

Bachelor of Journalism and Mass Communication
Vikram University

One Year Course
Syllabus 2020-21

Semester I

S No.	Name of Paper	Maximum Marks
Paper I	Mass Communication concept & Theories	100 Marks (60+40)
Paper II	History of Media	100 Marks (60+40)
Paper III	Reporting	100 Marks (60+40)
Paper IV	Editing	100 Marks (60+40)
Paper V	Advertising and Public Relation	100 Marks (60+40)
Paper VI	Comprehensive Viva-Voce	100 Marks

Aravind
5/2/2024

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Semester I

Paper I Mass Communication Concept and Theories

Marks Division
5 Short Question 5x5 = 25
5 Long Question 5x7 = 35
Maximum Marks 100
Total Marks = 60 Marks

Unit I

Communication: Definition, Concept, Nature and Process of Communication, Communication Types, Merits and Demerits of all the types of communication, Verbal and Non Verbal, Intrapersonal, Interpersonal, Group Communication, Mass Communication.

Unit II

Importance of Communication, Elements, Functions of Communication, Feedback, Noise, 7 C's of Communication

Unit III

Model – Lasswel Model, SMCR, SMR, Osgood Model, Aristotle Model, Wilber Schramm Model

Unit IV

Theories of Communication: Peterson and Shramm's Four PRESS Theories, Bullet Theory

Unit V

Role in Society and Media, Traditional Communication, Rural Communication



Paper II History of Media

<p>Marks Division 5 Short Question 5x5 = 25 5 Long Question 5x7 = 35 Total Marks = 60 Marks</p>
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Unit I

Early Communication System in India, Origin & Growth of Indian Press, Origin of World Press

Journalism: Definition, Scope

Unit II

Indian Journalism: Pre Independence and Post Independence

Press as a catalyst in Freedom Movements, Press and Social Change

Unit III

Journalism Organization and their Movement

Freedom Fighters as a Journalist: Bal Gangadhar Tilak, Mahatma Gandhi, Ganesh Shankar Vidhyarthi, Makhanlal Chaturvedi

Unit IV

Different Forms of Media, Traditional Media in India, Mass Media Development in History Context, Growth Indian Language Press- Prominent newspapers and their editors

Unit V

First Press Commission

Second Press Commission

Indian Press Council



Paper III Reporting

Marks Division

5 Short Question $5 \times 5 = 25$

5 Long Question $5 \times 7 = 35$

Total Marks = 60 Marks

Unit I

News: Definition, Elements, News Values, Types of News, News Source

Unit II

Task and Responsibilities of Reporter, Qualities of Reporter, News Reporting, Various Types of Reporting, Reporting for different Beats, Lead News

Unit III

News Writing, Structure of News, Inverted Pyramid, Different lines in News Paper, News Package for Electronic Media, News Bulletin. Basic Difference in print, electronic and online news

Unit IV

Writing Heading, Types of Headings, Intro and Its Types, Modern trends in Reporting

Unit V

Interview, Covering News Conferences, Seminars, Special Story, Reporting Staff : Bureau Chief, Chief Reporter, Correspondent, Stringer and Freelancer

Paper IV Editing

Marks Division	
5 Short Question	5x5 = 25
5 Long Question	5x7 = 35
Total Marks = 60 Marks	

Unit I

Editing: definition, concept and Scopes in Print Media, Importance of Editing,

Unit II

Editorial department Structure, editing news agency Copy, editorial Meeting,

Unit III

Editorial Page, Writing Editorial, Articles, Feature, columns, letter to editor, rewriting of news,
Op. Ed Page

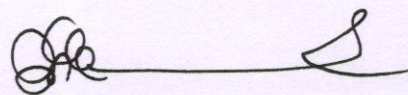
Unit IV

Theories and Principles of Editing, Preparing Good Copies for Newspaper, Magazine and other,
Introduction to editing Symbol, Proof Reading Symbols and Copy Desk

Unit V

Role, Function and responsibilities of News Editor, Copy Editor, Assistant editor and Sub Editor
Typography and Image, Page Layout, Style Sheets

Ad



Paper V Advertising and Public Relation

Marks Division
5 Short Question 5x5 = 25
5 Long Question 5x7 = 35
Total Marks = 60 Marks

Unit I

Advertising: Definition, need, Importance and Functions, Role of Advertising in Society, Advertising Ethics and Social Responsibility

Unit II

Advertising as Communication Tool, Understanding Target Audience, Ad Agency, Campaign Planning. Ad campaign, Classification of Advertising – Target Audience, Geographical Area, Medium, Purpose

Unit III

Copy Writing, Writing Effective Copy, Writing Copy for Different Media, Image Building

