3
3.2 Questionnaire & Schedules; Observation, Interview, Case study	2	-	-	-	-	-	-	2
3.3 Qualitative research; Field research, Group discussion, Discourse analysis	1	-	-	-	1	-	2	4
3.4 Quantitative research Design; Analyzing qualitative data	3	1	-	-	-	-	-	4
3.5 Historical-Comparative research	3	-	-	-	-	-	2	5

Unit-4 Research in Broadcast Media	L	T	S	W	D	V	P	T
4.1 Concept and Nature of communication research	1	1	-	-	-	-	1	3
4.2 Communicator/Source Analysis; Audience Viewer analysis; Impact analysis	2	-	-	-	-	-	-	2
4.3 Application of research in Electronic media; Formative & Summative research	1	-	-	-	1	-	2	4
4.4 Problems of conducting research on Radio and Television	3	1	-	-	-	-	-	4
4.5 Ethical issues in communication research	3	-	-	-	-	-	2	5

Unit -5 Application of statistics in Communication Research	L	T	S	W	D	V	P	T
5.1 Normal probability Curve and its Applications	1	1	-	-	-	-	1	3
5.2 Tabulation and Classification of Data; graphical representation of data	2	-	-	-	-	-	-	2
5.3 Descriptive Statistics; Measures of Central tendency and Variability	1	-	-	-	1	-	2	4
5.4 Inferential Statistics; Correlation and Regression	3	1	-	-	-	-	-	4
5.5 application of software : SPSS	3	-	-	-	-	-	2	5

विभागाध्यक्ष (इ.एम.)

ADVERTISEMENT FOR BROADCAST MEDIA

Unit -1 Advertising concept	L	T	S	W	D	V	P	T
1.1 Historical Development ,Meaning and Definition, Objectives& Functions OF advertisements	1	1	-	-	-	-	1	3
1.2 Advertisement medium, Advertising types advertising appeals.and its importance	2	-	-	-	-	-	2	4
1.3 Elements of Good Advertising	1	-	-	-	1	-	2	4
1.4 Advertising agency: structure, functions, important functionaries; Client; Agency relationship	3	1	-	-	-	-	-	4
1.5 Advertising Agencies in India and Role of Advertising in Broadcast Media	3	-	-	-	-	-	2	5

Unit -2 market & media planning	L	T	S	W	D	V	P	T
2.1 Concept of product positioning Target Audience;, Planning of Ad-budget for Radio,Television	1	1	-	-	-	-	1	3
2.2 Various research inputs (media profiles, product profiles, audience profile)	2	-	-	-	-	-	-	2
2.3 Brand Positioning; USP; Advertising strategies Market research; Brand positioning; Creative strategy, Market and its segmentation, Sales promotion	1	-	-	-	1	-	2	4
2.4 Introduction to media planning and scheduling, Drawing up the plan , Components of media plan selecting appropriate media	3	1	-	-	-	-	-	4
2.5 Determination of Rates for Commercials Classification rates-time-wise & coverage-wise	3	-	-	-	-	-	2	5

Unit -3 The creation of Advertisements	L	T	S	W	D	V	P	T
3.1 Writing for Radio & TV Advertising ,guideline for writing,	1	1	-	-	-	-	1	3
3.2 Basic mechanics of storyboard development	2	-	-	-	-	-	-	2
3.3 writing; Types of Copy; How to prepare; Principles of writing; Main features	1	-	-	-	1	-	2	4
3.4 Writing; Slogan; Headline; Ad Lay-out; Storyboard; Radio Advertisement Importance of visual thinking	3	1	-	-	-	-	-	4
3.5 Formats for Radio and T.V. Commercials: Slice of life, life style, animation, straight announcement, Presenter, Testimonial, Demonstration, Musical etc.	3	-	-	-	-	-	2	5

