

**SYLLABUS FOR B.VOC IN MASS  
COMMUNICATION AND JOURNALISM  
(MCJ)**

**Programme Template:  
B. Voc. Course (CBCS) in MCJ  
Gauhati University**

### **Programme Objective:**

1. To enable the students to be media literates, which will prepare them to actively participate in various media related activities for strengthening democratic values in the society.
2. The Course will have scope for skill development in the field of Mass Communication and Journalism, which in turn make them employable in the media industry.

Duration: 3 Year

Total Credits: 132

### **Three Year Vocational Course Under CBCS**

<b>Course type</b>	<b>Total papers</b>	<b>Credits</b>	<b>Theory</b>	<b>Practical</b>
Core Course	12	12x 6	65	17
DSC	6	6x6	26	10
AECC	2	4X2	6	2
SEC	4	4x4	10	6
Total	24	132	97	35

## Course Structure: Semester wise distribution of Course

<b>First Semester</b>						
Serial No.	Course Title	Course Code	Unit	Credits	Theory	Practical
1	Introduction to Communication & Mass Media	MCJ-VC-1016	5	6	5	1
2	Introduction to Journalism	MCJ-VC-1026	5	6	5	1
3	History of Press in India	MCJ-VC-1036	5	6	5	1-
4	Ability Enhancement Compulsory Course (Assamese)	ASM-AE--1014	4	4	3	1
<b>Second Semester</b>						
5	Media Organisations	MCJ-VC-2016	4	6	5	1
6	Media Laws & Media Ethics	MCJ-VC-2026	7	6	5	1
7	News Reporting	MCJ-VC-2036	3+2	6	4	2
8	Environment Science	ENV-AE-2014	4	4	3	1
<b>Third Semester</b>						
9	Electronic Media	MCJ-VC-3014	4	6	5	1
10	Specialized Reporting and Beats	MCJ-VC-3016	3+4	6	4	2
11	Editing	MCJ-VC-3036	5	6	4	2
12	Functional Assamese	ASM-SE-3014	4	4	3	1
<b>Fourth Semester</b>						
13	Photojournalism	MCJ-VC-4016	6	6	4	2
14	Writing in Media	MCJ-VC-4026	4+1	6	4	2
15	News Desk	MCJ-VC-4036	5	6	5	1
16	Creative Literature	ASM-SE-4014	4	4	3	1

<b>Fifth Semester</b>						
17	Application of Computer in Media	MCJ- SE-- 5014	4	4	2	2
17	Radio Journalism	DSC –VC- 5026	5	6	4	2
18	Television Journalism)	DSC –VC- 5036	5	6	4	2
19	Multimedia Journalism	DSC-VC - 5046	09	6	5	1
<b>Sixth Semester</b>						
21	Creative Writing	MCJ-SE- 6014	4	4	2	2
22	Advertising	DSC-VC-6026	4+2	6	4	2
23	Design and Graphics	DSC-VC– 6036	5	6	4	2
24	Women and Media	DSC-VC-6046	4	6	5	1
		Paper-24		132	97	35

## **First Semester MCJ-VC-1016 (Core): Introduction to Communication & Mass Media**

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 (Credit -1)

End Semester Examination will be of 3 Hours duration with 80 marks;

### **Objectives:**

Students will be introduced to a variety of influential, competing ways of thinking about Media and Communication. They will be able to identify and critique the MCJ or different theoretical approaches to Media and communication.

<b>First Semester</b>	
MCJ-VC-1016 (Core): Introduction to Communication & Mass Media (6 Credits)	
Unit-1	Dimensions of Communication. Inter, Intra and Group Communication; Verbal and Non Verbal Communication
Unit-2	Introduction to Media, Aspects of Mass Communication
Unit-3	Functions and Elements of Mass Communication
Unit-4	Language Used in Different Mass Media
Unit-5	Impact of Mass Communication on Psyche and Society

### **Suggested Readings:**

1. Many Voices and One word, UNESCO
2. Fiske, John., Introduction to Communication Studies, Mathew, London, 1982.
3. Yadav, J.S., Communication in India: Some observations and Theoretical Implications (Mimeo)
4. Mass Media in India, Research and Reference Division
5. McQuail, D. (2010). McQuail's Mass Communication Theory. New Delhi: Sage Publications
6. Singhal, A. & Rogers, E M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
7. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
8. Rogers M. Everett. A History of Communication Study, New York, Free Press, 1997.
9. Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.

### **E-Resources :**

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com>

## First Semester MCJ-VC-1026 (Core): Introduction to Journalism

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 80 marks;

### Objectives:

Students will be Introduced various aspects of Journalism. • Introduce with the basics of reporting and editing for print media. • Introduce students about the basics of other related knowledge of journalism with special emphasis on print media.

