

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 1

| Theory | | | | | | | | | |
|------------------|---|---|---|---|-----------|--------------|----------------|-----------------|-------------|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks |
| 24JM101 | Introduction to Journalism and Mass Communication | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24JM102 | History of Indian Journalism | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24JM103 | Advertising and Public Relations | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24PS234 | Contemporary India: An Overview | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24CS101 | Fundamentals of IT | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| Practical | | | | | | | | | |
| 24JM191 | Introduction to Journalism Practical | 0 | 0 | 2 | 2 | 0 | 30 | 70 | 100 |
| Total | | | | | 22 | 350 | 180 | 70 | 600 |



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Detailed Syllabus

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Code: 24JM101

Max. Marks: 70

Unit 1

News: meaning and concept, News values, Hard news vs. Soft news, attribution, verification, balance and fairness, brevity, dateline, credit line, by-line, Language of news: Writing for Print Media, Writing for Electronic Media, Paid news and Yellow journalism.

Unit 2

Communication: Elements, Types, Models, Normative theory of media and society, Authoritarian, Libertarian, Soviet Media Theory, Social Responsibility, Development, Participatory, Agenda Setting Theory, Cultivation Theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

Unit 3

Evolution and growth of Electronic media: Characteristics of Radio and Television, Development of Radio and Television as a medium of Mass Communication.

Unit 4

New media: concept and scope, ICT, Information society, new world information order, Digital divide, Convergence, Global village.

Unit 5

Film as a mass medium: historical development of Indian films, The Silent Era, The Talkies, Indian Cinema After Independence, The Parallel Cinema Movement, Commercial Cinema, Dadasaheb Phalke, Satyajit Ray, The Central Board of Film Certification(CBFC).

Suggested Readings:

1. John Hohenberg: Professional Journalists; Thomson Learning.
2. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
3. Sourin Banerjee: Reporting and Editing Practice;
4. M.K. Joseph: Outline of Reporting;
5. K.M. Srivastava News Reporting and Editing;
6. Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
7. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
8. Tony Harcup: Journalism: Principles and Practice; Sage.

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HISTORY OF INDIAN JOURNALISM

Code: 24JM102

Max. Marks: 70

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Raja Ram Mohan Roy and Origin of Nationalist press

Unit-2

History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act.

Unit-3

Extremist Press: Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Contribution of Mahatma Gandhi in Indian Journalism; Contributions of Nationalist Press in Freedom Movement

Unit-4

Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman; Development of News Agencies.

Suggested Readings:

1. J. N. Basu: Romance of Indian Journalism; University of Calcutta.
2. Sushovan Sarkar: Bengal Renaissance and Other Essays.
3. J. Natarajan: History of Indian Journalism; Publication Division.
4. Rangaswamy Parthasarathi: Journalism in India; Sterling Publishing, New Delhi.
5. Mohit Moitra: A History of Indian Journalism; National Book Agency.
6. K. K. Ghai: Indian Government and Politics; Kalyani Publishers.
7. Recommendations of First Press Commission.
8. D. C. Bhattacharya: Indian Politics and Government;
9. D. C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha.

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ADVERTISING AND PUBLIC RELATIONS

Code: 24JM103

Max. Marks: 70

Unit I

Advertising: Concept, Definitions, Types and Functions, Evolution of Advertising.

Unit II

Advertising Agencies: Functions, organizational structure, Advertising and Marketing mix.

Unit III

Theories and Models of Advertising, Consumer behaviour, Advertising Appeals, Creative Strategies-creating ads for FMCG products-Brand Image, Advertisements and Ethics, AAAI, ASCI.

Unit IV

Public Relations: Nature and Scope, History, Definition, Role and Function of PR, Publicity, Public Opinion, Propaganda, Lobbying.

Unit V

PR Tools: House Journals, Press Conferences, Press Releases, Exhibitions, Media Tours. PR in Public Sector, Private Sector.

Unit VI

Theories of PR: Symmetrical & Asymmetrical, PRO, Corporate PR: Crisis PR, PRSI.

Suggested Readings:

1. Sharma, S. & Kumar Deepak (2003): Advertising Planning, implementation & Control, Jaipur, Mangaldeep Publication.
2. Pant, N. C. (2004): Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1st ed.)
3. Kundra, Shipra (2005): Introduction to Advertising and Public Relations, New Delhi.
4. Anmol Publication (1st ed.) Jethwaney Jaishri & Jain Shruti (2006): Advertising Management, New Delhi, Oxford University Press.
5. Mohan Savita (2012): Trends in Advertising Management, New Delhi, Enkay Pub.
6. Patanjali, Premchand (2008): Aadhunik Vigyapan, New Delhi, Vani Prakshan.
7. Gupta, U. C. (2012): Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House.
8. Kumar, Prashant (2020): Advertising and Public Relations, Delhi, Parikalpna Publishing Co.