Unit-4	L	T	S	W	D	V	P	T
4.1 Creativity In Advertising, Style Of Thinking: Fact V/S Value Based Thinking Creative Pyramid: Attention, Interest, Credibility, Desire, Action	1	1	-	-	-	-	1	3
4.2 Brain Storming: Idea Generation, Big Idea	2	-	-	-	-	-	-	2
4.3 Creative Strategy; Purchase Proposition; Creative Execution; Transforming Concepts (Idea) In To Copy	1	-	-	-	1	-	2	4
4.4 Study Of Creative Ads: Dairy Milk ,Amul ,Coca cola, Incredible India ,Hamara Bajaj ,fevicols, Tata tea, Social advertisement	3	1	-	-	-	-	-	4
4.5 Copy Writer: Qualities, Duties And Responsibilities	3	-	-	-	-	-	2	5

Unit-5 Impact of Advertising	L	T	S	W	D	V	P	T
5.1 Impact of Advertising on Consumer Behavior Analyzing consumer markets and buying Behaviors Consumer Behavior Consumer attitude and interest	1	1	-	-	-	-	1	3
5.2 Significant of Advertising in Society Economic and Social effects of Advertising	2	-	-	-	-	-	-	2
5.3 Legal Issues of Advertising in Contemporary Society	1	-	-	-	1	-	2	4
5.4 Ethical & Moral aspects of advertising : Advertising Standard Council of India and CCC	3	1	-	-	-	-	-	4
5.5 Need of Research for Advertising	3	-	-	-	-	-	2	5

विभागाध्यक्ष (प.प.स.)

DEVELOPMENT JOURNALISM

Unit -1	L	T	S	W	D	V	P	T
1.1 Concept Of Development And Sustainable Development : Meaning And Concept,	1	1	-	-	-	1	-	3
1.2 Development Issues, Indicators Of Development	1	-	-	1	-	-1	-	3
1.3 Developed And Developing Societies	3	1	-	-	-	-1	-	5
1.4 Social Change, Modernization And Development	2	-	-	-	1	1	-	3
1.5 Communication Perspective On Development	3	-	-	-	-	1	-	4

Unit -2	L	T	S	W	D	V	P	T
2.1 Development Communication And Family Planning, National Integration, Upliftment Of Weaker Sections, Education And Literacy, Human Rights, Environmental Problems, The Global Warming, Pollution Etc	1	1	-	-	-	1	-	3
2.2 Role Of Communication In Urbanization, Problems And Impact Of Urbanization And Population Migration.	1	-	-	-	1	-1	-	3
2.3 Models Of Development. Understanding Medium, Message For Development	3	1	-	-	-	-1	-	5
2.4 Mass Media And Development. Development Communication; (Devcom) Meaning, Concept Scope, Objective And Importance,;	2	-	-	-	-	1	-	3
2.5 Development Support Communication (DSP), Development Journalism	3	-	-	-	-	1	-	4

Unit -3	L	T	S	W	D	V	P	T
3.1 Communication Goals For Development Media Used For Development Communication	1	1	-	-	-	1	-	3
3.2 Role Of Community Newspapers, News Paper In Development	1	-	-	-	1	-1	-	3
3.3 Traditional And Other Alternative Modes Of Development	3	1	-	-	-	-1	-	5
3.4 Role Of Akashwani, Doordarshan,	2	-	-	-	-	1	-	3
3.5 Internet As A Powerful Communication Tool For Development	3	-	-	-	-	1	-	4

हस्ताक्षर (इ.एम.)

Unit-4	L	T	S	W	D	V	P	T
4.1 Communication Policy for Development.	1	1	-	-	-	1	-	3
4.2 Satellite Instructional Television Experiment (Site)	1	-	-	-	1	-1	-	3
4.3 Kheda Communication Project (KCP)	3	1	-	-	-	-1	-	5
4.4 Jhabua Development Communication Project (Jdcp).	2	-	-	-	-	1	-	3
4.5 New Information And Communication Technology And Development	3	-	-	-	-	1	-	4

Unit-5	L	T	S	W	D	V	P	T
5.1 Five Year Plan & Development: Niti ayog	1	1	-	-	-	1	-	3
5.2 Govt Campaigns Fore Developmenta Issues	1	-	-	-	1	-1	-	3
5.3 Target For Development	3	1	-	-	-	-1	-	5
5.4 Concept and role Of Ngos In Development	2	-	-	-	-	1	-	3
5.5 Study of Prominent Ngos (GPF, Oxfam, Award, Eklavya, Priya, Action Aid Etc.)	3	-	-	-	-	1	-	4

