

Programme Project Report (PPR) for Bachelor of Arts in Journalism and Mass. Comm.

Programme's Mission & Objectives :

1. To provide educational opportunities for higher education through Online Learning mode for a large segment of the population, including those in employment, women (including housewives) and adults who wish to upgrade their education or acquire knowledge in various fields of study.
2. To spread the light of education till the smallest & darkest corner.
3. To provide access to higher education to all segments of the society;
4. To offer high-quality, innovative and need-based programmes at different levels, to all those who require them;
5. To reach out to the disadvantaged by offering programmes in all parts of the country at affordable costs with our motto "न"क fgr e: f"kk dk i lkj] n"क d dku dku e"
6. To promote, coordinate and regulate the standards of education offered through open and distance learning in the country.
7. To spread more literacy in the society.

Relevance of the program with HEI's Mission and Goals :

The University understands the need of literacy in India & firmly believes that education has to be spread to the general masses. The University has acquired a commendable record of service in the field of education, health care, and social welfare. To reach with the above motive of service to the remotest corner of India, the Distance Education Programme of Swami Vivekanand Subharti University was conceived in 2009.

Nature of prospective target group of learners :

A large segment of the population living in villages, weaker sections of the society including those who are already in employment, girls belonging to the remote areas, women with social commitments (including home-makers) and anyone who wishes to upgrade their education or acquire knowledge in various fields of study.

Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Through various programmes, distance education can be able to spread more literacy in the society and encourage the large segment of population to upgrade their education skill/s.

Course Structure :

1. Instructional Design :

The Instructional System of the University comprises six components, viz, Self Learning Material, Continuous Internal Assessment (IA) & Assignment work (AW), Theory Training Classes, Practical Exposure Classes, Professional Project Work, Internship & Industry Integrated Learning.

1. Self Learning Material (SLM) –

The success and effectiveness of distance education systems largely depends on the study materials. Self-learning materials depend on exploiting the various means and ways of communication to suit it to the needs of learners. These have been so designed as to substitute effectively the absence of interaction with teachers in class room teaching mode. Their style is ideal for easy and better understanding in self-study mode.

2. Continuous Internal Assessment (CIA)

The progress of a learner is continuously monitored through Personal Contact Programmes, Viva & Group Discussions, Personality Development Programmes and Assignment Work. All these are compulsory and marks shall be awarded for attendance and performance of a learner in all these activities, as may be prescribed in the syllabus.

- a. **Personality Contact Programme (PCP)** – PCP sessions guide the learners as the programme proceeds. The date and venue for the PCP will be communicated to the learners through our website. During PCP, the learner gets guidance for better understanding of the subject. The learners can get their doubts cleared with the help of subject experts so as to improve their self-learning capability. The total duration of PCP sessions for a subject of four credits shall be 12-16 hours. Learners are required to attend PCP sessions for all their respective subjects.
- b. **Viva & Group Discussion (VGD)** – VGDs are designed to help the learners improve their professional communication and presentation abilities. Special emphasis is laid on learners speaking extempore, an ability necessary for building leadership skill as well as for enhancing the capability of understanding and exchanging views. The total duration of VGD sessions for a subject of four credits shall be 3-4 hrs.
- c. **Personal Development Programme (PDP)** – The PDPs are designed to improve the overall personality of the learner, and aim, especially, at the improvement of body language and strengthening of the power of expression. The purpose is to inculcate leadership, communication and presentation skills and brush up the knowledge of the learner by organizing a mix of management games, debates, quizzes and role play. The duration of PDP sessions for a subject of four credits shall be 3-4 hrs.
- d. **Assignment Work (AW)** – Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

3. Practical Exposure Class (PEC) – Not Applicable

4. Professional Project Work (PPW) – Not Applicable

5. Internship & Industry Integrated Learning (IIIL) – Not Applicable

6. Examinations –

(a) The examination shall be held semester wise in June & December for the Calendar Batch and in December & June for Academic batch respectively.

(b) Admit Cards/Roll No. Slips and date sheet for appearing in the examination shall be provisional subject to fulfilling the eligibility, etc. Admit Cards/Roll Nos. and date-sheet will be issued to the candidates concerned, by e-mail or by hand, 10-12 days before the commencement of examination concerned, if the students have fulfilled all the requirements and paid their all kinds of fees/dues and submitted the requisite documents. If any candidate does not receive his/her Admit Card/Roll No. slip in time, he/she should contact the Directorate of Distance Education.

(c) An Examination Centre for theory & practical will be decided by the DDE and will be located in a government college or a school, where all the requisite facilities can be made available.

2. Curriculum design

Course with Credits Distribution (L+T+P)

Sem	Course	Nature of Course	Credits	L	T	P
I	Introduction to communication & Practices			2	1	2
	Brief History of Journalism and Broadcasting	CC – 2	5	2	1	2
	Media Writing & Practices	CC – 3	5	2	1	2
	English Communication	AECC – 1	3	2	..	1
II	Contemporary Socio Economic and Political Science	CC - 4	5	2	1	2
	Print Media -Reporting / Editing & Practices	CC – 5	5	2	1	2
	New Media (Theory) & Practices	CC – 6	5	2	1	2
	Media and Information Literacy (MIL) Communication	AECC – 2	2	1	..	1
III	Development Communication & Practices	CC -7	5	2	1	2
	Electronic Media & Practices	CC-8	5	2	1	2
	Public Relations / Advertisement & Practices	CC - 9	5	2	1	2
	Indian culture and Human Values	AECC – 3	2	1	..	1
	Basics of Script Writing	BJ – 305 SEC	2	1	..	1
	Internship Project - Report / Presentation / Viva Voce	Project -1	5	5
IV	Media Laws and Ethics & (Case Study)	CC-11	5	2	1	2
	Media Management & Practices	CC-12	5	2	1	2

	Communication Research & Research Lab / Practices	CC-13	5	2	1	2
	Environmental Communication	AECC – 4	2	1	..	1
	Theater and Folk Communication	BJ – 405	2	1	..	1
V	Creative design & Graphic	BJ – 501 DSE	1	½	..	½
	Photo Journalism	BJ – 502 DSE	1	½	..	½
	Print Media Production	BJ – 503 DSE	1	½	..	½
	T.V Production	BJ – 504 DSE	1	½	..	½
	Business Communication and Interview Skills	BJ – 509 SEC	2	1	..	1
	Internship Project - Report / Presentation / Viva Voce	Project -1	5	5
VI	Communication Research	BJ – 601 DSE	1	½	..	½
	Research Tools & Techniques	BJ – 602 DSE	1	½	..	½
	Court & Crime Journalism	BJ – 603 DSE	1	½	..	½
	Women and child Related Issues	BJ – 604 DSE	1	½	..	½
	Web Journalism	BJ – 609 SEC	2	1	..	1
	Media Project - Report / Presentation / Viva Voce	Project -1	5	5
			100	37	12	51

TABLE 4 CODE DISTRIBUTIONS FOR THE SUBJECT OF BACHELOR IN JOURNALISM AND MASS COMMUNICATION

Discipline Specific Core Course (DSCC)		
SEMESTER	COURSE	COURSE CODE
I	Introduction to communication & Practices	BJ – 101 CC
	Brief History of Journalism and Broadcasting	BJ – 102 CC
	Media Writing & Practices	BJ – 103 CC
II	Contemporary Socio Economic and Political Science	BJ – 201 CC
	Print Media -Reporting / Editing & Practices	BJ – 202 CC
	New Media (Theory) & Practices	BJ – 203 CC
III	Development Communication & Practices	BJ – 301 CC
	Electronic Media & Practices	BJ – 302 CC
	Public Relations / Advertisement & Practices	BJ – 303 CC
IV	Media Laws and Ethics & (Case Study)	BJ – 401 CC
	Media Management & Practices	BJ – 402 CC
	Communication Research & Research Lab / Practices	BJ – 403 CC