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CONTEMPORARY INDIA: AN OVERVIEW

Code: 24PS234

Max. Marks: 70

Unit I: Indian History & Culture

1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism.
2. Art and Culture: Contemporary Issues and Debates.
3. Scientific Temper: Concept, Relevance and Practice.
4. Indian Freedom Movement (1857-1947) Landmarks

Unit II: Indian Polity

1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles.
2. Federalism: Centre and State Relations.
3. Presidential System and Parliamentary Democracy.
4. General Elections and Electoral Reforms, National and State Political Parties in India.

Unit III: Indian Economy

1. The Nature and Ideological Contours of Indian Economy.
2. Five Year Plans, Mixed Economy.
3. Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs).
4. Current Five Year Plan and New Economic Initiatives.

Unit IV: Social Movements & Activism

1. Marginalisation, Socio-Economic Equality and Reservation.
2. Women Safety, Gender Equality and Activism.
3. Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan.
4. Judicial Activism.

Suggested Readings:

1. Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
4. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
5. Fadia. B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Singhal, A. & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
8. Verma, N. & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

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FUNDAMENTALS OF IT

Code: 24CS101

Max Marks: 70

UNIT I

(12 Hrs)

Fundamentals of Computers: Definition and Characteristics of Computer System. Computer Generation from First Generation to Fifth Generation. Classifications of Computers: Micro, Mini, Mainframe and super computers.

Computer Hardware: Major Components of a digital computer, Block Diagram of a computer, Input-output devices, Description of Computer Input Units, Output Units, CPU.

Computer Memory: Memory Hierarchy, Primary Memory – RAM and its types, ROM and its types, Secondary Memory, Cache memory. Secondary Storage Devices - Hard Disk, Compact Disk, DVD, Flash memory.

UNIT II

(12 Hrs)

Interaction with Computers: Computer Software: System software: Assemblers, Compilers, Interpreters, linkers, loaders.

Application Software: Introduction to MS Office (MS-Word, MS Power point, MS-Excel).

Operating Systems: Elementary Operating System concepts, Different types of Operating Systems.

DOS: Booting sequence; Concepts of File and Directory, Types of DOS commands.

Computer Languages: Introduction to Low-Level Languages and High-Level Languages.

UNIT III

(12 Hrs)

Computer Number System: Positional and Non-positional number systems, Binary, Decimal, Octal and Hexadecimal Number Systems and their inter-conversion.

Binary Arithmetic: Addition, subtraction, multiplication and division. Use of complement method to represent negative binary numbers, 1's complement, 2's complement, subtraction using 1's complement and 2's complement. Introduction to Binary Coded Decimal (BCD), ASCII Codes, EBCDIC codes.

UNIT IV

(10 Hrs)

Computer Network & Internet: Basic elements of a communication system, Data transmission modes, Data Transmission speed, Data transmission media, Digital and Analog Transmission, Network topologies, Network Types (LAN, WAN and MAN), Basics of Internet and Intranet.

Internet: Terminologies related to Internet: Protocol, Domain name, Internet Connections, IP address, URL, World Wide Web. Introduction to Client-Server Model, Search Engine, Voice over Internet Protocol (VOIP), Repeater, Bridge, Hub, Switch, Router, Gateway, Firewall, Bluetooth technology.

Advanced Trends in IT Applications: Brief Introduction to Cloud Computing, Internet of Things, Data Analytics, AI and Machine Learning.

Text Book:

1. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.
2. Anita Goel "Computer Fundamentals", Pearson.

Reference Books:

1. B. Ram, "Computer fundamentals Architecture and Organization", New Age Intl.
2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing.
3. Norton Peter, "Introduction to Computers", 4th Ed., TMH, 2001.
4. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004.

INTRODUCTION TO JOURNALISM PRACTICAL

Code: 24JM191

Max. Marks: 70

Part 1: Basic knowledge of Computer for Journalism; Photo Editing, Caption writing; Writing a News Report from given points; Writing Headlines from News Stories; Writing Intro/Lead, Rewriting and summarizing a given piece of news with headlines and suitable intro;

Part 2: Creating Print Media ads for FMCG products, preparing House Journal for PR.

Assignment: Preparing presentations on various topics from theory papers of Journalism and Mass Communication.

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 marks each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

Practical: 100 Marks
External: 70 Marks
Internal: 30 Marks

External (Two programs): 70 Marks

Program Writing: 10 + 10 Marks
Algorithm & Flowchart: 5 + 5 Marks
Program Execution: 15 + 15 Marks
Viva: 10 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

Record: 5 Marks
Attendance: 5 Marks
Program Writing: 15 Marks
Program Execution: 15 Marks
Viva: 10 Marks

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Syllabus for BJMC

Semester 2

| Theory | | | | | | | | | |
|--------------|-------------------------------------|---|---|---|-----------|--------------|----------------|-----------------|-------------|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks |
| 24JM201 | Print Media (Reporting and Editing) | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24JM202 | Mass Media Writing Skills | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24JM203 | Development Communication | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24JM204 | Advertising | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24EN102 | Business Communication | 3 | 1 | 0 | 4 | 70 | 30 | 0 | 100 |
| 24GN101 | Environmental Studies | 2 | 0 | 0 | 2 | 70 | 30 | 0 | 100 |
| Total | | | | | 22 | 420 | 180 | 0 | 600 |

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Detailed Syllabus

PRINT MEDIA (REPORTING AND EDITING)

Code: 24JM201

Max Marks: 70

Course Objectives: This course will enable the students to understand the process of gathering information and writing news. It will also make students understand the nitty-gritty of beat reporting.

