# NOIDA INTERNATIONAL UNIVERSITY

## BACHELORS OF ARTS IN JOURNALISM & MASS COMMUNICATION

## SCHOOL OF JOURNALISM & MASS COMMUNICATION

# ABOUT THE PROGRAM

B.A. in Journalism and Mass Communication is a three-year undergraduate course divided in to six semesters aimed at providing thorough knowledge at theoretical as well as practical level to the students. This program has been designed to offer industry standard training in all different fields of mass communication. These fields include Print Journalism, Television, Radio Production, Corporate Communication, Integrated Marketing Communication including Advertising and Public Relations, Event Management, Social Media, and Film Studies. The focus of the program is to create socially responsible media professionals, backed with the latest inputs from industry experts, well-trained faculty along with fully updated Radio lab, AV studio, and Multimedia lab.

The curriculum is perfectly balanced in imparting technical skills in different areas of mass communication and mass media as well as theoretical knowledge and perspectives which determine their nature and use. The program delivery is done to meet the needs of different fields of media. It comprises a good mix of formal lectures, seminars, computer based learning, individual and group project work, guest lectures and industry training. The program also entails the students with responsibilities towards the society by imbibing basic principles of journalism.

## PROGRAM EDUCATION OBJECTIVES

**PEO1**: To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.

**PEO2:** To instill knowledge and fundamentals of communication in the students and hone their written and spoken communication skills essential for various media platforms.

**PEO3:** To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.

**PEO4:** Prepare students to undertake further study at PG level.

## PROGRAM OUTCOMES

**PO1:** Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

**PO2:** Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

**PO3:** Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

**PO4:** Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

**PO5:** Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.

**PO6:** Develop self-confidence and awareness of general issues prevailing in the society.

**PO7:** Develop an understanding of various media tools, techniques and software.

## PROGRAM SPECIFIC OUTCOMES

At the end of the program students will be able to:

**PSO1:** Create research-driven communication campaigns that accomplish organizational goals.

**PSO2:** Reporting on stories in an accurate, detailed, balanced, professional and timely manner.

**PSO3:** Anchoring and analyzing news for Television, Digital and Radio Media.

**PSO4:** Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.

**PSO5:** Determine the validity of news sources and research techniques. Students will be able to interpret data.

**PSO6:** Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.

**PSO7:** Strategies for personal and professional development.

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# BAJMC I SEMESTER

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | BJM101 | Communicative Hindi **Practical** | 0 | 0 | 2 | 2 |
| 2 | BJM102 | Communicative English **Practical** | 0 | 0 | 2 | 2 |
| 2 | BJM103 | Understanding India & Current Affairs | 2 | 0 | 0 | 2 |
| 3 | BJM104 | Introduction to Communication | 3 | 0 | 0 | 3 |
| 4 | BJM105 | Concept of News | 2 | 0 | 0 | 2 |
| 5 | BJM106 | Concept of News Practical | 0 | 0 | 1 | 1 |
| 6 | BJM107 | Still Photography & Photo Editing Practical | 0 | 0 | 3 | 3 |
| 7 | BJM108 | Public Speaking & Group Discussion Practical | 0 | 0 | 2 | 2 |
| 8 | BJM109 | Integrated Marketing Communication | 2 | 0 | 0 | 2 |
| 9 | BJM110 | Basic Computer Skills Practical | 0 | 0 | 2 | 2 |

# BAJMC II SEMESTER

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | BJM201 | Media Language (English) Practical | 0 | 0 | 2 | 2 |
| 2 | BJM202 | Media Language (Hindi) Practical | 0 | 0 | 2 | 2 |
| 3 | BJM203 | Contemporary Social Issues & Current Affairs | 2 | 0 | 0 | 2 |
| 4 | BJM204 | Print Media Software Practical | 0 | 0 | 2 | 2 |
| 5 | BJM205 | Development of Media Industry | 2 | 0 | 0 | 2 |
| 6 | BJM206 | Print Media Reporting | 2 | 0 | 0 | 2 |
| 7 | BJM207 | Print Media Reporting Practical | 0 | 0 | 1 | 1 |
| 8 | BJM208 | Light & Camera Practical | 0 | 0 | 3 | 3 |
| 9 | BJM209 | Voice Modulation Practical | 0 | 0 | 2 | 2 |
| 10 | BJM210 | Public Relation & Corp. Communication | 2 | 0 | 0 | 2 |
| 11 | BJM211 | Public Relation & Corp. Communication Practical | 0 | 0 | 1 | 1 |
| 12 | BJM212 | Social Media: Content & Impact | 2 | 0 | 0 | 2 |
| 13 | BJM213 | Social Media: Content & Impact Practical | 0 | 0 | 1 | 1 |

# BAJMC III SEMESTER

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | BJM301 | Political Issues & Current Affairs | 3 | 0 | 0 | 3 |
| 2 | BJM302 | Sound Editing Software Practical | 0 | 0 | 2 | 2 |
| 3 | BJM303 | Media Laws & Ethics | 2 | 0 | 0 | 2 |
| 4 | BJM304 | Print Media Specialized Writing & Editing | 2 | 0 | 0 | 2 |
| 5 | BJM305 | Print Media Specialized Writing & Editing Practical | 0 | 0 | 2 | 2 |
| 6 | BJM306 | TV Script Writing Practical | 0 | 0 | 2 | 2 |
| 7 | BJM307 | Radio Script Writing Practical | 0 | 0 | 2 | 2 |
| 8. | BJM308 | Event Management | 2 | 0 | 0 | 2 |
| 9 | BJM309 | Event Management Practical | 0 | 0 | 2 | 2 |
| 10 | BJM310 | Mobile Journalism Practical | 0 | 0 | 3 | 3 |
| 11 | BJM311 | Summer Training Evaluation | 0 | 0 | 0 | 3 |

COURAGE INTEGRITY HONOUR
NOIDA INTERNATIONAL UNIVERSITY

# BAJMC SEMESTER IV

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | BJM401 | Economic Issues & Current Affairs | 3 | 0 | 0 | 3 |
| 2 | BJM402 | Video Editing Practical | 0 | 0 | 3 | 3 |
| 3 | BJM403 | Development Communication | 2 | 0 | 0 | 2 |
| 4 | BJM404 | Development Communication Practical | 0 | 0 | 1 | 1 |
| 5 | BJM405 | Beat Reporting | 1 | 0 | 0 | 1 |
| 6 | BJM406 | Beat Reporting Practical | 0 | 0 | 1 | 1 |
| 7 | BJM407 | TV Anchoring: News & Entertainment Practical | 0 | 0 | 2 | 2 |
| 8 | BJM408 | Radio News Reading & Jockeying Practical | 0 | 0 | 2 | 2 |
| 9 | BJM409 | Advertising: Concept & Copy Writing | 2 | 0 | 0 | 2 |
| 10 | BJM410 | Advertising: Concept & Copy Writing Practical | 0 | 0 | 1 | 1 |
| 11 | BJM411 | Content writing for New Media Practical | 0 | 0 | 2 | 2 |

# BAJMC V Semester

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | BJM501 | Intercultural Communication & Current Affairs | 2 | 0 | 0 | 2 |
| 2 | BJM502 | Animation Practical | 0 | 0 | 2 | 2 |
| 3 | BJM503 | Communication Research | 1 | 0 | 0 | 1 |
| 4 | BJM504 | Communication Research Practical | 0 | 0 | 1 | 1 |
| 5 | BJM505 | Print Production Practical | 0 | 0 | 2 | 2 |
| 6 | BJM506 | AV Production : Fiction & Non Fiction | 0 | 0 | 2 | 2 |
| 7 | BJM507 | Radio Production : Fiction & Non Fiction Practical | 0 | 0 | 2 | 2 |
| 8 | BJM508 | Advertising Production Practical | 0 | 0 | 3 | 3 |
| 9 | BJM509 | New Media Production (Practical) | 0 | 0 | 3 | 3 |
| 10 | BJM510 | Summer Training Evaluation | 0 | 0 | 0 | 3 |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# BAJMC Semester VI

| S. NO | COURSE CODE | SUBJECTS NAME | LECTURES (L) | TUTORIALS (T) | PRACTICAL (P) | TOTAL CREDITS |
|---|---|---|---|---|---|---|
| 1 | **BJM601** | Portfolio Management Practical | 0 | 0 | 4 | 4 |
| **Specializations** | | | | | | |
| 2 | BJM602 | **Print Media** | 0 | 0 | 0 | 6 |
| 3 | BJM603 | **Electronic Media** | 0 | 0 | 0 | 6 |
| 4 | BJM604 | **New Media** | 0 | 0 | 0 | 6 |
| 5 | BJM605 | **PR & Advertising** | 0 | 0 | 0 | 6 |
| 6 | BJM606 | **Photography** | 0 | 0 | 0 | 6 |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Communicative Hindi Practical

**Course Code: BJM101** **Credits - 02**
**Course Objective:**

- To understand Hindi words and sentences their usages in writing as well as speaking
- To comprehend the title of the Hindi news in newspaper as well as in news channel

**Instructional plan:**

| Module | Content |
|---|---|
| Module I | शब्द शुद्धि<br>प्रभावी वाक्य रचना<br>अवतरण लेखन<br>विराम चिन्हों का प्रयोग |
| Module II | मुहावरे,<br>पर्यायवाची शब्द<br>बोलियां<br>देशज-विदेशज शब्द |
| Module III | मीडिया की भाषा<br>विविध माध्यमों की भाषा में भेद और साम्यता<br>साहित्य एवं पत्रकारिता की भाषा<br>भाषा पर तकनीक का प्रभाव |
| Module IV | शीर्षक लेखन<br>उपशीर्षक<br>आमुख लेखन<br>सारांश लेखन |

**Course Learning Outcome: After Completion of this course student will be able to:**

- Use Hindi words and sentences properly.
- Understand the language of media and they will learn to write accordingly.