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)		
SEMESTER	COURSE	COURSE CODE
I	AECC – 1 English Communication	BJ – 104 AECC
II	AECC – 2 Media and Information Literacy (MIL) Communication	BJ – 204 AECC
III	AECC – 3 Indian culture and Human Values	BJ – 304 AECC
IV	AECC – 4 - Environmental Communication	BJ – 404 AECC

INTERNSHIP PROJECT REPORT WORK (PRACTICAL)		
SEMESTER	COURSE NAME	COURSE CODE
III	Internship Project	BJ – 351 CC
V	Internship Project	BJ – 551 CC
VI	Media Project	BJ – 651 CC

COURSE EVALUATION

All Courses (Core and Elective) offered by Department of JOURNALISM AND MASS COMMUNICATION will have an evaluation system that comprises of the following two components:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% (30 Marks) of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% (70 Marks) of the final grade that the student gets in a course.

A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course. The pass percentage is 20 (Twenty percent) in CCA and 40 (Forty Percent) in ESE. i.e. 6 marks out of 30 in CCA and 28 marks out of 70 in ESE.

1. **CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA)** Continuous Comprehensive Assessment (CCA) will have following components:

Sr. No.	Component	When	Marks
I	Class Room Attendance	During the Semester	10
II	Mid Term Test(one or more)	After 40 – 45 teaching days, ideally covering at least 1/2 syllabus	15
III	Practical including Seminar/ Assignment /Term Paper /other activities	During the Semester	05
TOTAL (I+II+III)			30

3. Detailed Syllabus

**FIRST SEMESTER
PAPER-1
[INTRODUCTION TO COMMUNICATION]**

Objectives of the Subject: On completion of the subject the student should be able to:

1. Define communication and describe the different types of communication.
3. Differentiate between Mass Communication and Mass Media.
4. List different tools and techniques of Mass Communication.
5. Describe the theories and models of communication

Unit I Defining Communication

Concept, Meaning, Definition, Elements, Process, Functions and Scope.

Forms & Types of Communication (Intrapersonal, Interpersonal, Group and Mass Communication).

Barriers to Communication; 7C's of Communication.

Unit II Mass media

Introduction to Mass Communication

Definition, Characteristic, Role and Impact,

Element, Function and Tools of mass communication

A brief Introduction of Print and Electronic Media

Unit III Models & Theories

Relevance of Communication Model (SMCR) Lasswell model, Shannon and Weaver model, Gate keeper model

Two-step and Multi-Step theory, Agenda Setting theory, Propaganda theory, Contribution theory, Uses and Gratification theory

Unit IV Theories

Brief Introduction of Press theory/ Normative theory / Seibertarian theory and other theories of communication,

Authoritarian theory, Libertarian, Soviet Communist, Social Responsibility, Democratic Participation, Developmental theory.

Others: (Indian theory of Communication) 1. Bharat Muni's NatyaShastra, Literary Play Communication theory.

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|----------------------------------|--|
| 1. Dan Laughey | Key Themes in Media Theories, Rawat Publication. |
| 2. Taylor, Rosegrant, Meyrs | Communicating, Prentice Hall |
| 3. Allan and Barbara Pease House | The Definitive Book of Body Language, Munjal Publishing |
| 4. D.M. Silviera | Personal Growth Companion, Classic Publishing |
| 5. Edward De Bono | How to Have a Beautiful Mind, Vermillion |
| 6. De Fleur, M | Theories of Mass Communication, 2nd Edition, New York; David Mc Kay |
| 7. Siebert, Fred S. Peterson | Four Theories of Press, Urbana University of Illionois Theodore B. and Sehramm W. Press. |
| 8. Berlo, D.K. | The Process of Communication, New York: Halt Renehart and Winston |
| 9. Klapper, J.T. | The effects of Mass Communications |
| 10. Singh Dharmendra | Mass Communication and Social Development Adhyayan Publications, New Delhi |

FIRST SEMESTER
PAPER-2
[REPORTING AND EDITING]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Explain the concept of News and its types.
2. File news stories on different subjects as a journalist.
3. Describe the functions and responsibilities of editor and sub-editor.
4. Rewrite news stories.

Unit I News

Journalism concept, meaning and journalist

Role and responsibility of journalist

News: type, elements, values and sources

News v/s Information

Unit II Reporting

Reporting concepts and its principles

Definition, Qualification, Qualities of reporter

News Gathering Process

Unit III News Style

Style and Structure of News story

Lead/ Intro and its types

News reporting and its types

Reporting for Newspaper, News Agency and Magazine

Pitfall and problems in Reporting

Unit IV Editing

Definition and Techniques of News Editing

Objectives and Principles of Editing

Headline and its types

Role and responsibilities of Editor and Sub Editor

Rewriting of News, Symbol of Editing, Spelling and Grammar, Punctuation and

Quotation

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|------------------------------------|--|
| 1. M V Kamath | Modern Journalism, Vikas Publishing House, New Delhi |
| 2. M L Stein and Susan F. Petero | The News Writers' Handbook, Surjeet Publication, New Delhi |
| 3. George A Hough | News Writing, Kanishka Publication, New Delhi |
| 4. Jan R. Hakemulder and Ray Ac De | News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi |
| 5. M K Joseph | Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi |
| 6. Wainwright David | Journalism made Simple, Rupa& Company New Delhi |
| 7. Hohnberg John | The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi |

**FIRST SEMESTER
PAPER-3
[WRITING FOR MEDIA]**

Objectives of the Subject: On completion of the subject the student should be able to:

1. Equip themselves with the nuances of writing.
2. Develop the ability of both linguistics and communication.
3. Improve writing skills

Unit I Basic of good writing

Essential of good writing

Kind of media writing (Writing to Inform, Describe, Persuade, Motivational, Theoretical, Promotional)

ABCD/Basic of Media Writing (Accuracy, Brevity, Clarity, Disownment)

Rules of spelling and punctuation

Unit II Sentence construction and Paragraph

Sentence and sequence

Types of sentence, paragraph

Concise ideas dissected into elements

Elements of paragraph, sub paragraph, putting paragraph together in logical sequencing

Unit III Writing Formats

Letter, Essay, Article, Column and Feature

Unit IV News Writing

News definition concept, meaning and elements

News Values

News Structure (chronological and inverted pyramid)

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which

	5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|-------------------------------------|--|
| 1. Wren & Martin | High School English Grammar & Composition
S Chand & Company |
| 2. D. Robertson | Understanding Grammar IVY Publishing House |
| 3. G.K.Puri&SarojPuri | Paragraph writing for all IIMS Publications |
| 4. Dr. K.P.Pandey& Dr. Amita | Teaching of English in India VishwavidyalayaPrakashan |
| 5. G.K.Puri, SarojPuri&
GouriSen | Prepositions for all
IIMS Publications |
| 6. Peter Howard | Perfect Your Punctuation Orient Longman Private Limited |
| 7. G.K.Puri&SarojPuri | Precise Writing for all IIMS Publications |
| 8. Peter Howard | Perfect your sentences Orient Longman Private Limited |

FIRST SEMESTER
PAPER-4
[DESIGN AND GRAPHICS]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Explain the basics of design and graphics.
2. Appropriately use the application of various elements and principles of design to different forms of visual and graphic communication for Print Media.