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Production Portfolio

Following are the assignments students should perform as a part of this paper:

1. Prepare minimum 03 scripts for an audio programme - Radio News, Radio Drama, Radio Commercial

2. Prepare minimum 03 scripts for a video programme – Television News Bulletin, A TV Serial with atleast 2 episodes, Television Commercial

3. Prepare a shooting script for a film of atleast 10 minutes' duration

4. Shoot a video documentary of atleast five minutes' duration

5. Shoot a TV commercial of with a duration of atleast 20 seconds

6. Prepare a 10 minutes' TV news bulletin (covering atleast 5 different issues including major events of the city)

विभागाध्यक्ष (इ.एम.)

ENVIRONMENT JOURNALISM

UNIT-1 Concept of Development	L	T	S	W	D	V	P	T
1.1 Indian development process in comparative perspective of Asia & World	2	1	-	-	-	-	-	3
1.2 Indicators of human development concept of sustainable Development	2	-	1	-	-	-	1	4
1.3 An introduction to environment and ecology, relationship of man with nature	2	1	-	-	-	-	1	4
1.4 The use of technology in exploitation of nature, ecosystem and environmental degradation	2	-	1	-	-	1	-	4
1.5 Deforestation, forest conservation programme	2	1	-	-	-	-	-	3

UNIT-2 : Environmental Issue	L	T	S	W	D	V	P	T
2.1 Water Pollution, Air Pollution, Sound Pollution.	2	1	-	-	-	-	-	3
2.2 Radioactive Pollution, Global Warming (Toxic &Hazardous waste) Depletion of ozone	2	-	1	-	-	-	1	4
2.3 Green Revolution and its impact on environment	2	1	-	-	-	-	1	4
2.4 Wildlife and its conservation,	2	-	1	-	-	1	-	4
2.5 Depletion of Bio-diversity	2	1	-	-	-	-	-	3

UNIT-3. Environmental Laws	L	T	S	W	D	V	P	T
3.1 Salient features of environmental protection act 1986	2	1	-	-	-	-	-	3
3.2 Air Pollution Act 1981, Water Pollution Act 1974	2	-	1	-	-	-	1	4
3.3 Wild life protection Act 1972 with Amendment of 1992	2	1	-	-	-	-	1	4
3.4 Brief introduction to environment protection, Action Ganga, Wetland's projects,	2	-	1	-	-	1	-	4
3.5 waste Management and re-cycling.	2	1	-	-	-	-	-	3

Unit- 4 Environmental Policies	L	T	S	W	D	V	P	T
4.1 Habitat and modern life style, environmentalism(Solid Waste Materials, Health Hazards of solid waste treatment)	2	1	-	-	-	-	-	3
4.2 Managing Fragile Ecosystems and combating Desertification and drought).	2	-	1	-	-	-	1	4
4.3 Environment policies (Development and displacement, Big dams, the role of Government and Judiciary in these Debates)	2	1	-	-	-	-	1	4
4.4 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	2	-	1	-	-	1	-	4
4.5 Brief study of some Magazines, Newspapers like - Down to earth, Sanctuary, Vigyan pragati	2	1	-	-	-	-	-	3

Unit-5 Environmental Writing	L	T	S	W	D	V	P	T
5.1 Relationship of purpose, target medium and format of Writing for development.	2	1	-	-	-	-	-	3
5.2 Selection of medium, format, language, style of writing for development	2	-	1	-	-	-	1	4
5.3 Types and tools of resources for writing on development issues	2	1	-	-	-	-	1	4
5.4 Role Of Local and Regional Media For Development, Review Of Their Status	2	-	1	-	-	1	-	4
5.5 Environment Related Programmes On TV	2	1	-	-	-	-	-	3

विभागाध्यक्ष (इ.एम.)