***Suggested Readings:***

1- डा. जी एल सुलोचना, डा.अनीता गांगुली- सरल व्याकरण एवं पत्र लेखन, गीता प्रकाशन, हैदराबाद
2- डा. माया प्रकाश पांडेय, हिंदी भाषा और व्याकरण

**ASSESSMENT SCHEME**

| Internal Assessment | External | Total |
|---|---|---|

| | | | | | Assessment | |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Communicative English Practical

**Course Code: BJM102** **Credits-3**

**Course objectives:**

1. To improve the students' accuracy and fluency in English through a well-developed vocabulary, and enable them to listen to English spoken at normal conversational speed by educated English speakers and respond appropriately in different socio-cultural and professional contexts.
2. To develop critical thinking in the behavioral skills in the students.
3. To enable them to express their ideas relevant to given topics

## Introduction Plan:

| | |
|---|---|
| **Module-1** | CORPORATE COMMUNICATION:<br>Public speaking, Group Discussion; Presentations; Interviews, Writing Reports; Project Proposals; telephone and e-mail etiquette |
| **Module-2** | SELF-DEVELOPMENT AND ASSESSMENT:<br>SWOC analysis; Perceptions and Attitudes; Values and Belief; Personal Goal –setting; Problem-Solving; Creative and Critical thinking; Note-Taking. |
| **Module-3** | CREATIVE COMPOSITION AND TECHNICAL WRITING:<br>Exercises in creative writing: USP and image building; Setting Goals; Charting Objectives; Hypothesis; Thesis; Writing Abstracts; Reports; Resume and Covering Letter. |
| **Module-4** | CRITICAL THINKING AND BEHAVIORAL SKILLS:<br>Scientific Temper; SWOC and STEP, Logical Fallacies; Positive Attitude, Problem Solving Skills, Ways to Argue Politely, Group Discussions, Corporate Dialogue/Role Play Conflict and Resolution. |

**Course Learning Outcome: After Completion of this course student will be able to**

- Perform well in discussions, debates and interviews
- Understand forms of corporate communication and learn about formats and layouts of report writing and other forms of business communication.
- Learn about conflict negotiation and crisis handling

## Suggested Reading

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Understanding India & Current Affairs

**Course Code: BJM103** **Credits - 02**

## Course Objective:

1. To understand the history of India from Vedic era to modern era
2. To understand the basic principles of Indian culture
3. To understand the Indian physiographic regions
4. To get acquainted with current affairs

**Instructional plan:**

| Module | Content |
|---|---|
| Module I | Milestones of Indian History: Indus Valley, Vedic Era, Buddhism & Jainism, Mauryan Era, Golden Age, Invasions on India and it's reaction, Delhi Sultanate & Mughal Dynasty, Kingdoms of South, Bhakti Movement & Sufism, Colonial Rule in India, Cultural Renaissance & Freedom Struggle, India under the leadership of different Prime Ministers |
| Module II | India: Physiographic regions, Natural Resources, States & Union Territories, India's achievement in various sectors, India as emerging power. |
| Module III | Basic Principles of Indian Culture: Concept of India, Acceptance, Symbolism, Spirituality, Harmony, Impact of Indian Culture |
| Module IV | Current Affairs |

## Course Learning Outcome: After Completion of this Course Student will be able to:

1. Summarize great History of India
2. Illustrate Physiographic regions of country
3. Appraise basic principles of India

***Suggested Readings:***

- India: 2019
- Manorma Year Book: 2019
- Discovery of India

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Introduction to Communication

**Course Code: BJM104** **Credits – 03**

**COURSE OBJECTIVE:**

1. To broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication.

2. To appraise the students with the use of various theories of communication in carrying out both pure and applied research in this discipline.

3. To help them improve the quality of their communication by making effective use of media.

## Instructional plan:

| Module | Content |
|---|---|
| Module I | Nature of human communication,<br>Functions of communication,<br>Nature and process of mass communication,<br>Verbal and non-verbal communication |
| Module II | Intra-personal,<br>Interpersonal,<br>Group communication<br>mass communication |
| Module III | SMR,<br>SMCR,<br>Shannon and Weaver,<br>Lasswell,<br>Osgood,<br>Theories of Mass Communication:<br>Authoritarian,<br>Libertarian,<br>Socialistic,<br>Developmental, |
| Module IV | Participatory<br>Role of Mass Media in public opinion<br>Effect of Media on Children<br>Portrayal of women in Media |

**Course Learning Outcome:**

- Student will be able to understand the concept of communication
- Students would be exposed to the different theories related to communication.

**Prescribed Text:**


- Dennis McQuail (2010). Mass Communication theory. Sage.
- Keval J. Kumar (2010). Mass communication in India, 4th edition Jaico
- Dennis McQauil and Sven Windhall (1993): Communication models. Longman


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Concept of News

**Course Code: BJM105** **Credits - 02**

**Course objective:**

1. To make students conversant with pattern, structure and elements of news writing and editing.

2. Describe News and how to write it.

3. Write different stories on various subjects with responsibility**.**

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Changing Concepts of News<br>Elements of News<br>News Values<br>5Ws and 1H |
| Module II | News Sense<br>Hard Vs Soft News<br>Fundamentals of Reporting<br>Networking of Sources<br>News Coverage (Basics); Civic Problems, Education, Society, Events |
| Module III | Inverted Pyramid<br>Headline Writing<br>Writing Intro<br>Writing Body |
| Module IV | Qualities of the Journalist<br>Responsibilities of the Journalist<br>Press as the Fourth Estate<br>Fundamental nature of Print<br>Electronic & New Media Journalism |

**Course Outcome:** After completion of this module students will be to

1. Comprehend the elements of news
2. Identify with the qualities required to be a journalist

**Prescribed Material:**


- Mencher, Melvin, News Reporting & Writing, The McGrew Hill Publications
- Parthasarthy.R,J ournalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut;1970

- Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Concept of News (Practical)

**Course Code: BJM106** **Credits - 02**

**Course Objective:**

1. To make students able to cover all the civic problems, events by collecting background data and doing proper research
2. To enable students to cover news and views related to social problems.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Covering **Civic Problems** which will consist of<br>Research<br>Collection of data<br>Versions of Concerned Persons<br>Writing Report |
| Module II | Covering **Events** based news which will consist of<br>Research/Backgrounder<br>Collection of data<br>Versions of Experts & Audience<br>Writing Report |
| Module III | Covering news related to social Issues/Problems will consist of<br>Research/Backgrounder<br>Collection of data<br>Versions of Experts<br>Writing Report |
| Module IV | Covering **Education** based news which will consist of<br>Research/Backgrounder<br>Collection of data<br>Versions of Concerned persons<br>Writing Reports |

**Course Learning Outcome:** After completion of this module students will be to

1. Comprehend the elements of news
2. Write News with suitable headlines and impressive intro

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Still Photography & Photo Editing Practical

**Course Code: BJM107** **Credits – 03**

**Course Objective:**

- Handle Digital SLR Camera
- Compose and Shoot in different lighting conditions.
- Make a photo feature on a specific topic

**Instructional plan**

| Module | Content |
|---|---|
| Module I | **Introduction to Photography & Camera**<br>➢ What is photography?<br>➢ Principles of Camera Obscura.<br>➢ Cameras & its types (Including pinhole,compact camera, POLOROID, T.L.R., S.L.R., D.S.L.R camera)<br>➢ Image sensors: CCD and CMOS<br>➢ Exposure Triangle(Aperture, Shutter, ISO)<br>➢ White Balance, Focus<br>➢ Lenses & its type (Prime, Zoom, Wide Angle, Normal, Fish eye, etc)<br>➢ **Assignment 1**- Students will submit softcopies of 6 photographs of different exposure. |
| Module II | **Composition**<br>➢ Formats of a digital image<br>➢ Focal length, filed of view and depth of field<br>➢ Rule of Thirds<br>➢ Balancing Elements, Symmetry and Patterns<br>➢ Viewpoint, Depth, Framing, Noes Room.<br>**Assignment 2** - Students will submit softcopies of 6 photographs of different guidelines of composition. Students will submit hardcopies of 3 selected photographs printed on photo paper. |
| Module III | **Lights & Various Beats**<br>➢ Lighting & its control (source, Flash )<br>➢ One, two & three point lighting<br>➢ Portrait, Nature & landscapes,<br>➢ Wildlife<br>➢ Photo Journalism<br>**Assignment 3-** Students will submit softcopies of 5 photographs of different lighting setup. |

| | |
|---|---|
| Module IV | **Photoshop basics**<br>Overview of software- Image size and resolution<br>Tools (Selections tools, move tools Painting tools: Intro, paint bucket<br>Gradient pattern<br>Pen Tools, Eraser tools,etc tools<br>Intro to layers, Layer palette<br>The tax type tool ,Blending option(Layer Style)<br>color correction.<br>Printing of photographs<br>**Final Project** - Students will submit photo essay of any Beats Cconsisting 10-15 photographs (printed on photo paper). Each photo should have a suitable caption. |

**Course Learning Outcome:**

1. Understand basic concepts related to photography.
2. Handle the exposure triangle in DSLR for different compositions.
3. Click photograph in various types of lightings and design posters, cards, using Photoshop.

**Prescribed Material:**

1. The Darkroom Cookbook; Anchell, Stephen G.
2. Practical photography; Freeman, John
3. PPT

**ASSESSMENT SCHEME**

| **Internal Assessment** | | | | | **External Assessment** | **Total** |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Public Speaking & Group Discussion (Practical)

**Course Code: BJM108** **Credits - 02**

## Course Objectives:

1. To make students able to present themselves
2. To enable students to stand and communicate
3. Making them to become public speakers
4. Giving them the quality of being able to listen and give their views in group.