Unit I Principle of design and graphics

Basics of Design and Graphics

Elements and principles of Design

Typography: Physical form, Aesthetics and Classifications

Colour: Physical forms, psychology, colour scheme and production

Unit II Layout

Components of layout and layout planning

Advertisement layout

Broadsheet and Tabloid layout

Magazine and Book layout

Unit III Visual and Design

Visuals: Physical Forms, Functions and Editing

Poster Design

Logo design

Brochure Design

Unit IV DTP and Printing

Basics of Desktop Publishing

Printing Process

Printing Methods: Letter, Press, Screen, Offset

Paper and Finishing

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours

Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. K.S. Duggal Book Publishing
2. A.K. Dhar Printing and Publishing
3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi, 1998

**FIRST SEMESTER DESIGN &
GRAPHICS LAB-I (Photoshop
& QuarkXpress)**

Objectives of the Subject: On completion of the subject the student should be able to:

1. Use Photoshop & QuarkXpress in designing print material
2. Make attractive Layouts using Software

Assignments: Student will learn the basics of software used in designing.

Photoshop

1. Design a Poster
2. Design a Flash Card
3. Design a Web Banner
4. Give Various Effects to the Photographs (Minimum-5)

QuarkXpress

1. Design a Brochure
2. Design a Tabloid/Broadsheet (4 Pages)

Visit to printing press and submission of report by each student.

Internal Assessment: The students should maintain a file and soft copy of their Assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

FIRST SEMESTER REPORTING AND EDITING LAB

Objectives of the Subject: On completion of the subject the student should be able to:

1. Recognize headlines and leads
2. Rewrite photo captions
3. Rewrite news stories
4. Use editing symbols to edit news stories

Exercises/Assignments

1. Reading of newspapers in the class
2. Identifying various headlines and to rewrite them
3. Write various leads
4. Rewrite photo captions and cut lines
5. Identify and rewrite soft and hard news
6. Rewrite news stories from newspapers converting them for magazine.
7. Filing report on the basis of mock press conferences.
8. Preparation of copy using editing symbols
9. Summarize news stories

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

SECOND SEMESTER
PAPER-1
[CONTEMPORARY SOCIAL ECONOMIC AND POLITICAL SCIENCE]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Describe various aspects of Indian history, culture and heritage.
2. Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
3. Apply her/his knowledge in restructuring the system by developing positive, differentiate and analytical capabilities.

Unit I Culture and History of India

Indian Plurality (concept, definition and relevance)
Indian freedom movement (1857 mutiny)
Emergence of Indian National Congress, Swadeshi Movement, Home Rule Movement
Gandhi's movement for Independence.

Unit II Indian polity

Preamble of Indian constitution, salient feature
Parliamentary and Presidential System
Federal and Unitary System of Indian constitution
General Election System and Indian Judiciary System

Unit III Indian Economy

Nature of Indian Economy, Reasons for under development till date
Mixed Economy (public/private/partnership)
Indian Five Year's Plan/ NEETI Aayog
FDI and its relevance in India
India's Economy in Present time (BPO/KPO, outsourcing, recession)

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which

	5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|---------------------------|---|
| 1. ShyamBenegal | Bharat EkKhoj (Series) |
| 2. Ram ChanderGuha | India After Gandhi: The History of the World's Largest Democracy, Perennial |
| 3. D.B. Vohra | History of Freedom Movement, Delhi Admin |
| 4. H.R. Ghosal | An Outline History of Indian People |
| 5. A.L. Basham | A Cultural History of India: The Wonder that is India: Volume-1 & 2 |
| 6. A.N. Aggarwal | Indian Economy |
| 7. Rajni Kothari | Caste in Indian politics |
| 8. Ministry of I &B | Facts about India |
| 9. PanditJawaharLal Nehru | The Discovery of India |
| 10. Shukla V.N. | Constitution of India, Eastern BookCompany, Lucknow |
| 200a | |
| 11. Bakshi P.M. | The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 |
| 12. Jhabvala, Noshirvan H | The Constitution of India, C Jamnadas andCo., Mumbai, |
| 2003 | |
| 13. D. D. Basu | An introduction to the Constitution of India |
| 14. J.C. Johri | Indian Political System |

SECOND SEMESTER
PAPER-2
[HISTORY OF PRINT AND BROADCASTING IN INDIA]

Objectives of the Subject: On completion of the subject students should be able to:

1. Explain Indian Journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India
3. Recognize the contribution of press and broadcast in social communication

Unit-I Pre and Post Independence Journalism in India

James Augustus Hickey & Early newspapers of Calcutta, Madras and Bombay; Growth of Indian language press—Bangla, Marathi, Hindi and Urdu—prominent newspapers and their editors.

Role of newspapers in India's freedom struggle, British curbs on Indian Press.

Print media scenario during initial years of freedom- From 1947 onwards.

Unit-II News Agencies, Press Organizations and Current Trends

News Agencies in India—English & Hindi—their set up, functions and role-PTI, UNI, Univarta, Bhasa and others.

Feature, services & syndicates—INFA, Publication Syndicate, PTI Features.

Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and ITAR TASS.

Government Media Organizations—PIB, Publication Division, Photo Division, DAVP, RNI, Directorate of Information & Public Relations of various state governments

Unit-III History of Radio Broadcasting in India

Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth and development of AIR

All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.

Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.

Autonomy of All India Radio—Chanda Committee to Verghese Group—Prasar Bharati Act 1997—Formation of Prasar Bharati—Composition and Functions of Prasar Bharati.

Unit-IV Growth of Television Broadcasting in India

Origin and development of television in India—from B/W—to colour—from 1959 - 1982. Formation of Doordarshan (DD) as separate entity, SITE.

Doordarshan—Organizational structure, functions of different divisions and departments
Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters—Satellite television broadcast, Proliferation of DTH services

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Paul Chantler & Peter Stewart
Basic Radio Journalism, Focal Press
2. Uma Joshi
Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R. Parthasarathy
Journalism in India, Sterling Publishers
4. H.R. Luthra
Indian Broadcasting
5. J. Natrajan
History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6. S. C. Bhatt
Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7. P. K. Ravindran
Indian Regional Journalism, Author Press, New Delhi
8. Parthasarathy Rangaswami
Journalism in India, Sterling Publishers Private Limited, New Delhi

SECOND SEMESTER
PAPER-3
[MEDIA LAW AND ETHICS]

Objectives of the Subject: On completion of this subject student should be able to:

1. Define freedom of the press article 19(1) (a) of the constitution
2. List the reasonable restrictions for freedom of the press
3. Describe the salient features of the Press Council of India, its powers and functions
4. Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature

Unit-I

Media Laws: Concept and Need

History of Media Legislation in India

Constitutional Scope of Freedom and the Fourth Estate.

The Media and the Legislature: Powers, Privileges and Immunities of Parliament and Its Members (including State legislatures), Contempt of Legislature, The Parliamentary Proceedings (Protection of Publications) Act, 1977 and Article 361-A of The Constitution of India

Unit-II

Law of Defamation

The Contempt of Court Act, 1971

The Copyright Act, 1957

The Official Secrets Act, 1923

The Right to Information Act, 2005.