RURAL JOURNALISM

UNIT-I Introduction to Rural India	L	T	S	W	D	V	P	T
1.1 Socio - Economic Structure Of Villages	3	-	-	-	-	-	-	3
1.2 Impact Of Globalisation And Urbanisation On Villages	3	-	-	1	-	-	-	4
1.3 Rural Development	3	-	-	-	-	-	-	3
1.4 Problems Of Rural Society	3	-	-	-	1	-	-	4
1.5 Social Change In Village Community	3	1	-	-	-	-	-	4

UNIT -2 Govt. Policies for Rural Development	L	T	S	W	D	V	P	T
2.1 Five Year Plans And Villages	3	-	-	-	-	-	-	3
2.2 Zamindari Abolition And Land Reforms	3	-	-	1	-	-	-	4
2.3 Co-Operative Movement	3	-	-	-	-	-	-	3
2.4 Community Development Programme	3	-	-	-	1	-	-	4
2.5 Panchayti Raj And Rural Development	3	1	-	-	-	-	-	4

UNIT- 3 History of Rural Broadcast	L	T	S	W	D	V	P	T
3.1 Issues Of Development - Health, Education, Infrastructure,	3	-	-	-	-	-	-	3
3.2 Social Conflicts, Empowerment Of Weaker Sections6 Area Specific Programmes Of DD	3	-	-	1	-	-	-	4
3.3 Air's Developmental Programmes	3	-	-	-	-	-	-	3
3.4 Krishi Darshan Of DD	3	-	-	-	1	-	-	4
3.5 SITE Project	3	1	-	-	-	-	-	4

UNIT -4 Programming for Rural Development	L	T	S	W	D	V	P	T
4.1 Concept Of Public Service Broadcast	3	-	-	-	-	-	-	3
4.2 Impact Of Broadcast On Development	3	-	-	1	-	-	-	4
4.3 Planning And Scheduling Of Development Programmes	3	-	-	-	-	-	-	3
4.4 Krishi Darshan,Kisan Vaani	3	-	-	-	1	-	-	4
4.5 DD Kisan	3	1	-	-	-	-	-	4

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UNIT-5 Future of Rural Broadcast	L	T	S	W	D	V	P	T
5.1 Concept of Local Broadcast	3	-	-	-	-	-	-	3
5.2 FM Radio and Rural Broadcast	3	-	-	1	-	-	-	4
5.3 Interactive and Participatory Programmes	3	-	-	-	-	-	-	3
5.4 Community Radio	3	-	-	-	1	-	-	4
5.5 Write an essay on Future of Rural Broadcasting	3	1	-	-	-	-	-	4

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SPIRITUAL COMMUNICATION

Unit-1 Concept Of Spiritual Communication	L	T	S	W	D	V	P	T
1.1Spiritual Communication And Knowledge Society	3	-	-	-	-	-	-	3
1.2Indian Culture And Spirituality	3	-	-	1	-	-	-	4
1.3Tools Of Spirituality	3	-	-	-	-	-	-	3
1.4 Power Of Spirituality	3	-	-	-	1	-	-	4
1.5Spiritualism In 21th Century	3	1	-	-	-	-	-	4

Unit-2 : Opinion Leader	L	T	S	W	D	V	P	T
2.1Spiritual : Public Opinion Leaders :	3	-	-	-	-	-	-	3
2.2Modern Media and Spirituality:	3	-	-	1	-	-	-	4
2.3Modernity, LPG And Spirituality	3	-	-	-	-	-	-	3
2.4Spirituality For Peace And Justice	3	-	-	-	1	-	-	4
2.5Yoga Sutras Of Patanjali , Satyarth Prakash : Dayanand Saraswati	3	1	-	-	-	-	-	4

Unit-3 : Study Of Religion	L	T	S	W	D	V	P	T
3.1Sanatan,Islam,Christianity,Buddhism,Jainism,Sikkhism	3	-	-	-	-	-	-	3
3.2 Freedom to Protest And Socialization	3	-	-	1	-	-	-	4
3.3Concept Of Manursharth : Dharm ,Arth, Kam, And Mokcha	3	-	-	-	-	-	-	3
3.4Message Of Gita : Conversation Of Arjun And Krishna	3	-	-	-	1	-	-	4
3.5Yudhisthir And Yaksha : Dialogue	3	1	-	-	-	-	-	4