## Instructional plan

| Module | Content |
|---|---|
| Module I | Concept of Public Speaking<br>Confidence Building Exercises<br>Forming the Sounds of Speech<br>5 Ps of Voice<br>Pronunciation<br>Diction |
| Module II | Voice Modulation<br>Pitching; Counting Decibels; Frequency<br>Use of Mic<br>Oration<br>Body Language |
| Module III | Group Discussion; Definition<br>Types of Group Discussions<br>Evaluation Criteria in Group Discussion |
| Module IV | Personality Presentation<br>Role of Narration in speaking<br>Street Play |

## Course Learning Outcome:

1. Students will be able to deliver the content matter, for which they are going to communicate the intended messages.
2. Students will be able to use the effective communication strategy for the any type of communication process on the public platform.

***Suggested Readings:*:**

- **Videos of great speakers**
- **TED Talks**
- **Theater and Drama videos**

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Integrated Marketing Communication

**Course Code: BJM109** **Credits - 02**

**Course Objective:**

1. To understand the different types of marketing tools and strategies.
2. To understand the campaign planning.
3. To understand the branding fundamentals.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Origin and evolution of Integrated marketing Communication.<br>Concept and principles of marketing<br>Marketing mix<br>Concept of direct marketing, Concept of Online marketing or e commerce<br>Segmentation, targeting and positioning<br>Developing marketing Strategy: SWOT analysis, Strategic Planning Process |
| Module II | Campaign Planning for Media.<br>Media Planning: Steps Identifying media vehicles, Target audience analysis, Selecting media vehicles, Media reach, preparing media budget, allocation of media budget.<br>Advertising Campaigns and strategy analysis |
| Module III | Branding Fundamentals,<br>Brand Planning,<br>Brand Communication<br>Brand positioning. |
| Module IV | Elements of IMC- Advertising, Sales Promotion, Personal Selling, Public Relations, Publicity, New trends in IMC. |

**Course Outcomes: After completion of this course:-**

4. Student will be able to understand the dynamics of marketing industry.
5. Student will be able to design a campaign.
6. Students will be able to learn how branding is done.

**Suggested readings:**

- Advertising and IMC :Shah Kruti
- Advertising principles and practices: Wells William d.
- Media planning and buying: Menon Arpita
- Public relations: Moore H. Fezier
- Media organization and mangement: Shamsi N. Afaque
- Advertising management: Jethwaney J.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Basic Computer Skills

**Course Code: BJM110** **Credits - 02**

**Course objectives**:

The prime objective of the syllabus is to help student acquire the basic skills of MS Office Specifically in MS Office and PowerPoint.

**Instruction Plan:**

| | |
|---|---|
| **Module I Introduction to Computers** | Introduction to Computer : Hardware & Software<br>Using MS Word documents<br>Power Point Presentation |
| **Module II Typing : English** | By Proper placement of fingers<br>Using various fonts used in media industry<br>Using proper display and font size |
| **Module III Typing : Hindi** | By Proper placement of fingers<br>Using various fonts used in media Industry<br>Using proper display and font size |
| **Module IV**<br>Collage Making : | Selecting Theme<br>Cropping Images<br>Import-Export Images<br>Using layers<br>Colors Scheme<br>Changing Background |

Course Learning Outcome: After completion of the course

1. The students will be able to make power point presentation and make word files.
2. The students will learn typing by proper placements of the fingers.

**Suggested Reading**

Manual books, Internet

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Media Language English Practical

**Course Code: BJM201** **Credits-02**

**Course Objective**:

1. To make students to learn the everyday conversation
2. To understand the basic grammar and usages
3. To build a very fine vocabulary

## Introduction Plan:

| | |
|---|---|
| **Module-1** | EVERYDAY CONVERSATION<br><br>Common Manners and Etiquette, Debate, Role Play, Speech Drills, Stress and Annotation. |
| **Module-2** | Grammar and Usage<br>Basic Grammar- Noun, Pronoun, Adjective, Pronunciations and Accent, Transformations-Active passive, Direct-Indirect, Negative-affirmative Sentence structure, Developing skills- Listening, Speaking, Reading. |
| **Module-3** | Vocabulary<br>Vocabulary Building: Antonyms, Synonyms, Homophones, homonyms, Idioms, One word substitution, Some common error. |
| **Module-4** | Composition<br>Paragraph Writing: Descriptive, Argumentative, Expository etc<br>Formal correspondence, Précis writing, Report writing, Academic Essay writings |

**Course Learning Outcome:** After completion of the course the students will be able to learn

1. Paragraph writing, Formal correspondence, précis writing, report writing, academic essays.
2. Basic grammar and vocabularies.

## Suggested Reading/Prescribed Text

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Ri

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Media Language Hindi Practical

**Course Code: BJM201** **Credits-02**

**Course Objective**:

1. To make students learn about Hindi language
2. To understand the basic grammar and usages
3. To understand the language of media

## Introduction Plan:

| | |
|---|---|
| **Module-1** | भाषा- परिभाषा, महत्व, विशेषताएं, संक्षिप्त इतिहास, भाषा एवं समाज, भाषा एवं संस्कृति, शब्द रचना एवं प्रयोग, शब्द और वाक्य. |
| **Module-2** | वाक्य- रचना एवं प्रकार, समान्य विधियां, संज्ञा, सर्वनाम, क्रिया, विश्लेषण, वाक्य और कल्पना, वाक्य और अनुभव. |
| **Module-3** | कहावतें, मुहावरें, अलंकार, हिंदी की प्रमुख बोलियां- अवधी, बृजभाषा, छत्तीसगढ़ी, बुंदेलखण्डी, बघेली, मालवी, राजस्थानी, भोजपुरी व मैथिली आदि से संक्षिप्त परिचय. |
| **Module-4** | मीडिया की भाषा, मीडिया में भाषा का उपयोग एवं महत्व, मीडिया की भाषा की प्रकृति एवं विशेषताएं, समाचारों में प्रयोग होने वाले शब्द, विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषा, नए प्रचलन एवं प्रयोग, मीडिया भाषा में अंतर, प्रिंट एवं इलेक्ट्रॉनिक मीडिया की भाषाई समस्या. |

**Course Learning Outcome:** After completion of the course the students will be able to learn

1. Define, explain the meaning, characteristics and importance language. communication.
2. Know brief history relation between language and culture.
3. Understand the language of media.

Suggested Reading:

डॉ. हरदेव बाहरी, हिंदी भाषा विज्ञान,

डॉ. हरि तरुण- मानक हिंदीव्या और रचना

डॉ. पाण्डेय- मानक हिंदीव्या

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Contemporary Social Issues & Current Affairs

**Course Code: BJM203** **Credits-2**

**Course Objective:**

1. To make students aware about society, social structure and class conflicts.
2. To make students understand the contemporary social issues.
3. To make students aware about current affairs.

## Introduction Plan:

| | |
|---|---|
| **Module-1** | Society- Introduction, Types. Social structure, Class conflicts, Social Issues- Casteism, Socialism, Communalism, Regionalism. Reservation system, Religion & minorities, Communal Violence. |
| **Module-2** | Contemporary social issues- Child Labor, child Trafficking. Inequality towards women- Rapes, Lynching's, Sexual Assault, Harassment, Body Shaming. Breaking Stereotypes and Social Taboos. Honor Killings. |
| **Module-3** | Current Affairs |
| **Module-4** | Current Affairs |

**Course Learning Outcome- After the completion of the course the will be able-**

- To gain an understanding of various social issues in depth.
- To discuss on many issues, that affects the society and country.
- Will understand the current affairs

## Suggested Reading

-
-

# Print Media Software Practical

**Course Code: BJM204** **Credits-2**

**Course Objective:**

1. To make students learn print media software's like Quark Xpress
2. To make students understand the usages of different media tools like item tool, line tool, zoom tool

## Introduction Plan:

| | |
|---|---|
| **Module-1** | What is Print Media Software<br>What is QuarkXPress<br>The Use of QuarkXPress In Print Media<br>The principle of design |
| **Module-2** | The uses of Tools of QuarkXPress-<br>Item Tool<br>Text Content Tool<br>Line Tool<br>Zoom Tool |
| **Module-3** | The Uses Of Files, Edit,<br>Style, Item and Window<br>The Uses of Colors Sheet<br>The uses of Short Keys |
| **Module-4** | Page Layout, News Paper Designing,<br>The Uses of Colors, The Uses of Headlines,<br>The Uses of Photograph And Graphics,<br>Rules and borders,<br>Assignment: Student Prepare sample page for News paper In Tabloid Size,<br>Prepare Tabloid Size News Paper in QuarkXPress |

**Course Learning Outcome- After the completion of the course the will be able-**

- To gain the basic understanding of QuarkXPress
- To design the tabloid size newspaper in QuarkXPress

## Suggested Reading

1- Manual Books

2- Internet

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Development of Media Industry

**Course Code: BJM205** **Credits - 02**

**Course Objective:**

- To understand the brief history of media industry in India.
- To understand the modern trends in Media industries.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Brief History of Media Industry in India<br>Early Newspapers in 18th Century<br>Role of press in freedom movement<br>All India Radio |
| Module II | Introduction of TV in India<br>SITE; Doordarshan<br>Cable TV in 90's;Newschannels<br>Introduction of FM channels<br>DTH; Digital Platforms of Media<br>Social Media |
| Module III | Trends in Media Industry<br>KPMG Report |

**Course Learning Outcome:** At the completion of the course students will be able to understand the development pattern of media industry in India

**Prescribed Material:**

- Gunarathne, Shelton A.. (2000). Handbook of Media in Asia, Sage

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Print Media: Reporting

**Course Code: BJM206** **Credits - 2**

**Course Objective:**

- To make students understand about the characteristics of print media
- To make students aware about the challenges of reporting
- To make students learn about writing headlines, subheads and body of news in print media.