Parliamentary Privilege Act

Unit-III

The PrasarBharti (Broadcasting Corporation of India) Act, 1990

The Press Council Act, 1978

The Press and Registration of Books Act, 1867

The Working Journalists and other Newspaper Employees (Condition of Services)

Miscellaneous Provisions Act, 1955.

The Cinematography Act, 1952

Law related to Cyber Crimes

Unit -IV

Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists

Guidelines for Coverage of Parliamentary Proceedings by AIR and Doordarshan
 (GeetaMukharjee Committee Recommendations)
 Guidelines on Coverage of Elections by Akashwaniand Doordarshan, AIR Code during
 Elections
 The Cable Television Networks (Regulation) Act, 1995.
 Right to Privacy

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India The Law Dictionary, Universal
(Article 19 (1) and 19 (2) 105, 194)
3. VidishaBarua Press & Media Law Manual,
Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism,
Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India,
Published by Asian Mass Communication
Researchand Information Centre,
Distributed by N M TripathiPvt. Ltd. Bombay
7. Dr. AmbrishSaxena Freedom of Press and Right to Information in
India,Kanishka Publication, New Delhi

SECOND SEMESTER
PAPER-4
[PHOTO JOURNALISM]

Objectives of the Subject: On completion of the subject students should be able to:

1. Define photography functions of photojournalism.
2. Explain parts of DSLR camera and its functions
3. Explain the process of capturing image and editing.
4. Identify the new trends in photo journalism

Unit 1: Introduction to digital photography

Concept, History, Definition, power of visuals
Attributes of good photograph (aesthetic and practical)

Unit 2: Photographs

Photo Size, resolution, correction, photo as news, text v/s photographs
Attributes of news photo (events, action, mood, profile and other actions)

Unit 3: Photographic equipments

Camera: types, video format and working, lenses: types and functions, film: types and function, digital image gathering,

Unit 4: Exposure and composition

Working of the camera: shots, focus, shutter speed, aperture and selection of subject.
Different types of photography: action photography, specialized field photography, news photography, Photo Editing procedure, Picture for newspaper and magazines.

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of	Equal coverage should be given to each unit; one question is compulsory from each unit

questions	
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|------------------------------------|---|
| 1. O.P. Sharma | Practical Photography, Hind Pocket Books |
| 2. Michael Langford | Basic Photography, Focal Press |
| 3. James A. Folts Ronald P. Lovell | Handbook of Photography,
Fred C. Zwahlen, Jr. DelmalThomsan learning |
| 4. Lee Frost | Photography, Hodder Headline |

**SECOND SEMESTER
PHOTO JOURNALISM LAB**

Objectives of the Subject: On completion of the subject student should be able to:

1. Handle DSLR Camera
2. Prepare photo Feature, Photo Essay & photo stories
3. Prepare photo gallery

Exercises/Assignments

1. Make a Photo feature on a specific topic by using self clicked photographs from Digital SLR Camera
2. Cover an event and create a photo feature with caption
3. Write a photo Essay on any development issue
4. Create a photo story with self clicked photographs on Culture & Heritage
5. Create a story using different photographs from newspapers and magazines
6. Create a photo gallery with self clicked pictures.

Internal Assessment: Student should be evaluated on the basis of his/her performance while undertaking various exercises and submission of assignments. All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 30.

**DESIGN& GRAPHICS
LAB-II (CorelDraw & InDesign)**

Objectives of the Subject: On completion of the subject student should be able to:

1. Design print material in CorelDraw and InDesign
2. Design and create layout of print material using DTP software.

Exercises and Assignments Following assignments can be given to student in each of these software- InDesign & CorelDraw

CorelDraw

1. Design an Invitation Card
2. Design a Logo
3. Design a Calendar
4. Design a Title Page of a Book

InDesign: Design a Magazine (16Pages)

Internal Assessment: The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

THIRD SEMESTER
PAPER-1
[DEVELOPMENT COMMUNICATION]

Objectives of the Subject: On completion of the subject students should be able to:

1. Develop understanding of development issues
2. Contribute positively towards the development process of country as responsible mass communicators.

Unit I Development: Concept and Indicator

Concept meaning and definition
Process and challenges in development
Unilinear and Non-Unilinear of paradigm of development
Ingredients (man, money, machine, manufacturing and market)

Unit II Revenue Generation for Development (National Government, International Organizations)

Indicators of development (happiness index, human development index, human right)
MDG to MSD millennium development goals and millennium sustainable development and UNO development
Development communication model and theory
Concept meaning definition and role of development comm.
Approaches (Trickle down approach, Diffusion of innovation, Magic multiplier, Localized approach)
Model (Basic need model, Gandhian model, Ambedkar's model, Maslow theory of self-actualization)

Unit III Media and Development

Communication strategy for development communication
Tool for development communication (print, radio, TV, internet, outdoor publicity and traditional/folk media)
NGO's contribution in community empowerment
Development support communication: health, women empowerment, child labour, Poverty

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Narula Uma Development Communication – Theory and Practice, HarAnand Publication
2. Gupta V.S. Communication and Development, Concept Publishing Company, New Delhi
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India
4. Srinivas R. Melkote Communication for Development in the Third World, Sage Publications, New Delhi
5. SinghDharmendra Communication Meta Strategies, Gaurav Book Centre Pvt. Ltd., Delhi
6. SinghDharmendra New Media and Development, Neha Publications, New Delhi
7. Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
8. Rogers Everett M Communication and Development: Critical Perspective, Sage Publications, New Delhi
9. Todaro, Michael P Economic Development in the Third World, Longman, New York

THIRD SEMESTER
PAPER-2
[INTRODUCTION TO TELEVISION/RADIO]

Objectives of the Subject: On completion of the subject student should be able to:

1. Describe the characteristics of radio as a medium of mass communication
2. Describe different modes of broadcasting and types of radio stations
3. Describe different formats of radio programmes
4. Present unscripted and scripted radio programmes.
5. Distinguish & describe different types of microphones used in radio production
6. Describe elements and process of radio production.
7. Describe the process of radio news broadcast.

Unit I

Understanding of medium TV/radio
Invention and development, strength and weaknesses of mediums
Community of broadcasting

Unit II

Understanding TV news
Process of news reporting and its types
Concept of Breaking news
Sources of TV journalism

Unit III

Working of a news room
Various functionaries in a news room and their qualities
TV reporting, skill, deadlines, presentation skill/ voice modulation/ diction screen
present/ body language/ ptc/ phono/ Vox –pop/chit-chat/walk through
Writing and editing of TV news

Unit IV

Radio news reporting
Type, skills and process
Writing for radio characteristics / simple, conversational and descriptive
Radio editing
Types of radio programmes and equipment
News service division , news casting

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|----------------------|--|
| 1. H.R. Luthra | Indian Broadcasting, Publications Division, New Delhi. |
| 2. Robert McLeish | Radio Production, Focal Press |
| 3. James R. Alburger | The Art of Voice Acting, Focal Press |
| 4. U L Baruah | This is All India Radio |
| 5. P C Chatterjee | Broadcasting in India, Sage Publication |

THIRD SEMESTER
PAPER-3
[PUBLIC RELATIONS AND ADVERTISESEMENT]

Objectives of the Subject: On completion of the subject students should be able to:

1. Define Advertising and PR, explain its role and functions.
2. Identify various types of advertising.
3. Explain the working of an ad agency
4. Differentiate between PR & Corporate Communication
5. Apply tools and techniques for handling public and corporate relations.