Unit-4: Religion And Cultural Value	L	T	S	W	D	V	P	T
4.1Power Of OM And Meditation	3	-	-	-	-	-	-	3
4.2Traditional Pattern Of Religious Message : Ramleela, Rasleela , Yakshgan , Pandvani	3	-	-	1	-	-	-	4
4.3Principle Of Buddhism And Jainism	3	-	-	-	-	-	-	3
4.4Concept Of Kautilya (Arthashastra)	3	-	-	-	1	-	-	4
4.5 Vidur Niti	3	1	-	-	-	-	-	4

Unit 5 :	L	T	S	W	D	V	P	T
5.1 Introduction to "Narad Munis" Communication Formula	3	-	-	-	-	-	-	3
5.2 Concept Of "Bharatmuni"Natya Sastra	3	-	-	1	-	-	-	4
5.3 Vasudhaiv Kutumbkam	3	-	-	-	-	-	-	3
5.4 Spiritual And Religious Programme Of Electronic Media : Upanishad Gaga	3	-	-	-	1	-	-	4
5.5 Spiritual And Religious Publication	3	1	-	-	-	-	-	4

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DEFENCE JOURNALISM

Unit-1 Structure of Indian armed forces	L	T	S	W	D	V	P	T
1.1 Origin and development of Defense services in India	2	1	-	-	-	-	-	3
1.2 ARMY Its origin and development	2	-	1	-	-	-	1	4
1.3 Navy: Its origin and development	2	1	-	-	-	-	1	4
1.4 Air force: Its origin and development	2	-	1	-	-	1	-	4
1.5 Paramilitary forces	2	1	-	-	-	-	-	3

Unit-2 Organization and functions	L	T	S	W	D	V	P	T
2.1 Organization and functions of the ministry of defense, and its departments	2	1	-	-	-	-	-	3
2.2 Structure of India's defense budget,	2	-	1	-	-	-	1	4
2.3 Defence policies: meaning; definition and concept	2	1	-	-	-	-	1	4
2.4 India's major defense training institutes	2	-	1	-	-	1	-	4
2.5 Defense Management in the Armed Forces Human Resource Management in Armed Forces	2	1	-	-	-	-	-	3

Unit-3 Military Technology	L	T	S	W	D	V	P	T
3.1 Introduction and role of Armed Forces in Disaster response Required Traits, Training and Preparation for Armed Forces	3	-	-	-	-	-	-	3
3.2 Small arms technology ,Armored Vehicles Technology, Submarines and Aircraft Carrier Aircraft, Rocket, Missile and Space Vehicle	3	-	-	1	-	-	-	4
3.3 MODERNISATION & INDIAN ARMY. Rational of Defense production in India Role of Defense Production in National Development Structure of Defense Production Role and Functions of Department of Defense Production and DRDO Ordnance Factories-Its Highlights Make in India' & Defense Procurement.	3	-	-	-	-	-	-	3
3.4 By indigenous means-by public and private sectors	3	-	-	-	1	-	-	4
3.5 By transfer of technology: Its political, military and economic impact Advantages of foreign collaboration and joint military technological venture	3	1	-	-	-	-	-	4

Unit-4 Present Scenario & challenges	L	T	S	W	D	V	P	T
4.1 India and its neighboring countries	3	-	-	-	-	-	-	3
4.2 Wars after India's Independence	3	-	-	1	-	-	-	4
4.3Present challenges of Defense	3	-	-	-	-	-	-	3
4.4 Social face of Defense	3	-	-	-	1	-	-	4
4.5 Humanitarianism and Conflict	3	1	-	-	-	-	-	4

Unit-5 Defense Reporting	L	T	S	W	D	V	P	T
5.1Defence Reporting: Necessity & History , Defence And Media , Defence Reporting And Its Hurdles ,Its Risk And Do's And Don'ts,	3	-	-	-	-	-	-	3
5.2Types Of Defense Reporting.: War ,Peace	3	-	-	1	-	-	-	4
5.3News Sources In Defiance And How To Keep Them. Defense News Through Non-Defense Sources	3	-	-	-	-	-	-	3
5.4Defence Reporter: Preparation And Essential Requisites	3	-	-	-	1	-	-	4
5.5Tools Of A Defense Reporter, Writing On Defense Issues	3	1	-	-	-	-	-	4

विभागाध्यक्ष (इ. एस.)