UNIT I: News Concepts

News: Definitions, Concepts and Principles. News Sources. News Room Set-up & Functions: Print Media.

UNIT II: Reporting Techniques

Types of News Reporting. Research for Journalistic Writings. Interviews: Tools and Techniques.

UNIT III: Beat Reporting

Political Reporting. Crime Reporting. Sports Reporting. Legal Reporting. Civic Reporting. Reporting Social Issues. Reporting Health & Education. Reporting Lifestyle, Fashion & Films.

UNIT IV: Editing, Layout & Designing

Headline and Lead Writing. Principles of Editing. Page Layout. Principles of Page Design. Typography and Image. Infographics.

Suggested Readings:

1. Harimohan, Joshi Shankar, 1995: "Khoji Patrakarita", New Delhi, Taxshila Publication (1st ed.).
2. Srivastava, K. M. 2003: "News Reporting and Editing", Delhi, Starline Publication.
3. Flemming and Hemmingway, 2005: "An Introduction to Journalism", New Delhi, Vistaar Publications.
4. Sharma, Seema, 2005: "Journalism Reporting", New Delhi, Anmol Publication (1st ed.).
5. Puri, Manohar, 2006: "Art of Reporting", New Delhi, Pragan Publication.
6. Tripathi, R. C., 2013: "Patrikarita ke sidhant", New Delhi, Naman Prakashan.
7. Palanithurai, G., 2008: "Dynamics of New Panchayati Raj System on India", New Delhi, Concept Publishing Co.
8. Chaturvedi, Prem Nath, 2000: "Aadhunik Samachar Patra Aur Prusht Sajja", Bhopal, Madhya Pradesh Granth Academy.

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MASS MEDIA WRITING SKILLS

Code: 24JM202

Max Marks: 70

Course Objectives: The objective of the course is to train and educate students in writing for media which will provide them the required basic skills for working in the field of Journalism and Mass Communication.

UNIT I: Writing Skills

Basics of Writing. Writing Effectively. Writing for Print Media. Translation.

UNIT II: Analytical Writing

Feature Writing. Opinion Writing. Editorial Writing. Writing for Magazines.

UNIT III: Radio Journalism

Radio: A Sound Medium. Writing for Radio. News Gathering Process for Radio. News Production. Presentation Techniques.

UNIT IV: Television Journalism

Television: An Audio-Visual Medium. Writing for Television. Television News. Content Production for Television. Presentation Techniques.

Suggested Readings:

1. Chadhdha, Savita, 1998: "Modern Journalism and News Writing", Delhi, Taxshila Prakashan.
2. George, A. Hough, 2006: "News writing", New Delhi, Kanishka Publishers.
3. Tripathi R. C. and Agarwal Pawan, "Media Lekhan", Lucknow, Bharat Prakashan.
4. Tripathi, R. C., 2013: "Patrakarita ke sidhant", New Delhi, Naman Prakashan.
5. Pant, N. C., 2008: "Media Lekhan ke Sidhant", Delhi, Taxshila Prakashan.
6. Mishra, Chandra Prakash, 2013: "Media Lekhan Sidhant aur Vyavhar", Sanjay Publisher.
7. Mehta, Yashodhdhara, 2018: "Media lekhan Sidhant aur Prayog", Delhi, Rawat Publication.

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DEVELOPMENT COMMUNICATION

Code: 24JM203

Max Marks: 70

Course Objectives: The course strives to develop understanding and skills in culturally appropriate behaviour change communication and extension strategies for promoting gender equity, social inclusion and sustainable development.

UNIT I: Development:

Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals.

UNIT II: Development communication:

Concept and approaches, Rostow's Demographic (Stages of Growth), Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. models – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm.

UNIT III: Role of media in development:

Mass Media as a tool for development, Creativity, role and performance of each media- print, radio, TV, video, traditional media, Role of development agencies and NGOs.

UNIT IV: Critical appraisal:

Development comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, MNREGA; Cyber media and dev –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Suggested Readings:

1. Arvind Singhal, Everett M Rogers: "India's Communication Revolution: From Bullock Carts to Cyber Marts".
2. J V Vilanilam: "Development Communication in Practice, India and the Millennium Development Goals". Sage. 2009.
3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. "Communication, Modernisation and Social Development: Theory Policy and Strategies" (2 volumes), BR Publishing Corporation, New Delhi. 2002.
4. Kiran Prasad. "Communication for Development: Reinvesting Theory and Action" (2 volumes) BRPC: New Delhi. 2009.
5. Melkote Srinivas R., H. Leslie Steeves. "Communication for Development in the Third World: 26 Theory and Practice for Empowerment", Sage. 2001.
6. Schramm, Wilbur, "Mass Media and National Development", Stanford UP, Stanford, 1964.
7. Uma Narula, W. Barnett Pearce. "Development as communication: a perspective on India". Southern Illinois University Press, 1986.
8. Uma Narula. "Development Communication: Theory and Practice". Har Anand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): "Perspectives on Development Communication", Sage.
10. Dipankar Sinha: "Development Communication, Contexts for the 21st Century", Orient Black Swan.