Unit 1: Advertising

Meaning, definition and its role
Growth and development of India and world
Ethical and regulatory aspect of advertising,
Advertising as a communication tool

Unit 2: Advertising process

Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model
Types of advertising and its characteristics, classification of advertising on basis of PA target audience, area, medium, purpose.

Unit 3: Creativity in Advertising

Definition and importance
Process of ad preparing: Print/Radio and electronic
Element of Print and electronic advertising, slogan, copy, identification mark, etc.

Unit 4: Media Planning

Concept of media planning and media mix, Ad agencies and its role
Media marketing, media research

Unit 5: Definition, types and ethics of Public Relation

How PR is different between Publicity, AD and Propaganda
External and internal PR Media (Corporate films, house journals, annual report, etc)
Role of PR in education, rural sector, defense, political and election campaigns and individuals
PR agencies, structure and functions, brief introduction of PIB, DAVP, PRCI, IPRC
PR campaigns

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
2. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
3. Lewis HerschellGordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai
4. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
5. Bulmore Jeremy Behind the scenes in Advertising; NTCPublishers, Henley
6. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
7. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
8. Jefkins Frank Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford
9. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
10. Kaul J.M. Public Relation in India, NoyaPrakash, CalcuttaPvt. Ltd.

THIRD SEMESTER
PAPER-4
[ADVANCED REPORTING AND EDITING]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Report and write for specialized fields
2. Write News Package
3. Edit images and write caption

Unit-I

Advanced Reporting exercises in Features, Interviews and Proceedings of Legislative Assembly.

Writing, News Analysis, Backgrounders and Articles.

Unit-II

Investigative Reporting,

Writing Special Articles and Columns.

Book Reviews, Film Reviews, TV Programme Reviews

Unit-III

Advanced Exercises in Editing, Re-Writing, Re-writing the copy of Correspondent, editing Foreign Copy.

Advanced Page make-up on Computers, The Masthead, Placement of Photo graphs and cartoons, Inside page of the Newspaper, Overall Page design

Unit-IV

Photo-editing, Cropping, Photo Features, Caption Writing.

Production of News Paper (Practical)

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.

Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and The News Writers' Handbook, Surjeet
Susan F. Peterno Publication, New Delhi
3. George A Hough News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, News Reporting and Editing, Anmol Publications
Ray Ac de Jonge, Basic Source Material for News Writing,
P.P. Singh Anmol Publications
5. Wainwright David Journalism made Simple, Rupa& Company New Delhi
6. Hohnberg John The Professional Journalist, Oxford Publishing Company.
8. JJ Astor Modern Journalism ,Haranand Publishing House, New Delhi

THIRD SEMESTER

RADIO JOURNALISM AND PRODUCTION LAB

Objectives of the Subject: On completion of the subject the student should be able to:

1. Prepare an audio brief.
2. Use different types of microphones for radio/audio production.
3. Apply various elements of radio production for producing different radio formats
4. Write for radio / audio script.
5. Record and edit radio programs
6. Produce radio interview/discussion/feature/documentary.
7. Cover events outside the studio and location.
8. Undertake presentation of programmes

Practical Exercises/Assignment

1. Exercise - listening and discussion of various radio programmes
2. Exercise - Identifying and working with various recording and editing equipments
3. Exercise - OB recording (vox-pop/interview/ PTC/ phono/ walk through/chit-chat)
4. Preparation of production book
 - a. Audio brief
 - b. Program objective
 - c. Synopsis
 - d. Treatment
 - e. Script
 - f. Crew list
 - g. Technical requirement
 - h. Budget
5. Production of 30 sec. public service message and radio commercial (individual production)

6. Production of five minute radio documentary/feature/drama/interview (group production)

Internal Assessment: The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 30.

THIRD SEMESTER ADVERTISING AND PR LAB

Objective of the Subject: On completion of the subject the student should be able to analyze, plan, design and develop advertisements for print, audio and audio-visual medium. plan, design and implement PR tools, prepare presentations , write press release , prepare PR campaign and press kit

ADVERTISING

Exercises/Assignments: Student should undertake the following assignments as part of her/his practical training in advertising

1. Analysis of 3 different types of print advertisements on the basis of Idea/Concept, Copy, Design & Layout
2. Design display advertisement, classified & display classified (One each)
3. Design an advertisement for hoarding.
4. Writing and recording of a radio spot with jingle
5. Prepare a TV commercial (writes script and develops story board)
6. Design a banner ad for website.

PUBLIC RELATIONS

Exercises/Assignments:

1. Collect five press clippings of any company for its launch of product/service/corporate communication.
2. Write speech, minutes of the meeting, memo and notice (one each)
3. Write press release (Two)
4. PR campaign planning
5. Make opportunity grid
6. Plan a trip

Internal Assessment: The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 30.

THIRD SEMESTER SUMMER TRAINING REPORT

Soon after the Second Semester End-Term Examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester.

Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each.

FOURTH SEMESTER PAPER-1 [NEW MEDIA]

Objectives of the Subject: On completion of the subject students should be able to:

1. Explain new media technology for journalist purpose
2. Describe cyber law and ethics.

Unit-I Concept of New Media

- Meaning and concept of New Media
- Principal and Characteristics of New Media
- New Media as a Communication and its role in society
- Difference between New Media and Web Journalism

Unit-II Internet and Journalism

- Internet as a Journalism
- News portal, E-newspapers/Magazine, Blogging
- Web TV, Web Radio and Citizen Journalism
- Advantage and Problem of New Media

Unit-III Web Journalism

- Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio, Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Websites,

Unit-IV Law and Ethics of New Media

IT Act 2008 and Article 66 A
Supreme court Amendment
Cyber Law and Crime
Ethics of New Media

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. John Vernon Pavlik New Media Technology Allyn & Bacon
ISBN 020527093X
2. Michael M. Mirabito, New Communication Technologies: Application,
Policy & Impact Focal Press, 4th Edition, ISBN
0240804295 Barbara. Mogrenstorn.
3. Mike Ward Journalism Online, Focal Press
4. Tapas Ray Online Journalism, Foundation Books Pvt. Ltd., Daryaganj.

**FOURTH SEMESTER
PAPER-2
[TV PRODUCTION]**

Objective of the Subject: On completion of the subject the student should be able to:

1. Develop an idea and translate it into production
2. Explain the process of TV/video programme production.
3. Describe field testing and evaluation of TV programme.