GENDER STUDIES

Unit-1 Introduction to Gender	L	T	S	W	D	V	P	T
1.1 Gender concept : different perspective : binary and Indian	3	-	-	-	-	-	-	3
1.2 Social and Biological Construction of Gender	3	-	-	1	-	-	-	4
1.3 Difference Between Sex and Gender	3	-	-	-	-	-	-	3
1.4 Social change and gender	3	-	-	-	1	-	-	4
1.5 Origin of Patriarchy: Family, gender, Power, Violence.	3	1	-	-	-	-	-	4

Unit-2 Gender Work and Labour	L	T	S	W	D	V	P	T
2.1 Current status of Women: Literary education, reproductive health, employment and other human development.	3	-	-	-	-	-	-	3
2.2 Sexual harassment at Work and legal provisions to prevent it.	3	-	-	1	-	-	-	4
2.3 Domestic Violence and legal provisions to prevent it.	3	-	-	-	-	-	-	3
2.4 Sex trade, sexual abuse such as Rape, molestation.	3	-	-	-	1	-	-	4
2.5 Law, citizenship and the nation.	3	1	-	-	-	-	-	4

UNIT -3 Feminist Movements	L	T	S	W	D	V	P	T
3.1 histories of women's struggle	3	-	-	-	-	-	-	3
3.2 Radical feminist moment in USA	3	-	-	1	-	-	-	4
3.3 feminism in South Asia	3	-	-	-	-	-	-	3
3.4 Feminism in India	3	-	-	-	1	-	-	4
3.5 Indian social reform movement and representation of women.	3	1	-	-	-	-	-	4

Unit4 school of feminism	L	T	S	W	D	V	P	T
4.1 Desire and the discourse of sexuality, sexism, asceticism.	3	-	-	-	-	-	-	3
4.2 Emergence of feminist consciousness.	3	-	1	-	-	-	-	4
4.3 Liberal school of feminism	3	-	-	-	-	-	-	3
4.4 Marxist school of feminism.	3	-	-	1	-	-	-	4
4.5 Woman in ancient India : surya savitri, Sita, Dropdi, gargi, Meera, maityiyi	3	1	-	-	-	-	-	4

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UNIT -5 Women And Media	L	T	S	W	D	V	P	T
5.1Women's Issues and Media	3	-	-	-	-	-	-	3
5.2Women's Empowerment and Political Structure	3	-	-	1	-	-	-	4
5.3Legal Right Of Women.	3	-	-	-	-	-	-	3
5.4Leading Indian Feminists: Ila Bhatta Madhu Kishwar, Brinda Karat, Urvashi Butaliya, Indira Jaisingh.	3	-	-	-	1	-	-	4
5.5 Womens Related Programmes On Broadcast Media	3	1	-	-	-	-	-	4

INTERNATIONAL SECURITY SCENARIO

Unit-1 Unit-1 Introduction	L	T	S	W	D	V	P	T
1.1 Concept Of International Security. Object, Meaning And Definition	3	-	-	-	-	-	-	3
1.2 Meaning Of War	3	-	-	1	-	-	-	4
1.3 History and Foundation Of United Nation, Structure Of United Nation	3	-	-	-	-	-	-	3
1.4 UN Security Council	3	-	-	-	1	-	-	4
1.5 Role Of UN In Conflict Resolution In Present Scenario.	3	1	-	-	-	-	-	4

UNIT-2 International Organization & Conflict Resolution	L	T	S	W	D	V	P	T
2.1 Agenda For Peace, Responsibility To Protect (R2P) And Beyond.	3	-	-	-	-	-	-	3
2.2 Conflict Prevention, Peacemaking, Peace Keeping, Peace Building	3	-	-	1	-	-	-	4
2.3 Role Of Multinational Organizations In Peace Building (ASEAN, SAARC)	3	-	-	-	-	-	-	3
2.4 Role Of Multinational Organizations In Peace Building (NATO, ECOWAS, AU)	3	-	-	-	1	-	-	4
2.5 Human Rights And Humanitarian Intervention	3	1	-	-	-	-	-	4