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ADVERTISING

Code: 24JM204

Max Marks: 70

Course Objectives: To equip students with the knowledge of advertising principles, creative strategies, and market research techniques. To prepare them for developing impactful campaigns across traditional and digital platforms while adhering to ethical standards.

UNIT I

Advertising – definition; social and economic benefits of advertising; mass media and advertising; Criticisms; types of advertising; consumer advertising; Product advertising – target audience.

UNIT II

Brand image – brand positioning; advertising strategies; advertising appeals.

UNIT III

Advertising Agencies – structure and functions. Strategy, planning, media budget; campaign planning; market research; and ethical aspects of advertising.

UNIT IV

Creativity – media selection – newspapers, magazines, radio, television, outdoor, new media advertising platforms and Models of Advertising

Suggested Readings:

1. William F. Arens (2012). Contemporary Advertising. McGraw Hill Higher Education.
2. Subir Ghosh (2012). Advertising Concept Book. Concept Publications, New Delhi.
3. Vir Bala Agarwal & V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
4. Seema Hasan: Mass Communication; Principles and Concepts; CBS Publishers and Distributors.

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BUSINESS COMMUNICATION

Code: 24EN102

Max Marks: 70

Course Objectives: This course is designed to give students a comprehensive view of communication, its scope and importance in business and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. The Business Communications course will prepare future entrepreneurs to create effective business communications, present business briefings, produce understandable business documents and examine the impact of the communications process on the business operation.

UNIT I

(10 Hrs)

Concepts and Fundamentals: Introduction to Technical Communication, Need and importance of communication, Channel, Distinction between general and technical communication, Nature and features of technical communication, Seven Cs of communication, Types of Technical communication, Style in technical communication, Technical communication skills, Language as a tool of Communication, History of development of Technical Communication, Computer Aided Technical Communication

UNIT II

(12 Hrs)

Oral Communication: Principles of effective oral communication, Introduction of Self and others, Greetings, Handling Telephone Calls Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential, Techniques of interviewing, Guidelines for Interviewer, Guidelines for interviewee. Meetings: Definition, Kind of meetings, Agenda, Minutes of the Meeting, Advantages and disadvantages of meetings/committees, Planning and organization of meetings. Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation). The technique of conducting Group Discussion and JAM session.

UNIT III

(12 Hrs)

Written Communication: Overview of Technical Writing: Definition and Nature of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing.

Note – Making, Notice, E-mail Writing.

Writing Letters: Business letters, Persuasive letters- Sales letters and complaint letters, Office memorandum, Good news and bad news letters.

Report Writing: Definition & importance; categories of reports, Elements of a formal report, style and formatting in report.

Special Technical Documents Writing: Project synopsis and report writing, Scientific Article and Research Paper writing, Dissertation writing: Features, Preparation and Elements.

Proposal Writing: Purpose, Types, characteristics and structure.

Job Application: Types of application, Form & Content of an application, Drafting the application, Preparation of resume.

UNIT IV

(10 Hrs)

Soft Skills: Business Etiquettes – Professional Personality, Workplace Protocols, Cubicle. Non-Verbal Communication: Kinesics and Proxemics, Paralanguage.

Interpersonal Skills.

Language Skills: Improving command in English, improving vocabulary, Choice of words, Common problems with verbs, Adjectives, adverbs, Pronouns, Tenses, Conjunctions, Punctuations, Prefix, Suffix, Idiomatic use of prepositions. Sentences and paragraph construction, Improve spellings, Common errors and misappropriation, Building advanced Vocabulary (Synonyms, Antonyms), Introduction to Business English.

Text Book:

1. Kavita Tyagi and Padma Misra , “Advanced Technical Communication”, PHI, 2011
2. P. D. Chaturvedi and Mukesh Chaturvedi, “Business Communication – Concepts, Cases and Applications”, Pearson, second edition.
3. Rayudu, “C. S.- Communication”, Himalaya Publishing House, 1994.
4. Asha Kaul, “Business Communication”, PHI, second edition.

Reference Books:

1. Raymond Murphy, “Essential English Grammar- A self-study reference and practice book for elementary students of English” , Cambridge University Press, second edition.

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2. Manalo, E. & Fermin, V. (2007). Technical and Report Writing. ECC Graphics. Quezon City.
3. Kavita Tyagi and Padma Misra, "Basic Technical Communication", PHI, 2011.
4. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas, "Effective Business Communication", McGraw Hill, seventh edition.