**Outcome:**

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Characteristic of Print Media<br>Types of Print Media<br>Scope of Print Media<br>Terminology of Newspapers |
| Module II | Developing Sources<br>News Selection<br>Preparation for Reporting<br>Challenges of Reporting<br>Talking Versions |
| Module III | Headlines of Print Media News<br>Subheads and Crossers<br>Intro writing for Print Media News<br>Body Writing in Newspapers |
| Module IV | Feature Writing<br>Personality Sketch<br>Travelogue<br>Film Reviews |

**Course Learning Outcome:** At the completion of the course students will be able

1. To understand the different kind of writings.
2. To face the challenges of reporting.

**Prescribed Material:**

-

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Print Media: Reporting Practical

**Course Code: BJM207** **Credits – 1**

**Course Objective:**

- To understand the Print Media Reporting in real time scenario.
- To enable students to write the different types of features, personality sketch, reviews

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Characteristic of Print Media<br>Types of Print Media<br>Scope of Print Media<br>Terminology of Newspapers |
| Module II | Developing Sources<br>News Selection<br>Preparation for Reporting<br>Challenges of Reporting<br>Talking Versions |
| Module III | Headlines of Print Media News<br>Subheads and Crossers<br>Intro writing for Print Media News<br>Body Writing in Newspapers |
| Module IV | Feature Writing<br>Personality Sketch<br>Travelogue<br>Film Reviews |

**Course Learning Outcome:** After the completion of the course students will be able to

1. Write the different kinds of feature, articles, personality sketch, travelogue.
2. Understand different terminologies of newspapers.

**Prescribed Material:**

-

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Light and Camera Practical

**Course Code: BJM208** **Credits - 3**

**Course Objective:**

- To understand the different types of camera, parts of camera and functions of camera.
- To understand the basics of sound and lighting.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Types of video Camera<br>Parts of Camera<br>Basic Knowledge of video camera setting<br>Focal length and Angle of view<br>Aperture, Sutter Speed, Gain<br>Lenses<br>Supporting equipments of Camera (MOUNTS)<br>Different types of shots and Camera angles, Camera movement.<br>**Assignment**- Submit a video using different shots, angles and movements. |
| Module II | Depth of Filed ,Deep Focus, Shallow Focus, Racking focus(shift Focus)<br>Shooting formats(PAL, SECAM, NTSC)<br>Aspect Ratio<br>HD and SD formats<br>Magnetic tapes(low band, HI band, betacam, Digibeta, DVcam, DVC pro)<br>Memory cards (SD, Flash) |
| Module III | Basics of Sound(Recording Audio with HD Video Camera)<br>Importance of Audio while shooting<br>Cut away & Cut in shots<br>Film continuity -Line of Axis (180 degree rule)<br>Anticipate editing<br>In-camera editing<br>Working with Chroma-Green/Blue Screen<br><br>**Assignment**- Create a video with apply continuity (180-degree rule). |
| Module IV | Importance of Lighting<br>Basic lighting technique(Three & Four point lighting)<br>Studio lighting (High-Key lighting & Low Key)<br>Light cutting (cut light, source light etc.)<br>Diffusers, Reflectors, Cutters & Gels<br>Basic Discussion of Production Planning<br><br>**Final Assignment** - Create a short film or an interview based programme (Duration- 2 to 5 minutes). |

**Course Learning Outcome:**

On completion of this course, the students will be able to

1. Operate HD video cameras.
2. Use lights according to the production needs.
3. Apply the concept of film continuity through camcorder

**Prescribed Material:**


- Alkin Glynn. TV Sound Operations 1975
- Alkin Glynn. Sound Techniques for Video and TV Media Manual series, Focal Press, Boston-London, 1984
- Cheshire David. The Video Manual, Mitchell Beazley Artists House, 1982
- Millerson Gerald. Video Camera Techniques, Focal press


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

NOIDA INTERNATIONAL UNIVERSITY

# Voice Modulation Practical

**Course Code: BJM209** **Credits - 2**

**Course Objective:**

- To understand the control of breathing and to produce the sound according to the situation.
- To enable students for voice overs of different kinds of programs.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Breathing & Voice Relationship<br>How to breathe; Controlling the airflow; Noisy Breathing<br>The diaphragm<br>Berating Exercises<br>Use of Epiglottis |
| Module II | Reading for Mic & Presentation<br>Voice Modulations<br>Characterizations<br>Language & Dialects |
| Module III | Voice Over; For Documentaries, Walk Through, Programs etc.<br>Voice for Audio Programs<br>Voice Over for Commercials |
| Module IV | Street Play; cue, Spotting etc<br>Production of Street Play |

**Course Learning Outcome: After the completion of the course the students will be able to**:

- Command over breathing for voice modulation
- Learn techniques to modulate the voice
- Apply the voice modulation for street play

**Prescribed Material:**

- **Videos of renowned speakers**
- **Theater and Drama videos**

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Public Relations and Corporate Communication

**Course Code: BJM210** **Credits - 02**

**Course Objective:**

- To understand the reach and impact of PR as a tool of mass communication.
- To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity
- To communicate effectively with audiences, and prepare public relations and marketing communication strategies in an appropriate style

**Session wise instructional plan**

| Module | Content |
|---|---|
| Module I | Public Relations – concept and definition, Evolution and growth of public relation, need for PR<br>PR in relation to marketing, advertising, publicity, propaganda and rumors |
| Module II | Models of PR<br>Theories of relationship, persuasion and social influence<br>Laws and ethics in PR, PRSI code<br>PR organizations- PRSI, IPRA etc. |
| Module III | PR tools<br>Organizing Press Conference<br>PR writings: , Press Releases, Photographs, PR Interviews/Features, Brochures, Posters and Calendar<br>Functions and responsibilities of PRO |
| Module IV | Corporate Communication: concepts, evolution<br>Corporate Identity, Corporate Image and Reputation Management, Managing relationship with suppliers and distributors |

**Course Learning Outcomes**: After the completion of this Course: -

- Students will understand the PR asa subject. The various functions of PR.
- They will be able to write Press Releases and other writings, handle press Conferences
- They will understand the laws and ethics related to PR industry.

**REFERENCES:**

1. Cutlip&Center, Effective Public Relations, Pearson Education Inc.
2. Ravindran RK, Handbook of Public Relations, Anmol Publications Pvt. Ltd
3. McDonough William, Cradle to Cradle: Remaking the Way We Make Things. North Point Press
4. Anderson Ray, Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model. Chelsea Green Publishing Company

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Public Relations and Corporate Communication Practical

**Course Code: BJM211** **Credits - 1**

**Course Objective:**

1. To understand the techniques of Press release writing.
2. To organize press conferences and deal with the challenges while organizing it.
3. To be able to use all PR tools effectively.

| Module | Practical |
|---|---|
| **Module I** | Writing Press Release<br>Every student must write minimum 4 press releases in a semester.<br>• On University's event<br>• On Outdoor visit<br>• On any national issue<br>• On any other assigned activity |
| **Module II** | Organizing Press Conference<br>Minimum 2 press conference must be organized in a semester |
| **Module III** | PR tools-<br>Broucher designing<br>Poster designing |
| **Module IV** | PR Interview<br>Feature Writing |

**Course Learning Outcomes: - After the completion of the course students will be able to-**

1. Organize Press Conference.
2. Writing press releases, designing Broacher's,
3. Conduct other PR activities

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Social Media: Content and Impact

**Course Code: BJM 212** **Credits - 02**

**Course Objective:**

1. To understand the dynamics of social media.
2. To understand the functioning and contents of new media.
3. To be able to use new media effectively for one's own benefit.

## Instruction Plan:

| Module | Content |
|---|---|
| Module I | • The Digital Experience – mobile, cyberspace, Online<br>• News Apps<br>• Technology and Literacy Redefined<br>• Internet, Intranet, www. |
| Module II | • Digitalization of media<br>• News Websites<br>• Facebook<br>• Twitter |
| Module III | • Wordpress<br>• Blogspot<br>• YouTube<br>• Skype |
| Module IV | • Building communities-pages & channel<br>• Online activism<br>• Citizen Journalism<br>• Cyber crime<br>. |

**Course Learning Outcome: After completion of this course students will be able to:**

- Understand the dynamics of social media
- Know the various aspects and impact of digital media.

## Prescribed Text:

- India Social: How Social Media is Leading the Charge and Changing the Country by Ankit Lal
- Why Social Media Is Running Your Life by Omerod Katherine

# Social Media: Content and Impact Practical

**Course Code: BJM 213** **Credits - 01**

**Course Objective:**

1. To compare the social media apps their usage and reach.
2. To analyze two media websites on their appearance and approach.
3. To be able to make a blog.

## Instruction Plan:

| Module | Content |
|---|---|
| Module I | Student will do comparisons of two news apps which will consist:<br>• Availability<br>• Popularity<br>• Design<br>• Content |
| Module II | Student will submit analysis of two media websites which will consist:<br>• Layout<br>• Reach<br>• Content<br>• Impact |
| Module III | Student will create a blog.<br>Student will prepare a PPT on the process of creating a blog/ writing a good blog post. |
| Module IV | Student will write and post content on any social issue on Facebook and analyze the comment and reactions of that particular post.<br>Student will write five effective tweets. |

**Course Learning Outcome: After completion of this course students will be able to:**

- Create an impressive blog.
- Analyze the impact of social media posts.

## Prescribed Text:

- India Social: How Social Media is Leading the Charge and Changing the Country by Ankit Lal
- Why Social Media Is Running Your Life by Omerod Katherine

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Political Issues & Current Affairs

**Course Code: BJM301** **Credits - 3**

**Course Objective:**

- To understand the concepts of democracy and its concept.
- To learn about the milestones of the Indian Policy.
- To understand the main events in the India political history after independence.
- To get acquainted with current affairs.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Democracy : Concept and its power, Indian Constitution : Preamble, Fundamental Rights & its duties, Directive Principles, Federal System, Important Articles,<br><br>Political Ideologies : Right, Left & Centre, Extremism, National and prominent regional political parties |
| Module II | Profile of prominent political leaders. Four Pillars of Indian Democracy : Legislative, Executive, Judiciary & Press.<br><br>Milestones of Indian Polity : Partition of India, Kashmir Issue, Nehruvian Socialism, War with China, Indo Pak War and Tashkand Pact, Bangladesh liberation & Shimla Pact, Emergency in India. |
| Module III | Sampoorna Kranti & fall of Janta party, Operation Blue Star, Indira's Assassination, Computers Advent in India, Boforse Case, Mandal Commission, economic Crisis & Liberalisation, Ayodhya Movement, Kargil war, Anna Movement, Corruption as Agenda, Modi Government. Contemporary Political Issues : Corruption, Communalism Vs Naxalism, Inflation, Muscle power in politics, Regionalism |
| Module IV | Current Affairs |

**Course Learning Outcome:** At the completion of the course students will be able to

- Understand the ideology of major political parties and their journey till date.
- Explain the current affairs highlighted in mainstream media.