MCJ-VC-1026: Introduction to Journalism (6 Credits)	
Unit-1	Introduction to Journalism: Nature, Scope and Definition of Journalism.
Unit-2	Introduction to News: Definitions, classifications, elements and gathering methods.
Unit-3	Role and responsibilities of a Journalist.
Unit-4	Basics and concept of News • Different types of news; 5Ws and 1H; NEWS; Exclusive news; News flow; Dateline, credit line and By line, Deadline; • News writing- Basics, structure and know how, Leads: different types of leads • Structure of a newspaper: Components and design
Unit-5	The art of News writing: Leads, kinds of leads and body development

### Suggested Readings:

1. Ault, Emery & Agee: News reporting & Writing
2. Rivers, William: Mass Media Reporting and editing, Harper & Row (1974)
3. Natarajan, J. (2000) History of Indian Journalism. Publication Division
4. Handbook Of Journalism And Mass Communication- VB Agarwal+ VB Gupta(concept)
5. Journalism- N Jayapalan (Atlantic)
6. Journalism and mass communication- Amit Desai(reference press)
7. Radio and TV journalism- JR Hackmoulder, PP Singh, FAD Jonge (Anmol books)
8. Ethics and journalism-Karen Sanders (sage)
9. Broadcast news producing- Brad Schultz (sage)

### E-Resources

- Centre for Investigative Journalism in India: <http://cij.co.in/index.php>
- Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>
- How to write news story:  
<http://www.mediacollege.com/journalism/news/writestories.html>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>

- Press Trust of India: <http://www.ptinews.com/home.aspx>
- Reuters: [http://handbook.reuters.com/?title=Reporting and Writing Basics](http://handbook.reuters.com/?title=Reporting_and_Writing_Basics)
- Reporting and Writing Basics: The Hoot: <http://www.thehoot.org>
- Reuters Institute for Study of Journalism: <http://reutersinstitute.politics.ox.ac.uk/>
- United News of India: <http://www.uniindia.com/>
- Writing Centre: <https://writingcenter.gwu.edu/>

## **First Semester MCJ-VC- 1036. History of Press in India (Credit-6)**

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 80 marks;

### **Objectives:**

Students will be introduced to the history of Press in India and designed to understand the role of media through the various struggles. Simultaneously Students will be introduced to the leading News Agencies and magazines with their roles in various aspects towards the nation.

It will be given special emphasis on Media in Assam and the impact of media in socio-cultural dynamics of Assam.

<b>MCJ-VC-1036: History of Press in India (6 Credits)</b>	
Unit-1	Early History of Press in India
Unit-2	Role of Media in Freedom Struggle, Media Since Independence
Unit-3	Prominent Newspapers, Magazines and News Agencies
Unit- 4	Media in Assam
Unit-5	Role of Media in Impacting Socio-Cultural Dynamics of Assam.

### **Suggested Readings:**

1. Natarajan, Swaminath: A History of Press in India
2. Raguavan, G.S.C: The Press in India: A new History
3. Kaul, Chandrika: Reporting the Raj: The British Press and India, C 1880-1922
4. Kumar, Keval. J: Mass Communication in India
5. Sarma, P. Gobinda. (2007). 150 Years of Journalism in Assam. Media Trust
6. Mehta, Nalin. (2008). Television in India: Satellites, Politics and Cultural Change. Routledge
7. Natarajan, J. (2000) History of Indian Journalism. Publication Division



**Ability Enhancement Compulsory Course (AECC)- Assamese**

Total Credit: 4

Number of Classes: 60

Total Marks: 80

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 60 marks;

ASM-AE-1014 (Credit-4)
Ability Enhancement Compulsory Core (AECC)- Assamese as Prescribed by the Gauhati University

## Second Semester MCJ-VC- 2016(Core) : Media Organisations

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 80 marks

### **Objectives:**

Student will be introduced to various organisations working in the field of Media in India. The objective and functioning of different media organisations of India

<b>Second Semester</b>	
MCJ -2016 (Core) : Media Organisations	
Unit-1	Press Council of India (1st and 2nd Press Commission recommendations International Bodies: IPI, UNESCO
Unit-2	Broadcast Regulatory bodies and TRAI, BRAI , IBF Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. All India Advertising Agencies Guild, Women Media Bodies
Unit- 3	Government Information Systems: Concept and Philosophy, Organizational setup in India: management and operation for Union Government (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.), State Government Information and Public Relations Dept.
Unit- 4	Media Support Services, reference and feedback