Unit I Production

Production/concept, meaning, definition, grammar of TV and video production
Elements of production
TV license in India and its process

Unit II Stages of production

Pre, Pro and Post production
Production team member and their responsibilities
Ideation of Program
Program Briefs
Story, Script Writing and Screen Play
Structure and Function of TV studio and its types

Unit III Lighting

Grammar of lighting
Types of Lighting and their use
Importance of Lighting in TV Production
Planning and Production of program in studio and outdoor
Floor plan and management
Shooting kit and equipment

Unit IV Video editing

Concept, meaning and definition
Process of video editing
Rules of video editing
Types of editing
Assembly and insert editing
Animation and Graphics
Packaging of program, channel, story

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Ralph Donalds, Thomas Spann

Fundamentals of TV Production,
Surjeet Publications, New Delhi

2. Lynne S. Gross, Larry W. Ward

Electronic moviemaking, Wadsworth Publishing

3. Neill Hicks

Screen writing, Michael Wiese Productions

4. Herbert Zettl

TV Production Handbook, Thomas- Wadsworth,

learning

5. Thomas D Burrows, Lynne S.

Gross Video Production, MC Graw Hill

6. Gerold Millerson, Jim Owens

Television Production, Focal Press

7. Mick Hurbis ,Cherrier

Voice & Vision, Focal Press

8. Ken Dancyger

The technique of film and video editing:
history, theory and practice

**FOURTH SEMESTER
PAPER-3
[CAMERA, LIGHTS AND SOUND]**

Objectives of the Subject: On completion of the subject students should be able to:

1. Recognize different kinds of video camera, camera shots, movements, mounts, angles and compositions
2. Describe techniques of lighting for video production.
3. Describe the methods of recording and mixing of sound in video production.

Unit –I [Introduction to Camera]

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.

Unit –II [Compositions]

Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship & continuity, aperture, control & depth of field.

Unit III [Light]

Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors. Basic lighting techniques, accessories used in lighting

Unit IV [Sound]

Audio fundamentals, various audio elements in video programs – lip synchronized sound, voice music, ambience, sound effects, Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording, ENG, EFP.

Unit V [Editing]

Introduction to editing, audio post production, mixed and unmixed tracks, linear and non-linear editing.

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours

Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|---------------------------------|---|
| 1. Ralph Donald, Thomas Spann | Fundamentals of TV Production,
Surjeet Publications, New Delhi |
| 2. Herbert Zettl | TV production Handbook, Thomas
Wardsworth Publishing |
| 3. Gerold Millerson – Jim Owens | Television Production, Focal Press |

FOURTH SEMESTER
PAPER-4
[ADVANCE PUBLIC RELATIONS AND ADVERTISING]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Explain advertising objectives.
2. Identify various types of advertising budget.
3. Design an advertising campaign and describe different types of planning for PR campaign..
4. Describe various styles of copywriting
5. Describe the process from copy to production
6. Define and describe meaning, concept, role, function & scope of PR
7. Apply tools and techniques for handling public and corporate relations.
8. Describe the concept of Branding and Corporate image.

UNIT I [Integrated Marketing Communication]

Integrated Marketing Communication: Definition & concepts tools of IMC

Public relations, Publicity, Marketing public relations, direct marketing, sales promotion

Advertising as marketing tool

The product marketing process, Market segmentation process, Target marketing process, Advertising and product, price, place and promotion element, Advertising as PR tool

UNIT II [Account planning]

Define strategy, its role and relevance

Plan advertising campaign (the planning cycle), USP, Advertising strategy, various stages of Advertising Campaign, SWAC analysis

Marketing objectives v/s advertising objectives

Budgeting process: budgeting & appropriation of fund , methods of setting advertising budgets

Concept & stages of Branding, brand management, brand image

Role of Advertising: Product life cycle, segmentation brand positioning,

Account Planning, pitching & presentation preparation.

Unit III [Creative strategy to Development]

Concept of creativity , Idea generation , The creative brief

Advertising Research: Consumer, Market & Product

Types of copy, how to prepare ad copy, Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video, Story board, audio-video copy formats

Production process of print copy – thumbnail, roughs, comprehensive, final

Appeals in Advertising

Production process for audio and video copies – pre production, production and post-production

UNIT IV [Media Planning]

Media plan: choice of media, media mix, strategy, media schedule

Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency

Avenues for point of purchase, point of sale

Methods of measuring effectiveness of advertising programme – different types of pre-testing, concurrent testing and post testing.

Media measurement tools IRS, TAM, INTAM, RAM, WAM

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
2. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.

3. Lewis HerschellGordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai
4. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
5. Bulmore Jeremy Behind the scenes in Advertising; NTCPublishers, Henley
6. Black Sam & Practical Public Relations, Universal Book Stall,
Melvin L. Sharpe New Delhi
7. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
8. Jefkins Frank Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford
9. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
10. Kaul J.M. Public Relation in India, NoyaPrakash, CalcuttaPvt. Ltd.

FOURTH SEMESTER TELEVISION & VIDEO PRODUCTION LAB

Objectives of the Subject: On completion of the subject the student should be able to:

1. Prepare a video brief
2. Write scripts for TV (fiction/non-fiction)
3. Plan and execute pre-production, production and post-production technique to produce video program.

Exercises/Assignments

1. Preparation of a video brief
2. Idea generation – fiction/non fiction
3. Developing an idea into story
4. Script, Screen Play and Story Board
5. Production schedule
6. Budget
7. Floor plan
8. Lighting plan
9. Shooting script
10. Production of programme
11. Final Production:
 - (i) 2 minute News Capsule (including Anchor link, PTC, Walk through & phonos)
 - (ii) Short film (2-5 minutes)
12. Post production

At the end student will submit final products (2 copies of DVD & Production Book) produce a programme [fiction/non-fiction]

Internal Assessment: The concerned faculty should develop various assignments and student should be evaluated on the basis of her/his performance. The marks assigned for internal evaluation are 30.

**FOURTH SEMESTER
NEW MEDIA LAB**

Objectives of the Subject: On completion of the subject the student should be able to:

1. Use search engines effectively
2. Design and develop blog and website.

Exercises/Assignments

1. To create and maintain blog
2. Analyze various elements and content of a news website-Distinguish between news, opinions and advertisements
3. Create a simple web page with links to text, graphics and audio & video documents using HTML
4. Students in groups should create a dynamic website using Dreamweaver

Internal Assessment: The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

**FIFTH SEMESTER
PAPER-1
[MEDIA MANAGEMENT]**

Objectives of the Subject: On completion of the subject students should be able to:

1. Explain the principles and functions of management
2. Describe different leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation for print, radio, TV & web.

Unit-I [Introduction to Management]

Definition Management, role and Importance of management in media
Function of Management, Need & Scope of media management.
Planning, Nature of Planning, Planning Process and Management
Organizational behavior

UNIT-II [Introduction to media houses]

Introduction to media Houses and Organization (Times group etc
Ownership patterns in media
Inflow of capital in Indian media
Major Heads of Income

UNIT-III [Function of Print & Electronic Media]

Structure and functioning of Print, radio and television channel
 Role of editorial, technical, marketing
 HR sections, Recruitment, hiring, training of staff.
 Interpersonal relations

UNIT-IV [Management Techniques]

Characteristic of different media
 Media marketing techniques
 Advertisement collection (Print and Electronic)
 Corporate Space and time selling (Print and Electronic)

UNIT-V [Management Research]

Use of research in media management
 Use of feedback in media management
 Readership management system
 ABC, NRS, INS, RNI

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Hargie O, Dickson D,

Communication Skills for Effective
 Tourish Denis Management, Palgrave Macmillan,
 India

- | | |
|----------------------------------|---|
| 2. Dr. SakthivelMurughan M | Management Principles & Practices,
New Age International Publishers, New Delhi |
| 3. Redmond, J, Trager R
Delhi | Media Organisation Management, Biztantra, New
Delhi |
| 4. Albarran, Alan B | Media Economics, Surjeet Publication, New Delhi |
| 5. K Aswathappa | Human Resource & Personnel Management,
Tata McGraw-Hill Publishing Company
Limited, New Delhi |
| 6. Gulab Kothari | New paper Management in India,
Intercultural Open University, Netherland |