## Suggested Reading/Prescribed Text

- Foundations of Politics by Andrew Heywood (Mac Millan Foundation)
- State & Politics in India edited by Parth Chatterjee, (Oxford University Press)
- Our Parliament by Subash Kashyap, National Book Trust

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Sound Editing Software

**Course Code: BJM302** **Credits - 02**

**Course Objective:**

- To learn the studio setup of sound recording studio.
- To learn the audacity software -the sound editing software.
- To understand the techniques of mixing, pace, and transitions.
- To learn production of a Radio Program.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Sound studio set –up, Audio equipment<br>Microphones, Console,<br>Recording equipment,<br>Nature of sound, Sound effects, Sound recording techniques, Microphones |
| Module II | Audacity Software; Basic Tools (Selection tool, Time sift tool, Zoom Tool, Envelope tool, multi tool etc.)<br>Use and Mixing of Sound<br>Audio Effects (Change Pitch, Change Speed, Change Tempo, Echo, Repeat, Reverb, Cross Fade In, Cross Fade Out)<br>Assignment: Group Discussion, Mimicry |
| Module III | Techniques; Mixing, Pace, Transitions<br>online audio (live) editing<br>Music; Thematic Music, Layering<br>Announcements, Talks, Newsreel, Discussions, Interviews. |
| Module IV | Production of a Radio Program |

**Course Learning Outcome:** At the completion of the course the students will be able to;

1. learn about the Use & Mixing of Sound, Audio Effects, Music, Voice Modulations
2. Understand the Elements Feature-Documentaries, Software Knowledge.

## Suggested Reading/Prescribed Text

Will be prescribed by the subject teacher.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Media Laws & Ethics

**Course Code: BJM303** **Credits - 02**

**Course Objective:**

- To understand the Indian Constitution, Fundamental Right and duties.
- To be aware about the important media laws and ethics.
- To know broadcast laws in India.
- To make people aware about marketing and advertising regulations in India.

| Module | Content |
|---|---|
| Module I | Overview of Indian Constitution,, Fundamental Rights, Directive Principles of State Policy<br><br>Freedom of speech and expression, Freedom of the press- Art 19(1)(a)<br><br>Press Council Act 1978, PCI<br><br>Contempt of Court, Defamation , Official Secrets Act 1923<br><br>RTI Act 2005 |
| Module II | Reasonable restrictions on the freedom of the press- Art 19(2)<br><br>Press and Registration of Books (PRB) Act 1867<br><br>Fight for TRP and its fallout on ethical standard of TV channels,<br>Parliamentary privileges<br>Working Journalist Act 1955 and 1958: wage boards and fixation of wages |
| Module III | Broadcast laws in India<br><br>Parliamentary privileges<br>Social responsibility of the press, self regulation<br>The Indecent Representation of Women(Prohibition) Act, 1986 |
| Module IV | Consumer Protection Act, 1986<br><br>Marketing and advertising regulations in India and abroad<br><br>Drug and Magic Remedies (Objectionable Advertisement) Act 1954,<br><br>Consumer Protection Act1986 |

**Course Learning Outcome:**

- Students will be able to understand the laws related to media
- Students will learn how to avoid legal problems in reporting

## Suggested Reading/Prescribed Text


1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi, 2004
2. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
3. Ravindran, R K : Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
4. John Vernon Pavlik : New Media Technology, Allyn & Bacon, 1997
5. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi, 2004


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Print Media: Specialized Writing & Editing

**Course Code: BJM304** **Credits - 02**

**Course Objective:**

- To understand the language styles for print media writing.
- To understand feature and it types.
- To understand the news analysis.
- To learn the techniques of translation.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Language styles for Print Media<br>Feature & Its Types<br>Interview<br>Review |
| Module II | News Analysis<br>Humor & Satire<br>Articles<br>Editorials |
| Module III | Editing; Meaning & Functions<br>Selection of News<br>Editing Process; Checking facts, continuity, Paragraphing, Grammar, Punctuation, Style sheet |
| Module IV | Techniques of Rewriting;<br>Integrating copy from different sources<br>Translation: Hindi to English<br>Translation: English to Hindi |

**Course Learning Outcome:** After the completion of the course the students will be able to;

- Understand the language of specialized report.
- Know the techniques of writing features, articles & editorial.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Print Media: Specialized Writing & Editing Practical

**Course Code: BJM 305** **Credits - 02**

**Course Learning Outcome:**

- To understand the basics of feature writing
- To be able to write editorials
- To understand the nature of headlines and sub headlines
- To translate the write ups in Hindi to English and vice versa

## Instruction Plan:

| Module | Content |
|---|---|
| Module I | Student will write two features which will be evaluated on the basis of<br>• Fact Collection<br>• Headlines, Sub head, Intro<br>• Language<br>• Presentation |
| Module II | Student will write two editorials for the newspaper or magazine.<br>Write analysis of any political developments. |
| Module III | Student will edit two copies which will have :<br>• Impactful headlines & Subheads<br>• Impressive Intro<br>• Impressive Language<br>• Proper format |
| Module IV | Student will translate two write-ups |

**Course Learning Outcome:** After the completion of the course the students will be able to:

- Write articles, features & humorous content.
- Write editorials, satire and film reviews.

## Suggested Reading/Prescribed Text


- Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
- Ted White Broadcast News, Focal Press, New Delhi, 2007
- Rick Thompson Writing for Broadcast Journalists, Routledge, London, 2005


- **ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# TV Script Writing Practical

**Course Code: BJM306** **Credits - 02**

**Course Objective:**

1. To understand the basics of TV script writing.
2. To learn the three acts structure.
3. To write about the plot and treatment, scene breakdown.
4. To learn the field work, research for script writing.

**Instructional Plan**

**Course Learning Outcome:** After Completion of this course Students will be able to

| Module | Content |
|---|---|
| **Module I** | Script Writing Introduction<br>Concept & Need of Script Writing<br>Types of Script Writing<br>Story, Script & Screenplay<br>Process of Scripting |
| **Module II** | The three act structure – set-up, confrontation, resolution.<br>Characterization<br>Guiding principles for evolving effective and credible characters |
| **Module III** | Script Writing : Fiction<br>Basic story idea<br>Plot and Treatment<br>Scene breakdown<br>Full-fledged script |
| **Module IV** | Script Writing : Non Fiction<br>Research<br>Field Work<br>Angles & Approaches<br>Full-fledged script |

1. Identify with the concepts of Scripts
2. Write Character Sketches
3. Produce Scripts in a proper format

## Suggested Reading/Prescribed Text

- How to Write Documentary Scripts: Trisha Das
- Patkatha Lekhan : Manohar Shyam Joshi
- Screenplay: the foundations of screenwriting by Syd Field
- The Screenwriters Roadmap: 21 Ways to Jumpstart Your Story by Neil Landau
- The 101 Habits of Highly Successful Screenwriters by Karl Iglesias

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Radio Script Writing Practical

**Course Code: BJM307** **Credits - 02**

**Course Learning Outcome:** At the completion of the course the students will be able to;

1. To learn to characteristics of the Audio Language.
2. To learn the radio script writing techniques for radio compeering.
3. To understand the writing the script of radio drama.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Characteristics of Audio Language<br>Understanding Radio Audience<br>Voice Modulation<br>Using Music & Sound Effects |
| Module II | Writing Radio Talks<br>Writing News Scripts<br>Framing Questions for Interview<br>Designing Radio Advertisements |
| Module III | Writing for Radio Comparing<br>Script of Radio Jockeying<br>Writing for Radio Discussion<br>Features of Radio Commentary |
| Module IV | Script of Radio Drama<br>Writing Radio Feature<br>Famous Radio Programs<br>Ethical Issues |

**Course Learning Outcome:** At the completion of the course the students will be able to;

1. To learn to write scripts for radio programs of all formats.
2. To produce radio programs at local, regional and national level.
3. Produce a Script in a proper format.

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Event Management

**Course Code: BJM308** **Credits - 03**

**Course Objective: -**

- To understand the fundamentals of event management.
- To organize different types of events.
- To understand the elements of event management for successful operations during events.

| Module | Content | Practical |
|---|---|---|
| **Module I** | Events and events management- Definition, needs and importance of events, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide. | Design a Project plan or event |
| Module II | Organizing Events - Planning Check Lists, setting up an event organization structure, Budgeting, -program planning, the elements of style, developing a program portfolio, the program life cycle, scheduling. | Organizing the event |
| Module III | Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting, location and site, the operation plan, business plan, developing strategies. | Write a proposal for potential sponsor for the event |
| Module IV | Market Research-consumer behavior survey, Market area survey, visitors survey etc.<br><br>Technology for Event Management - Providing Services at meetings - Spot Management, Pre and Post Convention Management | Undertake a survey of target audience for pre event planning process |

**Course Learning Outcome: - After the completion of the course students will be able to-**

1. Understand the essentials of planning an event.
2. Organize events of various forms.
3. Acquire knowledge of legal and ethical issues involved in event management.