ENVIRONMENTAL STUDIES

Code: 24GN101

Max Marks: 70

Course Objectives: The course will empower the students by gaining in-depth knowledge on natural processes that sustain life and govern economy, predicting the consequences of human actions on the web of life, global economy and quality of human life, developing critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development, acquiring values and attitudes towards understanding complex environmental economic-social challenges, and participating actively in solving current environmental problems and preventing the future ones and adopting sustainability as a practice in life, society and industry.

UNIT I

(10 Hrs)

Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies; Components of environment: atmosphere, hydrosphere, lithosphere, and biosphere.
- Scope and importance; Concept of sustainability and sustainable development.
- Emergence of environmental issues: Climate change, Global warming, Ozone layer depletion, Acid rain etc.
- International agreements and programmer: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity(CBD), Ramsar convention, The Chemical Weapons Convention (CWC), UNEP, CITES, etc.

UNIT II

(10 Hrs)

Ecosystems and Natural Resources:

- Definition and concept of Ecosystem.
- Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), ecological pyramids and homeostasis.
- Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India.
- Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration.
- Energy resources: Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source.

UNIT III

(10 Hrs)

Biodiversity and Conservation

- Definition of Biodiversity; Levels of biological diversity: genetic, species and ecosystem diversity.
- India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories.
- Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples.
- Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis.
- Biodiversity conservation strategies: in-situ and ex-situ methods of conservation (National Parks, Wildlife Sanctuaries, and Biosphere reserves.
- Case studies: Contemporary Indian wildlife and biodiversity issues, movements, and projects (e.g., Project Tiger, Project Elephant, Vulture breeding program, Project Great Indian Bustard, Crocodile conservation project, Silent Valley movement, Save Western Ghats movement, etc).

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UNIT IV

(9 Hrs)

Environmental Pollution and Control Measures:

- Environmental pollution (Air, water, soil, thermal, and noise): causes, effects, and controls; Primary and secondary air pollutants; Air and water quality standards.
- Nuclear hazards and human health risks.
- Solid waste management: Control measures for various types of urban, industrial waste, Hazardous waste, E-waste, etc.; Waste segregation and disposal.
- Environmental Impact Assessment and Environmental Management System.

Text Book:

1. Sanjay Kumar Batra, Kanchan Batra, Harpreet Kaur; “Environmental Studies”; Taxmann’s, Fifth Edition.
2. M. M. Sulphery; “Introduction to Environment Management”; PHI Learning, 2019.
3. S. P. Mishra, S. N. Pandey; “Essential Environmental Studies”; Ane Books Pvt. Ltd.; Sixth Edition.

Reference Books:

1. Asthana, D. K. (2006). “Text Book of Environmental Studies”. S. Chand Publishing.
2. Basu, M., Xavier, S. (2016). “Fundamentals of Environmental Studies”, Cambridge University Press, India.
3. Bharucha, E. (2013). “Textbook of Environmental Studies for Undergraduate Courses”. Universities Press.
4. Mahapatra, R., Jeevan, S. S., Das, S. (Eds) (2017). “Environment Reader for Universities”, Centre for Science and Environment, New Delhi.
5. Masters, G. M. & Ela, W. P. (1991). “Introduction to environmental engineering and science”. Englewood Cliffs, NJ: Prentice Hall.
6. Odum, E. P., Odum, H. T. & Andrews, J. (1971). “Fundamentals of Ecology”. Philadelphia: Saunders.
7. Sharma, P. D. & Sharma, P. D. (2005). “Ecology and Environment”. Rastogi Publications.

Theory Paper

Total: 100 Marks

External: 70 Marks

Internal: 30 Marks

External : 70 Marks

10 Question (MCQ): 1 marks each (1x10 = 10)

Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)

Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)

Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal : 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 3

| Theory | | | | | | | | | | |
|---|---------------------------------|---|---|---|-----------|--------------|----------------|-----------------|-------------|--|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks | |
| 24JM301 | Communication, Media, Society | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM302 | Media and Cultural Studies | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM303 | Introduction to Radio | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM304 | News Writing | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| Skill Enhancement Course (SEC-1) Choose any one | | | | | | | | | | |
| 24JM311 | Radio Writings & Presentation | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 70 | |
| 24JM312 | Health Communication | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 70 | |
| 24JM313 | Sports Journalism | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 70 | |
| Practical | | | | | | | | | | |
| 24JM391 | Introduction to Radio Practical | 2 | 0 | 0 | 2 | 0 | 30 | 70 | 100 | |
| Total | | | | | 20 | 350 | 180 | 70 | 600 | |

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Detailed Syllabus

COMMUNICATION, MEDIA, SOCIETY

Code: 24JM301

Max Marks: 70

Course Objectives: The purpose of the course is to guide students through a means of understanding the relationship between media and society: how they shape and influence each other, which is to say, how they shape and influence us.

Unit 1: Theories of Mass Communication

Concepts and models of mass communication, Theory of media and society, Mass communication and culture, New media – new theory, Normative theory of media and society.

Unit 2: Media Structure and Performance

Principles and accountability, Media economics and governance, Global mass communication, The media organization – pressure and demands, The production of media culture.