### **Suggested Readings:**

1. PTI Story : Origin and Growth of the Indian Press and the News Agency: G.N.S. Raghavan, Press Trust of India, 1987
2. Media Organisation Management: Choudhury Loho Biplab
3. Media Law in India: Kiran Prasad
4. Media Law and Ethics: M. Neelamalar
5. Mass Media Laws and Regulations in India: Venkat Iyer
6. Broadcasting Reform in India: Media Law from a Global Perspective by Monroe E. Price, Stefaan G. Verhulst, 2000
7. Media Laws in India: A Brief Observation by Aksh Kamal Mishra, 2020
8. Law of the Press by Durga Das Basu, 1986
9. Media and Entertainment Law by Urshula Smartt, 2019
10. The Constitution of India: A Contextual Analysis by Arun K Thiruvengadam
11. Facet of Media Law by Madhavi Goradia Divan, Soli J Sorabjee

## **E-Resources:**

- Press Trust of India (PTI):
- <http://www.ptinews.com/> United News of India (UNI):
- <http://www.uniindia.com/> Associated Press (AP)
- <http://www.ap.org/> Reuters:
- <http://in.reuters.com/> Agence France Presse (AFP)
- <https://www.afp.com/en> Community Radio Management Information System:
- <http://www.cronlineindia.net/defaultEng.asp?> World Association of Community Radio Broadcasters:
- <http://www.amarc.org/>

## Second Semester MCJ-VC- 2026 (Core) : Media Laws and Ethics

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 80 marks

### Objectives:

- Students will be introduced media and journalistic laws and the ethical issues of journalism.
- Student will correlate laws with current media scenario.
- Recent amendments in media laws

MCJ -2026 (Core) : Media Laws and Media Ethics (Credit-6)	
Block -1 Media Laws	
Unit-1	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b) Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander
Unit-2	Sedition and inflammatory writings, IPC and CrPC Official Secrets Act and Right to Information Act Press and Books Registration Act, IPR and Copyright Act
Unit-3	Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes
Unit-4	Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards
Block -2 Media Ethics	
Unit-1	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality Balance and Independence), Conflict of Interest Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods
Unit-2	Right to Privacy, Sting Journalism, Yellow Journalism, Paid news, Private Treaties, Media Net Pressures (political, market, legal and professional)
Unit-3	Journalists' Code of Conduct, Self-regulation, Ombudsman Pros and Cons of Media Activism

### Suggested Readings:

1. Media Ethics: An Introduction to Responsible Journalism by Johan Retief
2. Ethics of Media by N. Couldry and M. Madianou
3. Law of the Press by Basu, D.D. (2006),
4. Media Laws and Ethics, M. Neelamalar (2015).
5. Introduction to Media Laws and Ethics by P. Pathak (2014).

6. Media Practice in Twenty First Century India by Sevenati Ninan and Subarno Chatterji (2013).
7. Mass Media Laws and Regulations by C.S. Rayadu and S.B. Nageshwara Rao (1995), Himalaya Publishing Book
8. Freedom of Press: Under the Indian Constitution, B. R. Sharma (1993
9. Constitution of India by I.S. Vidyasagar (2006).

## Second Semester MCJ-VC 2036 (Core) : News Reporting

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Theory- 60

Practical= 20 + Internal Assessment: 20 (Credit-1+1= 2)

End Semester Examination will be of 2 Hours duration with 50 marks

**Objectives:** Students will be introduced to

- concept of news
- Types of news
- Different types of Reporting
- Differences of the reporting for Newspaper/ TV/ Radio/ Web

MCJ -2036 (Core) : News Reporting (6 Credits)	
Unit-1	Concept of News, Elements and structure of news reports; Types of news: Hard and Soft, News Leads and their types, Inverted pyramid style, feature style, sand clock style and nut graph Covering press conferences and writing from press releases, events and meets
Unit-2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
Unit-3	Differences in reporting for Newspapers / News agencies, TV, Radio, Web
News Reporting (Practical)	
Unit-1	Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences
Unit-2	Interviews, obits, profiles based on field assignments.

### **Suggested Readings:**

1. Garrierson Bruce: Advanced Reporting : Skills for the Professional
2. Jamias Juan F. : Writing for Development : Focus on Specialized Reporting Areas.
3. Briggs, Mark: Journalism Next: A Practical Guide to Digital Reporting and Publishing
4. Schwartz, Jerry: Associated Press Reporting Handbook
5. Workbook for News Reporting and Writing
6. Papper, Robert A.: Broadcast News and Writing Stylebook
7. Lanson Jerry, Fought Barbara Croll: News in a New Century: Reporting in an Age of Converging Media
8. John Hohenberg: Professional Journalist: Thomson Learning.
9. M.V. Kamath: Professional Journalism
10. Sourin Banerjee: Reporting and Editing Practice
11. Sourin Banerjee: Journalism Update
12. M.K. Joseph: Outline of Reporting
13. K.M. Srivastava: News Reporting and Editing