## Suggested Reading/Prescribed Text:

1. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
2. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning 2002.
3. Advertising and Sales Promotion- C.N. Sontaki

### ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Event Management Practical

**Course Code: BJM309** **Credits - 03**

**Course objectives:**

- To understand the business plan for event management.
- To understand team management.
- To know how to manage overall running of an event.

| Module | Content |
|---|---|
| **Module I** | • Develop a Business Plan and proposal for an Event.<br>• Implement a Critical Path.<br>• Event Research.<br>• Venue for an Event. |
| Module II | • Team management<br>• Planning for event protocol<br>• dress code, staging, staffing<br>• Marketing the event. |
| Module III | • Organizing the event such as: - cultural, exhibitions, seminars, fest etc.<br>• Managing and overall running an event<br>• valuate and report on the success of event. |
| Module IV | • Volunteering any event |

**Course Learning Outcome: - After the completion of the course students will be able to-**

- To understand the essentials of planning an event.
- To organize events of various forms.
- To acquire knowledge of legal and ethical issues involved in event management.

**Suggested Reading/Prescribed Text:**

1. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
2. Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning 2002.
3. Advertising and Sales Promotion- C.N. Sontaki

# Mobile Journalism

**Course Code: BJM310** **Credits - 02**

**Course Objective:**

- To understand the concepts of mobile journalism
- To use mobile effectively as a tool for journalism.
- To learn about the mobile editing apps and their features.

**Instructional plan**

| Module | Content |
|---|---|
| **Module I Concept & Ideation** | Concepts of Mobile Journalism<br>Tools & Technique<br>Story Telling through Mobile<br>Ideation & Scripting |
| **Module II News Gathering** | Capturing Stills, Video & Audio using Mobile<br>Different Angles & Framing for Shooting<br>Interviews/ bites<br>Piece to Camera |
| **Module III Editing** | Mobile Editing Apps & their features<br>Editing Audio tracks<br>Editing Video<br>Live Streaming |
| **Module IV Presentation & Ethical Issues** | Presenting Mobile stories on various platforms<br>Prominent Mobile Journalists<br>Mobile Journalism & Its future<br>Ethical Issues |

**Course Learning Outcome:** At the completion of the course the students will be able to;

1. Learn the mobile journalism its tools and techniques
2. To understand the capturing skills and different styles of using mobiles while shooting.

3. Clow E Kenneth : Integrated Advertising, Promotion and Marketing
   i. Communication, Printice Hall, 2002
4. Philip Kotler : Marketing Management, Pearson Prentice Hall, 2002

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Summer Training Evaluation

**Course Code: BJM311** **Credits - 02**

**Course Learning Outcome:** At the completion of the course the students will be able to;

- Comprehend how different media industry functions and what are the works one should get in the industry.
- Learn as how to the internship report.

**Instructional plan**

The students will have to submit project of their internships which will be evaluated by the external examiner.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| Mid Sem. | Major Project | Minor Project | Attendance | Total | End Semester | Internal+ External |
| 20 | 10 | 5 | 5 | 40 | 60 | 100 |

# Economic Issues and Current Affairs

**Course Code: BJM401** **Credits – 02**

**Course Objective:** The objective of the course is to familiarize the students to the various economic issues that are prevailing in India

**Instructional Plan**

| Module | Content |
|---|---|
| Module I | Economic Reforms of 1990- Liberalization, Privatization and Globalization<br>Economy growth Indicators- National Income, GDP, Growth rate, FDI. |
| Module II | Banking- RBI- Role and functions, Nationalized banks, Private banks, CRR, SLR, Repo Rate, Reverse repo rate Interest Rates. |
| Module III | Economic fluctuations:-<br>Inflation, Deflation, Recession/Economic slowdown,<br>Currency exchange rates |
| Module IV | Current Affairs |

**Course Learning Outcomes: - After the completion of the course students will be able to-**

- Understand the economic terms.
- Do beat reporting in business and economics.
- Develop an understanding on current affairs.

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Video Editing Practical

**Course Code: BJM402** **Credits – 02**

**Course Objective:** The objective of this course is to give the students training in video editing

**Instructional Plan**

| Module | Description | Exercise/Practice |
|---|---|---|
| Module I | History & Concept of Editing (Basic division of Editing Continuity and Dynamic<br>Introduction to editing software interface (non-linear editing.) | Students will practice on tape capture/transfer and organizing the footage on timeline. |
| Module II | Cross cutting<br>Cutaways & inserts<br>Optical Effects<br>Transitional Effects<br>Reverse action<br>Dissolve<br>Supers<br>Fade-gradual appearance or disappearance of a shot<br>Iris<br>wipe, flip, split screen, multiple images, swish pan,etc. | Students will practice all Module II .<br><br>**Assignment-** Students will submit Interview Based Programme . |
| Module III | Audio editing and music<br>Cut on sound<br>Title and graphics | Students will practice on audio balancing, music, sound effects ,title and graphics |
| Module IV | Operation and media Management (color correction & various audio tracks<br>Practicing News and Entertainment sequences ) | Students will practice the exercise on rendering, color correction, titling and exporting on the timeline.<br><br>**Final Assignment** - Students will submit a short film, documentary, News package with using professional techniques of non-linear editing. (only one Film) |

**Course Learning Outcome:** After completion of the course, student would be able to-

- Basic operations of NLE
- Using timeline editing, project set-up, media management and editing techniques.
- Operate rendering, exporting and process for final mastering/delivery of projects

**Suggested Readings/Prescribed Text:**

- Digital Nonlinear Editing: Editing Film and Video on the Desktop
- Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman and Patrick

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Development Communication

**Course Code: BJM403** **Credits – 02**

## Course Objective:

- Demonstrate an understanding of the theory and history of the role of communication in development.
- Critically assess the strategic use of communication and media tools in development goals
- Apply strategies of communicating social change on various development issues from a local, national, and global perspective

## Instructional plan

| Module | Content |
|---|---|
| Module I | Development: Concept, concerns, paradigms Concept of development Measurement of development Development versus growth Human development Development as freedom |
| Module II | Models of development<br>Democratic decentralization: Panchayat Raj – planning at national state, regional district, block and village levels. Agricultural communication and rural development: The genesis and growth of agricultural extension. |
| Module III | Communication for nation building; Diffusion of innovation; Extension approach; IEC and BCC approach; Development Support Communication; Role of NGO's in development, Development Communication as feedback for policy planning |
| Module IV | Mass Media for Development – Radio and TV Development programmes – Agriculture, Health, Education, Environment, Cultural Preservation, etc., - National Integration – Role of Press. |

**Course Learning Outcome:** The student will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help. Adequate assignment will be given to help the student to develop a deeper understanding.

## Suggested Readings/Prescribed Text:


- Tiwari, IP., Communication Technology and Development, Publication Division, Govt.of India, New Delhi, 2001
- Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006

- Singhal, Arvind., Rogers,M India's Information Revolution, Sage, New Delhi, 1989
- Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001
- Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Development Communication Practical

**Course Code: BJM404** **Credits - 01**

**Course Objective:** The objective of this paper is to illuminate the linkages between development and communication. It discusses the different perspectives on development, specific national development issues and programs and the role of communication and media in it. It will help students understand the use of media for development.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Production of Radio Spots, Jingles, Interviews on different aspects of development communication. |
| Module II | Production of Montages, documentary, Interviews on different aspects of development communication. |
| Module III | Preparation of Posters, banners etc and awareness related material for development communication. |
| Module IV | Multimedia campaigns,<br>Case study presentation of communication campaigns. |

**Course Learning Outcomes: After the completion of the course:**

- The student will be able to make programs in radio and TV.
- The student will be able to make assignments implementation of promotion and propagation techniques

**Suggested Readings/Prescribed Text:**


- Tiwari, IP., Communication Technology and Development, Publication Division, Govt.of India, New Delhi, 2001
- Thirwall A.P. Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006
- Singhal, Arvind., Rogers,M India's Information Revolution, Sage, New Delhi, 1989
- Melkote, Srinivas R., Communication for Development in the Third World. Theory and Practice, Sage, New Delhi, 2001

- Ostman, Ronals E., Communication and Indian Agriculture, Sage, New Delhi, 1989


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Beat Reporting

**Course Code: BJM405** **Credits - 01**

**Course objective: The course will give the understanding of the different aspects of beat reporting**

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Civic Issues reporting<br>Political Reporting<br>Legal Reporting<br>Crime Reporting |
| Module II | Environment,<br>Lifestyle Sports<br>Business<br>Administration |
| Module III | Defence,<br>Science & Technology,<br>Education,<br>Art & Culture, |
| Module IV | Rural Reporting<br>Women & Child welfare<br>Medical & Health reporting<br>Entertainment |

**Course Learning Outcome:** At the completion of the course:

- the students will be able to write reports on different beats in reporting

**Suggested Readings/Prescribed Text:**


- Parthasarthy. R, Journalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut;1970
- Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Beat Reporting Practical

**Course Code: BJM406** **Credits – 02**

**Course objective:** The objective of the course is to make the student able to write in different beats utilizing whatever means they have writing a story.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Covering and Reporting Educational News/Events |
| Module II | Covering and Reporting Cultural News/Events |
| Module III | Covering and Reporting Infrastructure News/Events 15 4. Covering and Reporting Political News/Events |
| Module IV | Covering and Reporting Crime News/Events |

**Course Learning Outcome:** At the completion of the course:

- the students will be able to write reports on different beats in reporting

**Suggested Readings/Prescribed Text:**

- The investigative reporter‘s handbook: A guide to documents, database and techniques
- Brant Houston, Len Bruzzese, Steve Weinberg
- Published by: Investigative Reporters editor‘s and Inc (RE)
- Web links http://www.intermedia.org.pk/docs/conflict_reoprting_guide.pdf
- Essentials of Practical Journalism By VirBala Aggarwal , Concept publishing company, New Delhi.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Radio News Reading & Jockeying Practical

**Course Code: BJM408** **Credits - 02**

**Course Objective:** The objective of the course is to make the students understand the nuances of radio news reading and also on Radio jockeying.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Radio news writing and presentation- different types of news bulletins; news reading and comparing exercises<br>Structuring radio report- news capsuling, and radio commentary |
| Module II | Radio News: Gathering and Reporting of Radio News, Coverage of events, and interviewing, phone–in-program.<br>Compilation and Bunching of stories for Radio Bulletins<br>All India Radio, its structure and role as a Public Service Broadcasting, Code of Broadcast Prasar Bharati |
| Module III | Who is a Radio Jockey<br>Historical Aspects<br>RJ: Role & Concept |
| Module IV | Language of RJ<br>Qualities needed for RJ<br>Voice modulations |