UNIT -3 International Relations	L	T	S	W	D	V	P	T
3.1 Challenges Of Post-Bi-Polar World.	3	-	-	-	-	-	-	3
3.2 India And United Nation	3	-	1	-	-	-	-	4
3.3 Non-Alignment: Crisis Of Relevance	3	-	-	-	-	-	-	3
3.4 Major Concepts: Geo-Politics, National Interest, National Power And Ideology	3	-	-	-	1	-	-	4
3.5 Non-Traditional Security Threats. Contemporary Dimensions – Liberalization And Globalization.	3	1	-	-	-	-	-	4

Unit4 Terrorism And Insurgency	L	T	S	W	D	V	P	T
4.1 Defining Terrorism And Insurgency	3	-	-	-	-	-	-	3
4.2 Structural And Cultural Dimensions	3	-	1	-	-	-	-	4
4.3 Influence Of Media , 9/11 And Beyond	3	-	-	-	-	-	-	3
4.4 Counterterrorism And Negotiations	3	-	-	-	1	-	-	4
4.5 INTERPOL & Other Security Agencies	3	1	-	-	-	-	-	4

विभागाध्यक्ष (इ.रा.)

UNIT -5 Contemporary International Conflicts	L	T	S	W	D	V	P	T
5.1 Middle Asia	3	-	-	-	-	-	-	3
5.2 Rwanda	3	-	-	1	-	-	-	4
5.3 Afghanistan	3	-	-	-	-	-	-	3
5.4 Kosovo , Palestine	3	-	-	-	1	-	-	4
5.5 Kashmir	3	1	-	-	-	-	-	4

विभागाध्यक्ष (इ.प.म.)

BUSINESS JOURNALISM

Unit-1 Introduction to Business World	L	T	S	W	D	V	P	T
1.1 Introduction to global economy	3	-	-	-	-	-	-	3
1.2 Introduction to Indian economy	3	-	-	1	-	-	-	4
1.3 Comparative study of major Business news channels on the basis of their content and packaging	3	-	-	-	-	-	-	3
1.4 Business related programmes on radio	3	-	-	-	1	-	-	4
1.5 Business related content on web	3	1	-	-	-	-	-	4

Unit – 2 Government Politics & The Business	L	T	S	W	D	V	P	T
2.1 Major Ministries and their functions: Finance, industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc.	3	-	-	-	-	-	-	3
2.2 Planning Commission: An overview of its role and function	3	-	-	1	-	-	-	4
2.3 The Central6/State Budgets: An analysis	3	-	-	-	-	-	-	3
2.4 WTO and Indian economy: Policy measures & implications	3	-	-	-	1	-	-	4
2.5 Privatization: A Business Journalist's viewpoint	3	1	-	-	-	-	-	4

Unit- 3: Corporate Sectors & Industry	L	T	S	W	D	V	P	T
3.1 Foreign Capital and the corporate sectors	3	-	-	-	-	-	-	3
3.2 Major Industries in India: Changing patterns &' Analysis	3	-	-	1	-	-	-	4
3.3 Analyzing industry trends: A Journalist's guidebook	3	-	-	-	-	-	-	3
3.4 Business families in India: History's changing trends & barons	3	-	-	-	1	-	-	4
3.5 Corporate Sector in India: Emergence, Growth & Laws	3	1	-	-	-	-	-	4

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Unit – 4 Stock Market & The Business	L	T	S	W	D	V	P	T
4.1 Introduction to stock markets	3	-	-	-	-	-	-	3
4.2 How to evaluate stocks (Reading balance sheets & predicting industry trends)	3	-	-	1	-	-	-	4
4.3 Mutual Funds: Changing trends	3	-	-	-	-	-	-	3
4.4 Role & function of SEBI	3	-	-	-	1	-	-	4
4.5 FD I' s: Growing clout in Indian Stock markets	3	1	-	-	-	-	-	4

Unit-5 Marketing, Advertising & The Consumer	L	T	S	W	D	V	P	T
5.1 Growing importance of Marketing & Advertising	3	-	-	-	-	-	-	3
5.2 Audience as a consumer and product : Audience versus Citizen	3	-	-	1	-	-	-	4
5.3 Famous advertising campaigns & successful brands: Analysis	3	-	-	-	-	-	-	3
5.4 Consumer Rights & Protection: MRTP, Consumer courts and Corporate Ethics	3	-	-	-	1	-	-	4
5.5 Business Media in the age of electronic journalism & the Internet	3	1	-	-	-	-	-	4