**ENV-AE 2014: Ability Enhancement Compulsory Course (AECC) : Environment Science**

Total Credit: 4

Number of Classes: 60

Total Marks: 80

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 2 Hours duration with 60 marks

ENV-AE-2014 : Ability Enhancement Compulsory Course (AECC)
Environment Science (As prescribed by the Gauhati University)

## Third Semester MCJ-VC-3016: Electronic Media (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Marks: 20

End Semester Examination will be of 3 Hours duration with 80 marks

Objectives: Students will be introduced to

- Electronic Media
- Concept of studio and Studio Management
- Basics of electronic News
- Ethics of visual Media

<b>Third Semester</b>	
MCJ-VC-3016 (Core): 6 Credits: Electronic Media	
Unit-1	<b>Introduction to Electronic Media:</b> Growth and Development of electronic media, Various Committees associated with the journey, Concept of Public Service Broadcasting, Knowledge about Electromagnetic Spectrum, AM, FM, Community Radio, Internet Radio, HAM Radio etc. Evolution of television. History of Cinema and its role in the society; current trend.
Unit-2	<b>Studio:</b> Know how Understanding Studio: Studio Management, Studio Floor, Role of Director, Editor, Set Designer, make-up artists Sound in Electronic Media and Types of Microphone Camera Function: Types of shots, Angles and movement of Camera, position of Camera, Shutter speed etc. Magic of Light: Outdoor and Indoor production; Voice Training and Art of Presentation
Unit-3	<b>Electronic Media News:</b> Basics of Electronic News Gathering (ENG), Radio News: different bulletins, radio news reporting, editing, radio news reading/ presentation, different radio programmes on current affairs; Television news: basics of television news, news vs views, television news reporting, editing, packaging of news, news anchoring/ presentation, live talk shows, elements of news bulletin, new trends in television news.
Unit-4	<b>Ethics of Electronic Media Production:</b> Duties and Responsibilities of Media persons; Do's and Don'ts of Electronic media production Convergence with new media and its impact Satellite Channels; TRP and BARC Content ; Analysis of Electronic Media Programmes.

### Suggested Readings:

1. Visual Intelligence: Perception, Image and Manipulation in Visual Communication: Barry, A.M.: State University of New York Press.
2. How to Read a Film: Monaco, James; Oxford University Press.
3. Broadcast Journalism; Gaur, D.K; New Delhi, Omega Publication
4. Electronic Media; Gaur, M.M; New Delhi, Omega Publication
5. Radio Production; Mcheish, Robert; Oxford, Focal Press
6. Before the Headlines; Singh, C.P; New Delhi, Macmillan India Limited
7. Broadcasting Journalism; Dash, A; Discovery Publications, New Delhi



8. Video Production; Belavadi Vasuki; Oxford University Press
9. Video Streaming & Editing; Aptech Ltd.; Mumbai, Aptech Ltd.
10. Manual of Film Editing; Hudson, T & Critterden, R; Acford
11. Mass Media Research; Dominick, Wimmer; Wadsworth
12. The Essential Guide to Doing Research; Leary, Zina O.; Vistar Publication
13. Samprasar Sangbadikota (Ass); Ankuran Dutta; Publication Board of Assam

## Third Semester MCJ-VC-3026: Specialized Reporting and Beats (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Theory= 60

Practical= 20 + Internal Assessment =20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

**Objectives:** Students will be introduced to

- Understanding Beats and their categories
- Different types of interviews and techniques
- Review writing
- Magazine Reporting

MCJ-VC-3026 (Core) : 6 Credits: Specialized Reporting and Beats	
Unit-1	Understanding Beats and their categories City reporting: City and local news, Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights
Unit-2	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pull-outs, Supplements
Unit-3	Reviews (Books/Films/Documentaries), Review of Performing Arts Magazine Reporting: Current trends, style and future
Specialized Reporting (Practical)	
Unit-1	Writing features and human interest: stories, backgrounders
Unit-2	Editorials
Unit-3	Articles
Unit-4	Columns Op-ed Articles

### Suggested Readings:

1. Handbook of Journalism And Mass Communication- VB Agarwal+ VB Gupta (concept)
2. Journalism- N Jayapalan(Atlantic)
3. Journalism and mass communication- Amit Desai (reference press)
4. Radio and TV journalism- JR Hackmoulder, P.P Singh,
5. Ethics and journalism-Karen Sanders (sage)
6. Broadcast news producing- Brad Schultz (sage)