**Course Learning Outcome:** At the completion of the course:

- the students will be able to produce radio news bulletins
- the students will be able to learn how RJs present their shows

**Suggested Readings/Prescribed Text:**


- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
- Ciignel, Hugh. Key Concepts in Radio studies. Sage.
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust.
- Awasthi, G. C. Broadcasting in India. Allied Publications.
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# TV Anchoring: News & Entertainment Practical

**Course Code: BJM407** **Credits - 02**

**Objective of the course:**

- To create awareness and conceptual understanding about TV production
- To create a sense of directorial techniques in TV production
- course will provide an opportunity for you to create a variety of video productions, allowing you to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Anchor Links<br>Duties and responsibilities of a news reader<br>Difference between anchor and news reader<br>Understanding the target audience |
| Module II | Student will practice and submit one voice over clip which will consist of:<br>• Clear voice<br>• Proper pitch<br>• Accurate tone<br>• Fluency |
| Module III | Students will prepare presentation in studio which will consist of:<br>• Autocue reading<br>• Body Language<br>• Facial Expression<br>• Pronunciation |
| Module IV | Student will give presentation in class room and evaluation will be based on:<br>• Entertainment show hosting<br>• Talk show moderation<br>• What to say<br>• What not to say |

**Course Learning Outcome:** At the completion of the course the students will be able to;

- learn about various nuances if TV news anchoring
- Understand the Elements and features of becoming an anchor

- **ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Advertising Concept & Copywriting

**Course Code: BJM409** **Credits – 02**

**Course objective:** The objective of the course is to make the student aware of concept of creativity, copy writing and various stages of advertising productions

**Instructional Plan**

| Module | Content |
|---|---|
| Module I | Concept of creativity, Brainstorming, Idea generation, The creative brief , Advertising Research: Consumer, Market & Product , Types of copy, how to prepare ad copy |
| Module II | Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video, Story board, audio-video copy formats |
| Module III | Understanding Production, stages of production, Production process of print copy – thumbnail, roughs, comprehensive, mechanical<br>Production process for audio and video copies – pre production, production and post production |
| Module IV | Role of colours, photographs, computer graphics, artwork ,Appeals in Advertising, Analyzing the advertisement impact and popularity, Growth of Digital Advertising in India- Advantages and Disadvantages, The Law and Creativity |

**Course Learning Outcomes:- After the completion of the course students will be able to-**

- To write scripts for advertisements.
- To Produce an advertisement for different forms of media.
- The overall functioning of the industry.

**Suggested Readings/Prescribed Text:**


- Advertising Management, Jaishree Jethwani, Oxford University Press, New Delhi, 2010 Creative Strategy in Advertising, Bonnie L Drewniany, Wordsworth Cengage,
- What is Big Idea, George Lois, Plume, 1993

- Making of Advertising, Ghoshal Subhash, McMillan, 2002
- Brand Sense, Martin Lindstrom Kogen Page Publication

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Advertisement Concept & Copywriting
# Practical

**Course Code: BJM410** **Credits – 01**

**Course objective:** The objective of the course is to make the student aware of concept of creativity, copy writing and various stages of advertising productions

**Instructional Plan**

| Module | Content |
|---|---|
| Module I | Preparation of Ad Copy individually by every student<br>• Brainstorming sessions<br>• Idea Generation<br>• Preparation of Ad copy |
| Module II | The group of students will be formed for Ad copywriting for different media<br>• Ad copy Print<br>• Ad copy Radio<br>• AD copy TV |
| Module III | Pre-Production of Advertisement.<br>Production Planning<br>Budgeting, Location, Celebrity Endorsement, |
| Module IV | Final Production of Advertisement. |

**Course Learning Outcomes:- After the completion of the course students will be able to-**

- Write scripts for advertisements.
- Produce an advertisement for different forms of media.
- The overall functioning of the industry.

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Content writing for New Media
# Practical

**Course Code: BJM411** **Credits – 02**

**Course objective:** The objective is to give the students new insight into the relatively new field of content writing. This course will give them an exposure of the content writing industry

| Module | Content |
|---|---|
| Module I | Digital story-telling formats<br>Content writing<br>Editing, reporting and its management |
| Module II | Structure of a web report<br>Content for different delivery vehicles<br>Multi-media and interactivity |
| Module III | Writing with hyperlinks<br>Content management<br>Content management systems |
| Module IV | Storyboarding and planning<br>Planning and designing of Web Pages, Blogs, e-newspaper, e-magazine |

**Course Learning Outcome:**

- Students will be able to create web story.
- Students will learn how to write for media websites

**Suggested Readings/Prescribed Text:**


- LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs,* Sage 2002
- Sunetra Sen Narayan, Shalini Narayan, *India Connected: Mapping The Impact of New Media*, Sage 2016
- Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
- Flew. Terry, *New Media*: An Introduction, Oxford Higher Education, 3rd, 2007

- Wendy Hui Kyong Chun, Thomas Keenan, '*New media, Old Media, A history and Theory reader,* Routledge, 2006


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Intercultural Communication & Current Affairs

**Course Code: BJM501** **Credits – 02**

**Course objective:**

- Identify fundamental theories and concepts of intercultural communication;
- Understand and explain the relationship between communication and culture;
- Explain the impacts and relationships between cultural processes and non-verbal and verbal behavior

**Instructional plan**

| Module | Content |
|---|---|
| Module I | Definition, concept and scope - Relationship between culture and communication - Basic understanding of culture as a social institution - value systems - Inter-Cultural communication - Modern mass media as vehicles of intercultural communication |
| Module II | - Barriers in inter-cultural communication (Reference to Religious, political and economic pressures, inter-cultural conflicts and communication) - Impact of new technology on culture - Globalization effects on culture and communication - Mass media as a culture manufacturing industry - Culture, communication and folk media |
| Module III | Current Affairs |
| Module IV | Current Affairs |

**Course Learning Outcomes**: After the completion of this Course: -

- Students will understand the how Intercultural Communication happens.
- They will be able to understand the different issues arise internationally.
- They will study the various current affairs.

## Suggested Reading/Prescribed Text

- Edwin R. et al. Specifications of Intercultural Communication: A Reader (Cengage Learning, 2014) Hutington, S.The Clash of Civilizations and the Remaking of World Order (Penguin, 1997)

- James W. CareyCommunication as Culture: Essays on Media and Society (Psychology Press, 1989)
- Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts 5th Edition( McGraw-Hill, 2009) Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
- Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
- Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)


**ASSESSMENT SCHEME**

| **Internal Assessment** | | | | | **External Assessment** | **Total** |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR NIU NOIDA INTERNATIONAL UNIVERSITY

# Animation Practical

**Course Code: BJM502** **Credits – 02**

**Course objective:** It aims to teach the students various techniques and softwares used in animation. It also intends the students to be ready for animation industry.

**Instructional plan**

| Module | Content |
|---|---|
| Module I | **Introduction to Photoshop**<br>The Photoshop environment<br>**Basic Image Manipulation**<br>Tool Palette<br>Layers<br>Bitmap Images, Vector Images<br>Foreground & Background Color<br>Blending Modes<br><br>Students will practice on Adobe Photoshop and manipulating and editing with images |
| Module II | **Advanced Layers & Text**<br>Linking , Merging & Flattening Layers<br>Masking Layers<br>Create Clipping Groups<br>Text Basics<br>Apply effect on type layers<br>**Assignment**- Students will submit an assignments on uses and scope of Photoshop |
| Module III | **Basics of Flash Software**<br>Working with Flash<br>Working with Graphics<br>**Flash Animation**<br>Frame-by-frame<br>Motion Tweening<br>Shape Tweening |
| Module IV | Action script in Flash<br>Components in Flash<br>**Final Project -** Students will submit a short interactive multimedia presentation with the use of Photoshop & Flash. |

**Course Learning Outcomes:** The outcome of the course is to:

- Display basic operations of Adobe Photoshop & Flash
- Handle Photoshop & Flash environment, including the use of layer, panels, channels, Path, the toolbox and the option bar.
- Ability to create image and graphics in Photoshop and to use Flash to create internet presentations

## Suggested Reading/Prescribed Text


- Lamb, Annette and Larry Johnson (2009). AIM Your Project with Flash (2nd Edition). Vision to Action Publishing. ISBN 1-891917-09-9
- Grover, Chris (2010). FlashCS5: The Missing Manual. Pogue Press. 978-1449380250
- Adobe Creative Team (2010). Adobe Flash Professional CS5 Classroom in a Book. Adobe Press. ISBN 978-0321701800


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

NIU NOIDA INTERNATIONAL UNIVERSITY COURAGE INTEGRITY HONOUR

# Communication Research

**Course Code: BJM503** **Credits – 01**

**Course objective:** The objective of this course is to help students understand the importance of research in media studies. It discusses various approaches, data collection techniques, statistical tools, and data analysis methods used in communication research. This course also provides the necessary knowledge base required for budding communication researchers and prepares them to pursue research in their chosen areas.