FIFTH SEMSETER
PAPER-2
[COMMUNICATION RESEARCH]

Objectives of the Subject: On completion of the subject the student should be able to:

1. Define and explain the process of communication research.
2. Describe communication research by making use of any of the research methods.
3. Interpret data and write report after analysis

Unit-I Concept of Research

Definition, Meaning and concept of research
Elements of Research
Communication Research: Concept and Elements
Types and significance of research
Importance and role of Research, Needs and function

Unit-II Research Process

Select topic, scope and limitation of research
Define the research problems
Review of literature, objective and Hypothesis
Research Approaches and Design
Objectivity, Validity and Reliability in research
Steps of Research

Unit-III Methods: Tools and Techniques

Data Collection and its types
Research tools and techniques
Sampling and its types
Interview, Questionnaire, Schedule and Observation

Research Methods: Case study, Survey, Content analysis

Unit-IV Analysis of Research

Mean, Median and Mode

Use of Computer in Research

Level and Scale of Measurement

Finalize Research Report, Conclusion, Index and Tabulation

Bibliography

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. C.R. Kothari
Research Methodology: Methods and Techniques, WishwaParkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi
Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma
Research Methodology, Mangal Deep Publications
4. Sadhu Singh
Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal
Research Methodology, Raj Publishing House, Jaipur
6. Kenneth D. Baily
Methods of Social Research, M.C. Millan Publishing, New York

**FIFTH SEMESTER
PAPER-3
ENVIRONMENT COMMUNICATION**

Objective of the Subject: On completion of the subject students should be:

1. Sensitized to the issues of environment so as to enable them to include these issues in their media productions.

Unit-I Environment

1. Environment : meaning, definition, scope and importance
2. Need for public awareness via media
3. Natural resources and associated problems and laws-
 - a. Energy,
 - b. Food,
 - c. Forest,
 - d. Land,
 - e. Minerals
 - f. Water

Unit-II Eco system in media

1. Concept and eco system and structure and function
2. Bio diversity in global community
3. Threats to bio diversity
4. Environment sensitization via media

Unit-III Media and Environment disaster

1. Environment pollution – Causes, effects and control measures
Air pollution, marine pollution, noise pollution, nuclear pollution, soil pollution and water pollution
2. Role of media and disaster management: floods, earthquakes, cyclone and landslides
3. Environmental ethics

Unit-IV Environment and human welfare

1. Global warming and climate change
2. Hygiene and sanitation
3. Safe and clean drinking water
4. Water harvesting and management

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|-----------------------------------|---|
| 1. P. C Joshi & Namita Joshi | A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3 |
| 2. Dr B. S Chauhan | Environmental Studies, Laxmi Publication |
| 3. Anubha Kaushik & C. P. Kaushik | Environmental Studies, New Age International |

**FIFTH SEMESTER MEDIA
MANAGEMENT LAB**

Objectives of the Subject: On the completion of the subject students should be able to:

1. Prepare an event brief
2. Plan and organize an event
3. Develop relevant display material
4. Develop crisis management plan

Exercises/Assignments:

1. Generate an Idea
2. Undertake a survey of target audience for pre event planning process
3. Design a project plan and program schedule.
4. Write a proposal for potential sponsors for the event
5. Design publicity material: poster, brochure, invitation & advertising
6. Develop crisis management plan
7. Filing a final report about the event

Note: The faculty In-Charge can ask the students to organize an event as per the guidelines given

Internal Assessment: Students should be evaluated on the basis of the event organized and the jobs performed by him/her. Students should maintain a file & soft copy of their assignments/jobs done duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

**FIFTH SEMESTER
COMMUNICATION RESEARCH LAB**

Objectives of the Subject: On completion of the subject student should be able to:

1. Apply research techniques in communication studies
2. Conduct communication research
3. Write research project

Exercises/Assignments

- Prepare questionnaire on 3 different topics
- Prepare questions for an interview

Using any of the research technique the student will conduct communication research culminating into hard and soft copies of the report. Following study will have to be conducted by the student who will prepare the report based on the following steps:

- Selection of a research topic
- Introduction to the topic
- Formulate the research problem
- Significance of the study
- Set the objectives and hypothesis of the research
- Review of literature
- Application of methods and tools for data collection
- Data tabulation and analysis
- Write a research report and draw a conclusion on the research conducted.
- Write bibliography & references

Internal Assessment: Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student. The marks prescribed for internal evaluation are 30.

FIFTH SEMESTER INTERNSHIP TRAINING REPORT

Soon after the Fourth Semester End Term Examination, each student will undergo an Internship Training Report for a period of six weeks in Radio/ Television/ Advertising / Public Relations and will submit an Internship Training Report along with the Power point Presentation containing the actual experiential learning. The hard copy of the report is to be submitted along with a soft copy of the Power Point Presentation, at least 4 weeks before the commencement of End Term Examination of the Fifth semester.

The Internship Training Report carries 100 marks. These reports will be evaluated out of 50 marks each by a Board of Examiners comprising Director/Principal or his/her nominee.

SIXTH SEMESTER PAPER-1 COMMUNICATION IN CONTEMPORARY WORLD

Objectives of the Subject: On completion of the subject the student should be able to:

1. Describe the reasons and impact for North - South Communication divide.
2. Explain the reasons for the birth and growth of NWICO.
3. Understand the importance and influence of media on contemporary world.
4. Recognize, discuss and explain various national and global issues and concerns.

Note: In order to fulfill the objectives the student needs to do assignments, presentations, discussions and hold seminars.

Unit-I: Communication in globalization

Dominants and dependent divide

International news agencies- AP, AFP, Ittar-Tass, Reuters, UPI and others

Imbalance of information and communication flow in globe

International organization role to bridge the gap between occident and orient countries

Mac Bride commission recommendations and new world information & communication order (NWICO)

Unit-II Media in the global

Emergence of global village in retrospect

Structural Imperialism and media

Hegemony of International media gatekeepers

Cultural Imperialism

Unit-III Media & Society

Media for social transformation – a critical prospective

Media trivialization

Post modern trends in media

Media trail and media activism

Unit-IV Media and System

Political power in media

Media & government

Media & public Sphere

Commercialization of media

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

1. Ahyar Kamplipur
Dr. K. Chandrakanan &
Dr. S. Palaiswamy
 2. Ramesh Babu
 3. Jan R. Hakemulder,
 4. Tapan Biswal
- Global Communication, Wadsworth Publication
Advances in Communication Technology,
Indian Publisher Distributor, New Delhi
Glocalization, SAP Publication House, New Delhi
Broadcast Journalism-
Ray AC DE Jough, P.P. Singh Anmol Publication, New Delhi
Human Rights Gender and Environment, Vina Books

**SIXTH SEMESTER
PAPER-2
CONTEMPORARY ISSUES**

Objectives of the Subject: On completion of the subject students should be able to:

1. Contribute to the society by researching and broadening their horizons of knowledge.
2. Recognize, discuss and explain various issues and concerns.
3. Differentiate and apply their knowledge in reforming the society.

Note: In order to fulfill the objectives the students need to do assignments, presentations, discussions and hold seminars.