## E-Resources:

- Centre for Investigative Journalism in India: <http://cij.co.in/index.php>
- Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>
- How to write news story:  
<http://www.mediacollege.com/journalism/news/writestories.html>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
- Press Trust of India: <http://www.ptinews.com/home.aspx>
- Reuters: [http://handbook.reuters.com/?title=Reporting\\_and\\_Writing\\_Basics](http://handbook.reuters.com/?title=Reporting_and_Writing_Basics)
- Reporting and Writing Basics: The Hoot: <http://www.thehoot.org>
- Reuters Institute for Study of Journalism: <http://reutersinstitute.politics.ox.ac.uk/>
- United News of India: <http://www.uniindia.com/>
- Writing Centre: <https://writingcenter.gwu.edu/>

## Third Semester MCJ-VC-3036: Editing (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment = 20 + Practical =20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

**Objectives:** Students will be introduced to

- Concept, processes and significance of editing
- Values of Editorial
- Radio and TV News editing
- Challenges of Editing

MCJ-VC-3036 (Core): 6 Credits :Editing	
Unit-1	Editing: concept, process and significance
Unit-2	Editorial Values: objectivity, facts, impartiality and balance
Unit-3	Concept of news and news making
Unit-4	Difference between newspaper/ radio and TV news editing
Unit-5	Challenges before editor : bias, slants and pressures
Practical: Editing	
Unit-1	Copy Editing (Editing of Copy Given in the Class)
Unit-2	Writing Headlines Intro/Lead Writing
Lay out	
Unit-1	Preparing Layout of the Front Page
Unit-2	Preparing Layout of Back Page and Interiors

### Suggested Books:

1. Dynamics of Media Editing: Vincent F. Filak
2. Workbook for Radio and TV News Editing and Writing : Arthur Wimer
3. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andrew Boyd
4. News Reporting and Editing: K.M. Srivastava
5. McGraw-Hill's Proofreading Handbook

### **Third Semester ASM-SE-3014 (4 Credits): Creative Literature**

Total Credit: 4

Number of Classes: 60

Total Marks: 80

Internal Marks: 20 (Credit=1)

End Semester Examination will be of 2 Hours duration with 60 marks

ASM-SE -3014: (Credit 4) : Skill Enhancement Core (SEC)
Functional Assamese (As prescribed by the Gauhati University)

## Fourth Semester MCJ-VC- 4016 (6 Credits): Photojournalism

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Theory: 60

Practical: 20 + Internal Assessment= 20 (Credit-1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

**Objectives:** Students will be introduced to

- Various aspects of photography.
- Nuances of photo journalism.
- Enable an in-depth study on the technicalities and composition of photo journalism.

Fourth Semester	
MCJ-VC-4016 (6 Credits): <b>Photojournalism</b>	
Unit-1	Concept and history of photography, photography as a profession – types of photography, commercial/editorial/wildlife/Travel etc. Photography – Basic Idea, Types of Camera based on function, Types of Camera based on technology, Types of Camera based on format, Photography – Still and movie, Ethics in Photography
Unit-2	Technicalities of Photography Parts of still camera, Lens, Film Compartment, Viewfinder, Shutter, Shutter Release, Shutter Speed Control, Film Speed Control, Aperture or F-Stop Control, Flash, Hot Shoe Mount, Lens Ring Mount, White balance, Exposure, Shots and Camera Movement for Movie, Basic Shots, Camera Movement- Pan, Tilt, Pedestal, Zoom, Trolley or Truck, Dolly, Arc, Crane; digital and mobile phones.
Unit-3	Composition of a photograph Artistic understanding of light and composition, Using camera to capture mood and emotions as a tool to tell stories Rule of thirds, Gaze motion principle, Depth of field, Rule of 180 degree Role of a Photo Editor. Different aspects of photojournalism
Unit-4	Light and Photo editing Basics of artificial lighting, light modifiers Advantages of Natural light photography, advantages of artificial light photography, flash photography, Combining different kinds of lights (natural/artificial, hot lights/electronic flash), Outdoor Photography / Nature and Landscape photography. Different photo formats- JPEG, PNG, TIFF, RAW etc., Photo editing, basics of photo editing- adjusting brightness, contrast, colour, resolution, crop, basics of Adobe Photoshop, Illustrator
Unit-5	Photojournalism Photo Journalism across the globe, Impact of photo Journalism, Development journalism through photography, Understanding news photography, wildlife photography, fashion photography, studio photography , candid photography, travel and lifestyle photography, Developing captions, Writing and Editing Captions for Still Photography, the Five W's and How, Accuracy, Spelling, Edit the Captions, creative writing, photo feature writing, word play, alliteration , metaphors, innuendos
Unit-6	Practical Advanced photoshop and others Exploring Creativity (one month)

## **Suggested Books:**

1. Associated Press Guide to Photojournalism (Associated Press Handbooks)
2. Photojournalism: The Professionals' Approach Paperback
3. National Geographic Photography Field Guide 2nd Edition: Secrets to Making Great Pictures (NG Photography Field Guides) Paperback – by Peter Burian (Author), Bob Caputo (Author)
4. Practical Photojournalism: A Professional Guide