CRIMINAL PROCEDURE SYSTEM AND CRIME REPORTING

Unit-1 Introduction	L	T	S	W	D	V	P	T
1.1 Crime : Definition, types forms of punishment in brief.	3	-	-	-	-	-	-	3
1.2 Theories of causation of crime : Pre-classical and Neo-classical,	3	-	-	1	-	-	-	4
1.3 Constitutional, geographical, economic, psychological, sociological, multiple-causation approach	3	-	-	-	-	-	-	3
1.4 General factor of crime	3	-	-	-	1	-	-	4
1.5 Forms of punishment in brief.	3	1	-	-	-	-	-	4

Unit-II	L	T	S	W	D	V	P	T
2.1 Criminal justice System : Police organization at district, state & central level. Hierarchy of police department, Major investigating agencies of India,	3	-	-	-	-	-	-	3
Powers and limitations of police personnel,	3	-	-	1	-	-	-	4
Organization of court in India. Jurisdiction of court in criminal cases, prosecution. F.I.R. case diary, roznamacha.	3	-	-	-	-	-	-	3
Report Writing and Evidence Evaluation: Report formats of crime scene and laboratory findings.	3	-	-	-	1	-	-	4
Court Testimony: Admissibility of expert testimony, Procourt Preparation & Court Appearance, Examination in Chief & Re-Examination, Cross Examination. Legal Vocabulary	3	1	-	-	-	-	-	4

Unit-III Introduction to Indian laws	L	T	S	W	D	V	P	T
- IPC, C.R.P.C., Evidence Act	3	-	-	-	-	-	-	3
Indian Penal Code : Introduction, general exceptions, offences against person, offences against property. Attempt to suicide, Sexual offences.	3	-	-	1	-	-	-	4
Criminal Procedure Code : Introduction and General idea of sections : 291-93,154, 155, 156, 157, 158, 159, 160, 161, 162, 172, 173, 174, 175 and 176.	3	-	-	-	-	-	-	3
Indian Evidence Act. : Introduction and General idea of sections : 32,45,	3	-	-	-	1	-	-	4

46,47,57,58,60,73,135,136,137, and 159.

	L	T	S	W	D	V	P	T
Introduction to Constitution and matrimonial laws	3	1	-	-	-	-	-	4

Unit-4 Legal System

	L	T	S	W	D	V	P	T
Forensic Science And Medical Jurisprudence: Basic Principles And Its Significance. History & Development Of Forensic Science...								
Nature And Scope Of Forensic Science	3	-	-	-	-	-	-	3
Organizational Structure Of Forensic Science Laboratories At Central & State Level. Ethics In Forensic Science.	3	-	-	1	-	-	-	4
Scene Of Crime : Types, Protection Of Scene Of Crime, Preservation (Recording) Of Scene Of Crime - Photography And Sketching Method.	3	-	-	-	-	-	-	3
Physical Evidence : Meaning, Types, Search Methods, Collection And Preservation, Forwarding. Chain Of Custody. Collection, Preservation, Packing And Forwarding Of Blood, Semen And Other Biological Stains, Firearm Exhibits, Documents, Fingerprint, Viscera, Hair & Fiber, Glass, Soil And Dust, Pettroleum Product, Drug And Poisons, Etc.	3	-	-	-	1	-	-	4

Unit-V

	L	T	S	W	D	V	P	T
Crime Reporting - Skills and Essentials, Source of Crime Reporting, Qualities of a Crime reporter, Duty and precaution in crime reporting	3	-	-	-	-	-	-	3
Basics of Crime Reporting: Crime Reporters duties, Ethical aspects of crime reporting	3	-	-	1	-	-	-	4
Meaning of first information report (FIR), Methodology to be adopted by a crime reporter.	3	-	-	-	-	-	-	3
Court Reporting: Contempt of court, Things to be taken care of in court reporting,	3	-	-	-	1	-	-	4
Public Interest litigation (PIL)	3	1	-	-	-	-	-	4

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