Unit-I Indian Foreign Relations

Foreign Policy

BRICS

India and NAM

India and SAARC

India's India and UN

India and ICTs

Unit-II India and Major Concerns

Rapid Urbanization

Major poverty alleviation programs

Food Self-Sufficiency

Indian Industry: An Overview

Disinvestment and BPOs

Unit-III Chief Concerns

India as a Nuclear Power

Corruption

Criminalization of Politics

Naxalism, Casteism, Communalism, Regionalism

Unit-IV Global Issues

Terrorism and anti-terror measures

Human Rights Issues

Gender Issues

Consumerism

Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

Suggested Readings:

- | | |
|----------------------------|---|
| 1. TapanBiswal | Human Rights Gender and Environment,Vina Books |
| 2. Prof. S.D. Muni | Indian and Nepal,Konark Publisher, |
| 3. MadanGopal | India through the Ages, Publication Division |
| 4. MuchkundDubey | Political Issues |
| 5. PrakashChander | International Politics |
| 6. R.S. Yadav (ed.) | India's Foreign Policy: Contemporary Trends |
| 7. J.N. Dixit | Assignment Colombo |
| 8. I.K. Gujral | Continuity and Change: India's Foreign Policy (Mac Millan, India) |
| 9. RajanHarshe& K.N. Sethi | Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman) |
| 10. S.R. Sharma | Indian Foreign Policy (Om Sons) |
| 11. SinghDharmendra | SuchnaSamajAur Sanchar, Neha Publications,New Delhi |

SIXTH SEMESTER COMPREHENSIVE VIVA

There shall be a Comprehensive Viva Voce based on the courses of the entire programme and future projection of media and entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two external experts, out of which one should preferably be from the Corporate World i.e. Media Organization operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

SIXTH SEMESTER FINAL PROJECT

Every student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. **Each student will make his/her final project in any one of the disciplines i.e. Print Media/Electronic Media (Radio & TV) / New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director of the Institute/HoD in the fifth semester.** The Project Reports (induplicate) both hard & soft copy alongwith the product will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of viva, the students will make a PowerPoint Presentation alongwith display of the product.

The Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners separately out of 50 marks each. The External Examiner will be appointed by the Vice Chancellor.

4. Course Duration :

Minimum Duration: 3 Years

Maximum Duration: 6 Years

5. Faculty and support staff requirement : 1 full time programme coordinator of Assoc./Asst. Professor level

Procedure for admission, curriculum transaction and evaluation :

A. Admission Procedure:

1. Procedure for Obtaining Admission Form and Registration/Prospectus

- a. The registration/prospectus containing Admission Form can be obtained in person from :
The Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut or its city office located at Lokpriya Hospital Complex, Samrat Palace, Garh Road, Meerut on payment of Rs. 1500/- in cash or by demand draft.
- b. The Registration/Prospectus can also be obtained by post by sending a demand draft of Rs. 1500/- drawn in favour of "SVSU, Distance Education", payable at Meerut along with a filled requisite proforma (available at DDE website i.e. www.subhartidde.com) for "Obtaining the Prospectus and Admission Form" to the Directorate of Distance Education.

2. Submission of Admission Form:

- a. An applicant should submit the admission form duly filled with all enclosures completed, personally or by post, to the Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005.
- b. The application for admission should be submitted along with the following :
 - i. A demand draft for the course fee (as per fee structure table) drawn in favour of "SVSU, Distance Education" payable at Meerut.
 - ii. Duly attested photocopy of Aadhar Card, statement of marks and other relevant documents/certificated pertaining to the qualifying examination, by a gazetted officer or Principal of the college from where these were obtained, should be submitted at the time of admission.
 - iii. Self attestation of document/s is permissible, if the originals are produced before the Registrar of Swami Vivekanand Subharti University or Asst. Director/Deputy Director/Director of Directorate of Distance Education.
 - iv. 4 recent passport size color photographs should be provided in which 2 photographs should be pasted on the admission form & Enrollment form accordingly and another two photographs should be attached/stapled with the form.
- c. The learners are advised to check up the eligibility criteria of a course they wish to apply for, from our website www.subhartidde.com or DDE Prospectus.

3. Admission Procedure -

- a. Applications can be sent to the Directorate of Distance Education directly or through its city office. The applicant's eligibility will be checked and accordingly he/she shall be granted admission and an acknowledgement of the receipt of the fee and the application form shall be issued.

- b. An Identity Card, mentioning the enrollment number of the learner, shall be issued by University as soon as the admission is confirmed. Learners are advised to keep their Identity Card safely, as it will be required for attending counseling sessions/PCPs and also for the receipt of study material, mark sheets, Degree etc in person. In case of loss of Identity Card, a duplicate can be issued on receiving a written request along with a fee of Rs. 100/-. The Identity Card shall be valid for the entire duration of the Programme.
- c. The University conduct entrance examination twice in a year for admission in MBA and MCA or any other programme, as may be decided by the University. Learners can obtain information relating to the entrance examination from the Directorate of Distance Education or its website www.subhartidde.com. The University may, as an alternative, consider granting admission on the basis of the score obtained by an applicant in any central or state level entrance examination for a similar course.

4. 1. Minimum Eligibility and Fee Structure Online Mode–

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fees Per
			Minimum	Maximum *	Year (In Rs.)
1	Bachelor of Arts in Journalism & Mass Communications (B.A.-	10+2 or eq.	3 Years	6 Years	19000/-

B. Curriculum transaction and evaluation :

The University follows the following evaluation system:

- a. Continuous evaluation through personal contact programmes, assignment work, viva, group discussion and personality development programmes.
- b. Semester wise Examination
- c. Evaluation of practicals, wherever prescribed
- d. Evaluation of professional project report, wherever prescribed
- e. A learner shall be declared 'pass' at the end of the academic/calendar year, if he/she secures minimum 40% marks in each subject (including project report, internship, industry integrated learning and practicals, wherever prescribed) separately in the Semester wise Examination and the internal assessment. If a learner fails to secure 40% marks in any subject or in internal assessment, he/she will still be promoted to the next academic/calendar year, but he/she will have to appear in back paper for the subject in which he/she has not been able to obtain the requisite passing marks. The examination for learners giving back paper in any subject shall be held along with the subsequent examination for the relevant subject. In case, the learner fails to secure minimum 40% marks in internal assessment, he/she will have to resubmit the assignments for evaluation.

Requirement of the laboratory support and Library Resources :

Resources are available of Library for the learners during PCPs. The University has a rich Central Library with more than 3.80 lac books, 181 journals (Foreign & Indian), Internet Section of 200 nodes, Computer Centres, Museum, Instrumentation (USIC) workshop, Student's Guest House, etc.

The resources for laboratory also available as per the need of the programme.

Cost estimate of the programme and the provisions :

a. Cost estimate: Approx. Rs. 1,983,498.15 /-

(The cost estimate may vary depending upon the no. of students enrolled)

b. Provisions: Swami Vivekanand Subharti University

Quality assurance mechanism and expected programme outcomes :

In accordance to the UGC Guidelines, the University has established an Internal Quality Assurance Cell, as per ordinance no. VI (1), dated 11.02.2009, to instill a momentum of quality consciousness amongst its all Institutions including Directorate of Distance Education, aiming

for continuous
improvement.

1. The cell holds various events regularly and maintain the documentation of the various programmes/activities leading to quality improvement.
2. The cell is responsible for incorporating various new changes/developments regarding up-gradation of learning material and spreading awareness of Quality Culture in the various institutions of the University.
3. The cell also prepares 'Annual Quality Assurance Report (AQAR)' as per the laid guidelines and parameters.