## E-Resources:

<http://www.foto8.com/live/>

<http://lens.blogs.nytimes.com/>

<http://www.positive-magazine.com/>

## Fourth Semester MCJ-VC-4026: Writing for Media (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment-20 + Practical -20 (Credit 1+1= 2)

**Objectives:** Students will be introduced to

- process of writing for print, radio & TV
- principles of writing for the print, radio & TV

<b>MCJ-VC-4026: Writing for Media (6 Credits)</b>	
Unit-1	<b>Essentials of Good Writing:</b> Art of Writing; Kinds of Media Writing: Inform, Describe & Persuade; The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment
Unit-2	<b>Writing for Print Media:</b> Basic principles of writing for print. Elements and Importance of News writing Steps & elements of writing : editorial, features & review
Unit-3	<b>Writing for Electronic Media:</b> Basic principles of writing for print; Elements and Importance of News writing; Steps & elements of writing : editorial, features & review
Unit-4	<b>Translation in Media:</b> Concept & Definition of Translation; Nature & Norms of Translation; Types of Translation: i. Word to Word Translation ii. Literal Translation iii. Summarised Translation The need and importance of Translation in Journalism. Guidelines for Translation:
Practical Assignment: Write news story & feature talk (one each for print, radio & TV)	

### Suggested Readings:

1. Essentials of English and Business Communication: Rajenda Pal and J.S Koriahalli.
2. Kane Oxford Essentials Guide To Writing : Kane S. Thomas
3. News Writing: George A. Hough
4. Radio Production: Robert Mc. Lesh
5. Translation through media in New Millennium: Dr. K.K. Rattu
6. Translation, Objects and Methods: Dr. Laxmikant Pandey



## Fourth Semester MCJ-VC-4036: News Desk (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Marks: 20

End Semester Examination will be of 3 Hours duration with 80 marks

**Objectives:** Student will be introduced to

- Editorial structure of Print and Audio visual media
- Functions of News desk
- Role and responsibilities of news desk
- Managing the News

MCJ-VC -4036: News Desk (6 Credits):	
Unit-1	Editorial structure of newspaper/magazines/ news agencies /radio and TV Editorial hierarchy and job of various functionaries
Unit-2	Functioning of News Desk, Integrated News Room
Unit-3	News Flow and Editing: Role and Responsibility of Gatekeepers
Unit-4	Sources of News
Unit-5	Managing the News

### Suggested Books:

1. OSOU: News Desk
2. Higgins, Mike: Trouserless under the News Desk
3. Dyer, Earl: Headline: Starkweather: From Behind the News Desk
4. Hyde, Grant Milnor: Newspaper Editing—A Manual for Editors, Copyreaders and Student of Newspaper Desk Work

## **Fourth Semester ASM- SE-4014: Creative Literature (4 Credits)**

Total Credit: 4

Number of Classes: 60

Total Marks: 80

Internal Assessment: 20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 60 marks

ASM-SE -4014 (Core): Credit -4, Creative Literature
As Prescribed by GU

## **Fifth Semester MCJ- SE-5014: Applications of Computers in Media (6 Credits)**

Total Credit: 4

Number of Classes: 60

Total Marks: 80

Internal Assessment -20 + Practical -20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 40 marks

**OBJECTIVES:** Students will be introduced to

- Define and explain the meaning , importance and concept of information communication technology
- Describe applications of ICT in media
- Get acquainted with computer and its operations
- Applications of DTP software in print media industry

<b>Fifth Semester</b>	
<b>MCJ-SE-5014: Skill Enhancement Core (SEC) : Applications of Computer in Media (Credit -4)</b>	
Unit -1	<b>Introduction to Computer</b> Information and communication technology: Meaning , importance and concept Introduction to computer: History and classification of computer Characteristics and application of computer
Unit-2	<b>Components of computer system:</b> Central processing unit Visual display unit (VDU) keyboard and Mouse Other input/output devices Storage device
Unit-3	<b>MS Office, use of print and Scanner</b> Microsoft Office: Word Power point, Excel Using printers and Scanners
Unit-4	DTP Software: Features and their basic applications: Corel Draw, Pagemaker and Photoshop
Practical: MS office, page maker, DTP	

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## Fifth Semester DSC-5016: Radio Journalism (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment: 20 + Practical- 20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

**OBJECTIVES:** Students will be introduced to

- Features of the Radio and Radio Broadcasting
- History of Radio Broadcasting in India
- Characteristics of Radio as mass communication and its limitations
- Different format of Radio Programme
- Different frequency Radio