## Instructional Plan

| Module | Content |
|---|---|
| **Module I** | Definition and Elements of Research<br>Research methods and Approaches in Social Sciences.<br>Mass media research and Importance of communication research – Indian scenario. |
| **Module II** | Research Process: Formulation of research problem, review of literature, hypothesis, research design |
| **Module III** | Qualitative and Quantitative Research Methods: Ethnography, Symbolic Interactionism, Policy and archival research.<br>Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.<br>Tools of Data Collection<br><br>Primary & Secondary |
| **Module IV** | Data Analysis and Report writing – data analysis techniques – coding and tabulation – non– statistical methods – descriptive – historical – statistical analysis |

**Course Learning Outcome: After the completion of the course**

- The students will able to learn different theories related to communication research
- The students will able to learn research methodologies of communication research

**Suggested Reading/Prescribed Text**


- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication ResearchQualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick,(2011)Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Communication Research Practical

**Course Code: BJM503** **Credits - 01**

**Course objective:** The course intends to bring out the writing and research capabilities of the students.

## Instructional Plan

| Module | Content |
|---|---|
| **Module I** | Report writing |
| **Module II** | Formulation of a Research topic |
| **Module III** | Research Papers covering data collection tools and sources. |
| **Module IV** | Project Report |

**Course Learning Outcomes: After completion of this course:-**

- The students will able to learn how to write reports
- The students will able to learn to research on any given topic
- They will learn to learn to basic research papers

**Suggested Reading/Prescribed Text**


- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication ResearchQualitative and Quantitative Methodologies. Routledge.
- Wimmer and Domnick,(2011)Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth.

Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. New York University Press.


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Print Production Practical

**Course Code: BJM505** **Credits – 02**

**Course objective:** To educate the students with regard to theory of design and graphics, printing technology, color section and layout.

## Instructional Plan

| Module | Content |
|---|---|
| **Module I** | Planning for print : size, anatomy, grid, design<br>Format, typography, copy, pictures, advertisements |
| **Module II** | Plotting text: headlines, editing pictures, captions<br>Page-making : Front page, Editorial page, Supplements |
| **Module III** | Technology and Page making techniques: layout, use of graphics and photographs)<br>Printing Processes: Traditional vs modern |
| **Module IV** | Desk Top Publishing : Quark Express & Coral Draw |

**Course Learning Outcomes: After completion of this course:-**

- The students will be able to design page for newspaper or magazine
- The students will be able to operate and work on softwares like Quark Xpress

**Suggested Reading/Prescribed Text**


- Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984
- Sarkar, N.N. Principles of Art and Production, Oxford University Press


**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# AV Production : Fiction & Non Fiction Practical

**Course Code: BJM506** **Credits – 02**

**Course objective:** The course intends t make the students understand how the production of fiction and non-fiction programs are executed

## Instructional Plan

| Module | Content |
|---|---|
| Module I **TV News Industry** | Comparison of organisational structure of two national news channel which will consist<br>• Background/ Ideologies/ Inclination<br>• Portfolios of prominent Journalists<br>• Main programs of the channels<br>• Other relevant information |
| Module II **News Production** | Each student will prepare one news package consisting:<br>• Research for package<br>• Reporting: Collecting facts, bytes and visuals<br>• Package writing<br>• Recording Voiceovers<br>• Final Packaging |
| Module III **Program Production or Documentary** | Student (in group) will prepare news program or make documentary consisting:<br>• Research<br>• Planning<br>• Selecting stories<br>• Scripting<br>• Selection/ shooting of visuals<br>• Voiceovers<br>• Final Packaging/ Mastering<br>. |
| Module IV **Short Film** | Student (in group) will make short films consisting:<br>• Ideation<br>• Research<br>• Planning |

| | |
|---|---|
| | • Writing Scripts<br>• Shoot<br>• Final Production |

**Course Learning Outcome:** After the completion of the course

- Students will be able to produce news package, program or documentary.
- Student will produce news packages and short films.

**Suggested Reading/Prescribed Text**

- Pradeep Mandav Visual Media Communication, Authors Press, Delhi, 2005
- Ted White Broadcast News, Focal Press, New Delhi, 2007

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Radio Production: Fiction & Non-Fiction

**Course Code: BJM507** **Credits – 02**

**Course objective:** The objective of the course is to make the student align to the production of radio programs in various formats.

**Instructional plan**

| Module | Content | Practical/ Theory |
|---|---|---|
| Module I | Production of Fiction Programs<br>Voice culture exercises<br>Practice on English, Hindi & Urdu Content<br>Sound Recording<br>Elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume | |
| Module II | Elements of Radio writing and its presentation<br>Making pictures in the minds with spoken words, music and sound effects | |
| Module III | Production of Non- Fiction Programs<br>Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries | |
| Module IV | Use of language, words structure of sentences and phonetics<br>Production of Musical Programs<br>Advertisement, Promos, Jingles<br>Interviews, Radio Talk, Discussions, Review Programs | |

**Course Learning Outcome:** After the completion of the course

- Students will be able to produce news package, program or documentary.
- Student will produce news packages and short films.

**Suggested Reading/Prescribed Text**


- RADIO: the book, Steve Warren, Elsevier Focal Press, 2005
- Modern Radio Production: Programming, Performance, Carl Hausmann et al, Wadsworth Publishing Company, 2006
- Radio Production, Robert McLeish, Focal Press, 2005
- Radio Production Worktext, David E. Reese etal, Elsevier Focal Press, 2006
- Creating Powerful Radio, Valerie Geller, Elsevier Focal Press, 2007

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# Advertising Production Practical

**Course Code: BJM508** **Credits - 03**

**Course objective:** The objective of the course is to make the students understand and learn various stages of advertising production. It also awares the students about the advertising codes and functioning of regulatory bodies of advertising.

## Instructional plan

| Module | Content | Practical/ Theory |
|---|---|---|
| Module I | Advertising Production Stages-<br>Pre-Production-Advertising research, Planning, Ideation, Budgeting, Storyboarding, Ad Copywriting. | Preparing an Audio and Visual Ad. |
| Module II | Production- Shooting or Recording of Ad, Camera | Campaign launch. |
| Module III | Post Production-<br>Editing,<br>Promotion,<br>Follow up with clients | Categorize the different segment of Ad. |
| Module IV | Advertisement impact assessment, The effect of Advertising on Society, Criticism of Advertising, Contribution of Advertisement on economy. Advertisement Laws and Ethics- code of conduct, Apex Bodies- AAAI & ASCI | |

**Course Learning Outcomes:** After the completion of the course:

- Students will understand the production of Advertisement
- They will understand the importance of research in Advertising industry.
- They will understand Advertisement impact.

## Suggested Reading/Prescribed Text


- Elin, L. & Lapides A. (2003). Designing and Producing the Television Commercial. (1 st ed.), Allyn & Bacon.
- Piples, A. (2009). Production for Graphic Designer. (5 th ed.), Prentice Hall.
- Pricken, M. (2004). Creative Advertising – Idea and Techniques from the World's Best Campaigns, (1 st ed.), Thames and Hudson.
- Wells W., Burnett L. & Moriaty S. (2005). Advertising: Principles and Practice. (7 th ed.), Prentice

## ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

COURAGE INTEGRITY HONOUR
NIU
NOIDA
INTERNATIONAL
UNIVERSITY

# New Media Production

**Course Code: BJM509** **Credits – 03**

**Course objectives:** The objective of the course is to practically make the students understand basic nuances and intricacies of new media.

## Instructional Plan

| Module | Content |
|---|---|
| Module I | Meaning and definition<br>Characteristics of Online Communication |
| Module II | Characteristics of Internet<br>Brief Idea about ISP and browsers<br>Websites & its types<br>Email: Need & Importance<br>Web tools: Blogs, Social Media & Search Engine |
| Module III | Brief History of the E-newspaper in English & Hindi<br>Reasons for the growing popularity of e-newspaper<br>Present & Future of E-newspaper<br>Limitations of online newspapers |
| Module IV | Traditional vs Web Journalism<br>Elements of a Web newspapers<br>Reporting Writing, Editing for Web Journalism<br>Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act |

**Course Learning Outcome:** After the completion of the course

- Students will be able to do production for new media
- Students will learn to create content for New media

## Suggested Reading/Prescribed Text

- Interactive Design for New Media and the Web, Juppa
- Online News gathering : Research and Reporting, Quinn & Lamble
- Convergent Journalism : An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert

### ASSESSMENT SCHEME

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Summer Training Evaluation

**Course Code: BJM510** **Credits - 03**

- The students will have to submit project of their internships which will be evaluated by the external examiner.
- The students who have not done their internships will submit a project based on following specializations:
    - Broadcast
    - Advertising
    - Photography
    - Print

**ASSESSMENT SCHEME**

| External Assessment | Total |
|---|---|
| 100 | External 100 |

# Portfolio Management

**Course Code: BJM601** **Credits – 04**

**Course objective:** The course will make the student prepare for their introduction to the industry.

**Course**

In this unit, students will learn how to create a digital portfolio that will be used throughout the school year and for end of term assessment work, college applications and/or scholarships. This enables students to examine their creative process and reflect on their work. This also provides students with adequate experience in presenting and articulating his/her work in a professional manner to experts in the field.

**Course Learning Outcome:** After the completion of the course the students will be able to prepare their portfolio.

**ASSESSMENT SCHEME**

| Internal Assessment | | | | | External Assessment | Total |
|---|---|---|---|---|---|---|
| **Mid Sem.** | **Major Project** | **Minor Project** | **Attendance** | **Total** | **End Semester** | **Internal+ External** |
| **20** | **10** | **5** | **5** | **40** | **60** | **100** |

# Specialization

**Course Code: BJM602 (Print Media)** **Credits - 06**
**Course Code: BJM603 (Electronic Media)**
**Course Code: BJM604 (New Media)**
**Course Code: BJM605 ( PR & Advertising)**
**Course Code: BJM606 (Photography)**

**Objective of the course:**
1. To motivate the students to do a quality research based study on the selected topic
2. To encourage the students to take up the production of documentary or short fiction

**Production:**
The students can take up any of the following assignments as part of this paper.
- **Production**: Students can produce documentaries/ short fiction films as group work, with the approval and under supervision of a faculty member.

The students can produce in group any of the following work.
- **Documentary**: A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary should be 10 minutes.
- **Short Film**: A group can decide to produce a short fiction film with the prior approval of the concerned faculty member. The duration of the short film should be 5 minutes.

COURAGE WISDOM HONOUR
NOIDA INTERNATIONAL UNIVERSITY

**ASSESSMENT SCHEME**

| External Assessment | Total |
|---|---|
| 100 | External |
| | 100 |

----------X----------X----------