Unit 3: Media Content

Issues, concepts, and analysis, Media genres and texts, Audience theories and research traditions, Audience formation and experience.

Unit 4: Effects of Mass Communication

Processes and models of media effects, Social-cultural effects, News, public opinion and political communication, The understanding and future of mass communication, The medium is the message.

Suggested Readings:

1. Denis McQuail. "McQuail's Communication Theory". 4th, 5th and 6th Edition.
2. John Fiske. "Introduction to Communication Studies". Routledge.
3. Abir Chattopadhyay. "Communication, Media and Cultural Studies" Progressive Publishers.
4. Arvind Singhal. "Communication for Innovation" Sage.
5. Abir Chattopadhyay. "Jnapontatwo O Sankriti" Progressive Publishers.
6. Edward S. Herman and Noam Chomsky. "Manufacturing Consent" Vintage.
7. Rogers Everett. "Communication Technology: The News Media in Society". Collier-Macmillan.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

MEDIA AND CULTURAL STUDIES

Code: 24JM302

Max Marks: 70

Course Objectives: This course will enable the students to understand the concept of Culture and its various aspects. Students will also develop understanding of various critical theories of mass communication.

UNIT I: Understanding Culture and Communication

Culture: Definition, Process, and Function; Culture as a Social Institution
Value Systems: Primary and Secondary; Eastern and Western Perspectives on Culture.

Inter-cultural Communication: Definition and Process; Philosophical and Functional Dimensions of Inter-cultural Communication; Cultural Symbols in Verbal and Non-verbal Communication.

UNIT II: Perception of the World and Communication Models

Perception of the World: Western (Greek/Christian) vs. Eastern Concepts (Hindu, Islamic, Buddhist, etc.)
Retention of Information; Comparison Between Eastern and Western Worldviews
Communication as a Concept in Different Cultures Dwaitha, Adwaitha, Vishishtadwaitha (Hindu philosophies)
Chinese Communication (Dao Tsu, Confucius) Shinto Buddhism
Sufism and its Role in Communication.

UNIT III: Modern Mass Media and Global Inter-Cultural Communication

Modern Mass Media as Vehicles of Inter-Cultural Communication; Barriers in Inter-cultural Communication: 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 Cultural Institution; Mass Culture Typologies
Criticism and Justification of Mass Media's Role.

UNIT IV: Folk Media, Ethics, and Global Efforts in Inter-Cultural Communication

Culture, Communication, and Folk Media; Character, Content, and Functions of Folk Media; Dance and Music as Instruments of Inter-cultural Communication; UNESCO's Role in Promoting Inter-cultural Communication; Other Global Organizations Supporting Inter-cultural Dialogue; Code of Ethics in Inter-cultural Communication.

Suggested Readings:

1. Denis McQuail. "McQuail's Communication Theory" 4th, 5th and 6th Edition.
2. John Fiske. "Introduction to Communication Studies" Routledge.
3. Abir Chattopadhyay. "Communication, Media and Cultural Studies" Progressive Publishers.
4. Arvind Singhal. "Communication for Innovation" Sage.
5. Abir Chattopadhyay. "Jnapontatwo O Sankriti" Progressive Publishers.
6. Edward S. Herman and Noam Chomsky. "Manufacturing Consent" Vintage.
7. Rogers Everett. "Communication Technology: The News Media in Society" Collier-Macmillan. London, 1988.
8. Dan Laughy. "Key Themes in Media Theory" Rawat Publication.
9. Gupta, Nilanjana ed. 2006. "Cultural Studies". World View Publishers.

विद्याधनं सर्वधनप्रधानं

INTRODUCTION TO RADIO

Code: 24JM303

Max Marks: 70

Course Objectives: The course aims to enable students to identify reasons why we listen to the radio, identify important current issues faced in the radio industry and also identify new technologies that are being applied in the radio industry.

UNIT I

History of AIR; Inception and Growth of Radio News in India; Development of entertainment programmes in AIR: reach and access; From AM to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

UNIT II

Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.

UNIT III

Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, and Phone-in programmes.

UNIT IV

Pre-Production for Radio Script: Writing radio commercials, teasers and promos.

Suggested Readings:

1. Mark W. Hall. "Broadcast Journalism: An Introduction to News Writing".
2. K. M. Srivastava. "Radio and Television". Sterling Publishers.
3. U. L. Baruah. "This is All India Radio". Publications Division, Ministry of I&B, 2017.
4. P. C. Chatterjee. "Broadcasting in India". Sage.
5. Carrol Fleming. "The Radio Handbook" Routledge.
6. P. C. Chatterjee. "Broadcasting in India". New Delhi, Sage.
7. Vinod Pavarala & Kanchan K. Malik. "Other Voices: The Struggle for Community Radio in India". Sage.

विद्याधनं सर्वधनप्रधानं

NEWS WRITING

Code: 24JM304

Max Marks: 70

Course Objectives: Journalism at its fundamental level is about the process of reporting and disseminating information. This course teaches students the foundational processes involved in reporting the news. The course helps students master journalistic AP style writing for different formats and genres. It also gives students a complete picture of what it takes to publish a professional text based piece in an evolving journalism environment.