<b>Fifth Semester</b>	
<b>DSC-5016 (Discipline Specific Core) Radio Journalism</b>	
Unit-1	Introduction to Radio, Main Features of radio Broadcasting, Evolution and Growth of Broadcasting in India: Radio and Private Broadcasting
Unit-2	Radio as a medium of mass communication, Characteristics of Radio, Limitations of Radio.
Unit-3	Writing for Radio; Compiling Radio Bulletin, Techniques of Editing and Presenting News
Unit-4	Introduction to Radio Programming; Radio News Magazine, News Feature, Talk programmes and Discussion, Interviews, Sound Bites and Dispatches and radio Bridge
Unit-5	FM, AM, Community Radio and Internet Radio
Practical	
Unit-1	Reporting of Events and Sound Bites
Unit-2	Writing and Editing News Reports Voice Cast
Unit-3	Production of Bulletin

### **Suggested Books:**

1. The Radio Handbook: Carole Fleming
2. Basic Radio Journalism: Paul Chantler, Peter Stewart
3. Radio and TV Journalism: K.M. Shrivastava
4. The Technique of Radio Journalism: John Herbert
5. Broadcast Journalism: K.M. Shrivastava
6. Journalism in the Digital Age: Theory and Practice of Broadcast, Print and Online Media: John Herbert
7. This is All India Radio: U.L. Baruah: Publication Division: Ministry of IB, 2017

## Fifth Semester DSC-5026: TV Journalism (6 Credits)

Total Credit: 4

Number of Classes: 60

Total Marks: 100

Internal Assessment: 20 + Practical -20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

### OBJECTIVES: Student will be introduced to

- Features of TV as medium of Mass communication
- Different formats of TV
- Process of gathering news and report for TV

<b>DSC-5026 (Discipline Specific Core): Television Journalism (Credit 6)</b>	
Unit-1	Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile: 3G and Notebook, 4G, Public Service and Commercial Broadcasting, Organizational Structure of TV News Channel, TV Newsroom, TV News Production Desk and Functions
Unit-2	Understanding the medium—Nature and Importance Objectives and principles of TV Broadcasting Public and private Channel: Objectives and reach Characteristics of TV as compared to other media Mode of Transmission : Terrestrial, satellite Television & cable Tv
Unit-3	Writing for Visual Medium: Thinking Audio and Video, Writing Anchor Leads, Editing Bytes, Procuring and Editing Visuals
Unit-4	TV Production: News Bulletin, News Feature, Current Affairs
Unit-5	Anchoring: delivery, Pronunciation, Voice Modulation and Diction
Practical	
Unit-1	Writing, Presenting and Recording PTCs
Unit-2	Copy Editing, Video Editing and News Reports
Unit-3	Story Packaging, Production of Bulletins
Unit-4	Anchoring

### Suggested Books:

1. Broadcast Journalism: A Critical Introduction: Jane Chapman and Marie Kinsey
2. Broadcast Journalism: Techniques of Radio and Television News : Andrew Boyd, Peter Stewart, Ray Alexander.
3. Broadcast Journalism : K.M. Shrivastava
4. Radio and TV Journalism : K.M. Shrivastava
5. Television Production & Broadcast Journalism: Robert Thompson and Cindey Malous
6. Television Journalism and Broadcast Journalism : L. Philip Harris
7. Television Journalism: Stephen Cushion
8. Journalism in the Digital Age: Theory and Practice of Broadcast, Print and Online Media: John Herbert
9. Presenting on TV and Radio: Janet Trewin Focal Press, India.

10. Techniques of Radio and Television News: Andrew Boyd

11. TV & Radio Anouncing: Stuart W. Hyde

## Fifth Semester DSC-5036 (6 Credits): Multimedia Journalism

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment-20

End Semester Examination will be of 3 Hours duration with 80 marks

<b>DSC-503 (Discipline Specific Core) : Multimedia Journalism</b>	
Unit-1	<b>Introduction to Multimedia:</b> Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.
Unit-2	<b>Introduction to Multimedia:</b> Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story, ideas, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.
Unit-3	<b>Production of Bulletin:</b> Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story and writing.
Unit-4	<b>Mobile journalism:</b> Screen sizes & responsive web, Information multimedia and web architecture, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs. linear narratives, Interactive writer.

1. Writing for Multimedia: A Guide and Source Book for the Digital Writer: Michael Korolenko
2. An Introduction to Digital Multimedia: Savage: Michael Terry and E. Vogel Karla
3. A History of Writing: From Hieroglyph to Multimedia (ed.): Anne-Marie Christin
4. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media: Timothy Garrand.