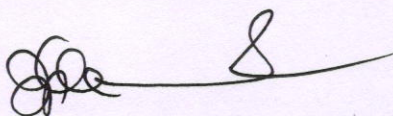
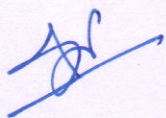
Unit IV

Definition of Public Relation, History of Public Relation, Importance of PR, Process, Public Relations Organizations – IPRA, PRSA, PRCI, Online and Digital PR

Unit V

Tools and Techniques for PR, Copy Writing for PR, Responsibilities and Duties of PRO, Ethics of PR

Paper VI Comprehensive Viva-Voce



Semester II

S No.	Name of Paper	Maximum Marks
Paper I	Radio Journalism	100 Marks (60+40)
Paper II	Media Law	100 Marks (60+40)
Paper III	Digital Media	100 Marks (60+40)
Paper IV	Photography and Film Aesthetics	100 Marks (60+40)
Paper V	Practical	100 Marks
Paper VI	Comprehensive Viva-Voce	100 Marks



Paper I Radio Journalism

Marks Division

5 Short Question $5 \times 5 = 25$
5 Long Question $5 \times 7 = 35$
Total Marks = 60 Marks

Unit I

History of Broad Casting, Origin, Growth & Development, Radio as an oral Medium: strength and Weakness

Unit II

Basic Characteristics of Radio, AM Radio, F.M, Community Radio, and Web Radio, Radio for Social Change and development

Unit III


Writing for radio news bulletin, Characteristics of radio News writing, Art of news reading, set up of Radio news room & News Studio, Write effectively for the ear

Unit IV

Simple announcements, Radio talks, commentaries, comments, Radio interviews, Radio discussions, Radio features and documentaries,

Unit V

Radio play, Radio running commentaries, Radio ads, commercials, recording, Sound effects, Limitations of radio, Qualities of an anchor/presenter



Paper II Media Law

<p>Marks Division 5 Short Question 5x5 = 25 5 Long Question 5x7 = 35 Total Marks = 60 Marks</p>
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Unit I

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

Unit II

Press commissions, Press Council, Working Journalist Act, Civil and criminal law of defamation, Contempt of Court

Unit III

Intellectual property rights, Copy Right Act 1957, Prasar Bharti Act 1990, and Cable TV network regulation Act 1995, Information technology Act 2000

Unit IV

Cyber Law: Definition, Advantage and Disadvantage, Types of Cyber Law, Security, Importance

Unit V

Press Registration of Books Act. 1867, Role and functions of the Registrar of Newspapers, Doordarshan commercial code, Publication Act, Media Ethics: Self-Regulation, Ownership Pattern,



Paper III Digital Media

Marks Division 5 Short Question 5x5 = 25 5 Long Question 5x7 = 35 Total Marks = 60 Marks
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Unit I

Internet as a Medium, Characteristics, Types of websites, Video conferencing, Webcasting

Unit II

Digital media and communication & Society, Issues of Access and Participation, Policy Frameworks and Regulations, Traditional vs Digital Media-difference in news consumption

Unit III

Spectrum of Social Media, Online News Sharing, Social Media Audience, Applications of Social Media, Journalism after mobile, Mobile App and their usage

Unit IV

Participatory Online Media, Online Activism, Democracy and Digital Media, Online Communication: Meaning and definition, Features of Online Communication

Unit V

Convergence: Need, nature and future of convergence

Digital Media Platforms & marketing scope & challenged



Paper IV Photography and Film Aesthetics

Marks Division 5 Short Question 5x5 = 25 5 Long Question 5x7 = 35 Total Marks = 60 Marks
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Unit I

Definition of photography, Brief History of photography, role & importance of photography,
Types of Camera

Unit II

Principle of Composition, Composition – different types of shots, Aperture control and depth of field, Camera Movements and angles, lenses and its types

Unit III

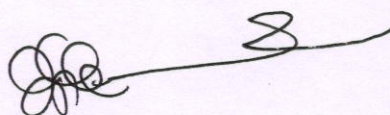
Different types of lights, other tools used in lighting – diffusers, reflectors, Accessories used in lighting, Lights and its properties

Unit IV

History of Indian Cinema, theaters and Cinema, film appreciation, Writing Film Review, Role of Film in Society, Cinema and Art, Cinema & literature

Unit V

Script Writing, Pre-Production, Production and Post production in Film, Audio-Video Production.



Paper V Practical

Making of Documentary – 40 Marks

Making of Paper – 20 Marks

Making of Brochure – 20 Marks

Assignment on Photography – 20 Marks

Paper VI Comprehensive Viva-Voce

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