UNIT I

Concept & Definitions of News, Elements of News, News values and dynamics of news values-Truth, Objectivity, Diversity, and Plurality. Social welfare and relevance of facts.

UNIT II

News: structure and content, Differences between news writing and other forms of media writing, various types of writing style, Headlines: Types, Function and Importance, Various techniques of writing headlines.

UNIT III

Source of News, cultivation and protection, Verification and validation of facts, Types of News stories, Introduction to writing news, Article & Features.

UNIT IV

News analysis, Backgrounders, Writing News based on Interviews, The differences in writing News for Newspapers, writing news for Radio and Television, News writing for web.

Suggested Readings:

1. "Handbook of Journalism". Veer Bala Agrawal & V. S. Gupta.
2. "Social Media in Business and Governance". K. M. Srivastava.
3. "Mass Communication Theory: Foundation, Ferment & Future". Stanley, J. Baran & Dennis K. Devis.

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विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

RADIO WRITINGS & PRESENTATION

Code: 24JM311

Max Marks: 70

Course Objectives: This course allows those wishing to enter the world of radio, to establish themselves and build intellectual and artistic backgrounds, delve into this creative battle, prove themselves, and present what is distinctive and new in this field.

UNIT I

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing; Ethical issues.

UNIT II

Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.

Suggested Readings:

1. Basic Radio Journalism, Focal Press : Paul & Peter.
2. Handbook of Radio, TV & Broadcast Journalism : R.K. Ravindran
3. Gilmurray, Bob Media Students Guide To Radio Production
4. Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012
5. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford

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विद्याधनं सर्वधनप्रधानं

HEALTH COMMUNICATION

Code: 24JM312

Max Marks: 70

Course Objectives: This course is aimed at achieving four objectives: to be received, understood, accepted and if possible to get action (a change of behaviour). Health communication plays a significant role at all levels of disease prevention and health promotion.

UNIT I: Introduction to Public Health

1. Public Health: Definition & Concept
2. Health Awareness and Role and Importance of Yoga
3. Major Public Health and Lifestyle Issues in India
4. Public Health Care System in India: Issues & Problems in Rural and Urban India
5. India as a Medical Tourism Destination

UNIT II: Introduction to Health Journalism

1. Health Journalism: Concept, Need and Importance
2. Roles & Responsibilities of a Health Journalist
3. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census
4. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health

UNIT III: Health Reporting and Writing

1. Ethics in Health Reporting
2. Structure and Guidelines for Health Reporting
3. Health Reporting for Various Media: Traditional and Digital Media
4. Writing for Public Health Care: Think Globally and Write Locally

UNIT IV: Health Communication

1. Define Information Education Communication (IEC): Concept and Functions
2. Define Behaviour Change Communication (BCC): Concept and Functions
3. Design Communication Campaign: Pre-test and Evaluation
4. Future of Health Communication and Career Prospects

Suggested Readings:

1. Jethwaney, J. N. (2016). "Social Sector Communication in India: Concepts, Practices, and Case Studies". New Delhi: Sage Publications.
2. Robert C. Hornik. (2002). "Public Health Communication: Evidence for Behaviour Change". Contributors, Lawrence Erlbaum Associates.
3. Schwitzer, G. (2009). "The State of Health Journalism in the U.S. Menlo Park". CA: Henry J. Kaiser Family Foundation.
4. S. Renata. (2013). "Health Communication: From Theory to Practice". John Wiley & Sons.

विद्याधनं सर्वधनप्रधानं

SPORTS JOURNALISM

Code: 24JM313

Max Marks: 70

Course Objectives: The main aim of this course is to develop skilled sports journalists. The academic program will train students in areas such as – communication skills, mass media, sports journalism, sporting events, writing skills etc. This academic program does not focus exclusively on sports journalism. However, it does deal with journalism. After completing this course, students may enter the domain of journalism. With time, students can work their way towards the sports journalism sector and build a career in this sector.

UNIT I: Sports Journalism

1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

UNIT II: Sports Reporting and Writing

1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

UNIT III: Sports Management and Organisations

1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

UNIT IV: Emerging Trends and Opportunities in Sports

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

Suggested Readings:

1. Armstrong, J. R., & Tucker, W. E. (1964). "Injury in Sports". Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). "Sports Writing: A Beginner's Guide". Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). "Contemporary Sport Management". Champaign, IL: Human Kinetics.
4. Shank, M. D. (2009). "Sports Marketing: A strategic Perspective". Upper Saddle River, NJ: Pearson Prentice Hall.
5. "Sports Journalism: A Practical Introduction". (2013). London: Sage Publications.
6. Steen, R. (2014). "Sports Journalism". London: Taylor & Francis.
7. Thakur, K. C. (2010). "Sports Journalism". New Delhi, India: Cyber Tech Publications.