## Sixth Semester SEC-6014 (4 Credits): Creative Writings

Total Credit: 4

Number of Classes: 60

Total Marks: 80;

Internal Assessment-20 + Assignment -20 (Credit 1+1= 2)

End Semester Examination will be of 2 Hours duration with 40 marks

### OBJECTIVES: Student will be introduced to

- Concept of creativity
- Different forms of writings
- Features of the creative writings

Sixth Semester	
MCJ-VC601(Skill enhancement Core) : Creative Writings	
Unit-1	The importance of creativity in writing, Personal creativity in writings
Unit-2	Various written forms and creative flow, the factors of different writing forms.
Unit-3	Write what you know and admit you now nothing, The role of personality into your writing
Unit-4	Assignment

### Suggested Books:

1. Bird by Bird: Anne Lamott
2. Zen in the Art of Writing: Ray Bradbury
3. Becoming a Writer: Dorothea Brande



## Sixth Semester DSC-6016: Advertising (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Asssment-20+ Practical -20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

**Objectives:** Students will be introduced to

- Define and explain advertising, its role and functions
- Various types of advertising
- Elements of advertising

<b>DSC-6016(Discipline Specific Core) : Advertising</b>	
Unit-1	Definition, meaning and Principles of advertising
Unit -2	Importance and role of advertising, Need, nature and scope of advertising, Role and functions of advertising
Unit-3	Various types of Advertisements, Classification of advertising on the basis of- i. Target audience ii. Geographical Area, iii. Medium iv. Purpose.
Unit-4	Elements of Advertising: Copy, slogan, identification mark, clashing illustrations. Characteristics: Advantages and disadvantages of i. Broadcast media ii. Print Media
(Practical)	
Unit -1	Design Print advertisement for Service Design Print advertisement for Product Design Print advertisement for Concept
Unit-2	Design Print advertisement an Event Design Print advertisement on Social Awareness

### Suggested Readings:

1. Advertising Management: Concept & Cases: Mahender Mohan: Tata McGraw Hill Publishers.
2. Advertising: Theory and Practice: C. H. Sandage Vernon Fryburger & Kim Rotzoll
3. Ogilvy on Advertising: David Ogilvy
4. Advertising: What it is and How to do it: Roderick White : McGraw Hill Book Company

## Sixth Semester DSC-6026: Design and Graphics (6 Credits)

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment -20, Practical -20 (Credit 1+1=2)

End Semester Examination will be of 2 Hours duration with 60 marks

### Objectives:

Students will be introduced to theory of design and graphics, printing technology, colour printing and layout.

<b>DSC-6026 (Discipline Specific Core) : Design and Graphics (Credit -6)</b>	
Unit-1	<b>Principles of design and Graphics:</b> Concept and theory of Design and graphics Principles of design Basic elements of graphic and design Design and layout
Unit-2	<b>Printing and Typography:</b> Art of printing: Evolution, types & technical revolution Physical form, aesthetics and functions , fonts Printing methods: Letter press, Gravure, Offset, & screen printing Printing paper: Type & size
Unit-3	<b>Layout for Print:</b> Magazine layout, pagination, designing various parts Layout of broadsheet and tabloid
Unit-4	<b>DTP and Multimedia:</b> Computer composing & design Digital and coloured printing
Unit-5	<b>Practical:</b> Designing a layout of leaflet, bookmark & letter head Design a poster on development issue Designing of cover page of a magazine Designing a front page of newspaper Design a wall magazine

### Suggested Readings:

1. Book Publishing: K.S. Duggal
2. Printing and Publishing: A.K.Dhar
3. Art and Production: N.N. Sarkar
4. Designing Print Communication: N.N.Sarkar

## Sixth Semester DSC-6036 (6 Credits): Women and Media

Total Credit: 6

Number of Classes: 80

Total Marks: 100

Internal Assessment -20 (Credit-1)

End Semester Examination will be of 3 Hours duration with 80 marks

**Objectives:** Students will be introduced to

- Define and explain the practices of the field of Women's and media studies
- Identify major concepts and assumptions of feminist study
- Described major theories of and theorists in women's and gender studies
- Societal and power inequalities to improve women's status

<b>DSC-6036 (Discipline Specific Core) : Women and Media (Credit-6)</b>	
Unit-1	<b>Women's empowerment</b> -Social and economic :brief historical perspective, women and globalisation
Unit-2	<b>Depiction in Mass Media</b> - print, audio-visual, online, impact on society
Unit-3	<b>Women in advertisement</b> - print, audio-visual, online, impact on society
Unit-4	<b>Women in media</b> - portrayal of gender: the power of image, status of women working in media industry

### Suggested Readings:

1. Women and Media: k. Prasad.
2. Communication and empowerment of women: k. Prasad
3. Women Democracy and Media: S Bathla
4. Women in Mass Communication: P.J. Creedon
5. A Short introduction to feminist theory: R. Mazumadar