विद्याधनं सर्वधनप्रधानं

INTRODUCTION TO RADIO PRACTICAL

Code: 24JM391

Max Marks: 70

Contents:

1. Radio Personnel
2. Radio Script: Pre-Production, Production skills
3. Copywriting
4. Field recording skills, live studio broadcast with multiple sources; Cue sheet and recording, news production
5. Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme.

Theory Paper

Total: 100 Marks

External: 70 Marks

Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 marks each (1x10 = 10)

Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)

Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)

Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

Lab

Practical: 100 Marks

External: 70 Marks

Internal: 30 Marks

External: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 4

| Theory | | | | | | | | | | |
|--|--------------------------------------|---|---|---|-----------|--------------|----------------|-----------------|-------------|--|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks | |
| 24JM401 | Introduction to Television | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM402 | Film Theories and Production | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM403 | Media Management | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM404 | Introduction To Electronic Media | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| Skill Enhancement Course (SEC-2) Choose any one | | | | | | | | | | |
| 24JM411 | Documentary Film Production | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 100 | |
| 24JM412 | Feature Film Production | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 100 | |
| 24JM413 | Photo Journalism | 0 | 2 | 0 | 2 | 70 | 30 | 0 | 100 | |
| Practical | | | | | | | | | | |
| 24JM491 | Introduction to Television Practical | 2 | 0 | 0 | 2 | 0 | 30 | 70 | 100 | |
| Total | | | | | 20 | 350 | 180 | 70 | 600 | |

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विद्याधनं सर्वधनप्रधानं

Detailed Syllabus

INTRODUCTION TO TELEVISION

Code: 24JM401

Max Marks: 70

Course Objectives: The course is designed to provide students with an understanding of the dynamics of the production processes in a TV show whether it is produced single-camera or multi-camera. Students will learn how to create a TV show based on the specific production models used professionally today. They would have a clear grasp of the pre-production, production and postproduction processes involved in the creation of a short or long form TV show.

UNIT I

Public Service Broadcasting; Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations.

UNIT II

Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP.

UNIT III

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview; Television Documentaries: understanding, writing a concept, script writing and shooting.

Suggested Readings:

1. John Riber. "Writing and Production for Television and Film". Sage, India. 18
2. Ivor Yorke. "Television Journalism". Focal Press.
3. Carl Bode. "The Age of Television"
4. Robert C. Allen & Annette Hill. "The Television Reader". Routledge.
5. Andrew Boid. "Broadcast Journalism". Oxford.
6. E. Herbert Zettl. "Television Production Handbook". Delhi: Akash Press, 2007.
7. Broughton, Iry. "Art of Interviewing for Television". Radio & Film, Tab Books Inc.1981.

विद्याधनं सर्वधनप्रधानं

FILM THEORIES AND PRODUCTION

Code: 24JM402

Max Marks: 70

Course Objectives: The course will familiarize the students with different film theories from classical to formalist perspectives and realist to ideological initiatives. It also provides basic knowledge to students about the tools to analyze films.

UNIT I

Film and Cinema; Film as a medium of mass communication; History of Indian Motion Pictures; French New Wave Cinema: Left Bank and Cahier du cinema group; Italian Neo-Realist Movement; Auteur theory; An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makmalbaf, Jafar Panahi; Imperfect Cinema of Latin America.

UNIT II

Overview of Indian New Wave: Satyajit Ray, Ritwick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalakrishnan; Exploring contemporary Bombay cinema narratives: Satire, Action, Family melodrama, Masala films, Gangster films, Nationalist, Underworld drama, NRI narratives; History of Documentary Films; Animation cinema.

UNIT III

Film production: Pre-production, production and post-production; Basic camera shots and sequence; Direction; Editing, Dubbing, Lights, Sound Effects and Music; Language of cinema: Montage, Mise-en-scene.

UNIT IV

History of Documentary Films (Global and Indian Perspectives); Documentary movements in India; Role of NFDC and Films Division; Role of CBFC in India; Contributions of Filmmakers: Akira Kurosawa, Ingmar Bergman, Sergei Eisenstein, Federico Fellini, Charles Chaplin.

Suggested Readings:

1. James Monaco. "How to Read a Film".
2. Angela Wadia. "Television and Film Production". Kaniska Publisher.
3. Jill Neldes. "An Introduction to Film Studies". Psychology Press.
4. Satyajit Ray. "Our Films Their Films".
5. Kiranmoy Raha. "Bengali Cinema".
6. Partha Raha. "Cinema r Itibritwo". Dey's Publisher.
7. Renu Saran. "History of Indian Cinema". Diamond Books.
8. M. Madhava Prasad. "Ideology of the Hindi Film: A Historical Construction". Oxford.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

MEDIA MANAGEMENT

Code: 24JM403

Max Marks: 70

Course Objectives: This course intends to develop critical appreciation and impart effective skills for various managing functions of the media houses. The course blends the general principles and theories of management and their practical applications for managing the contemporary and emerging media organisation.

UNIT I

Principles of management - management theories, personal management, role and function of personal manager.

UNIT II

Managing media organization and overview media laws in India, Ownership patterns of mass-media in India

UNIT III

Production management- pre-production, scheduling, budgeting, financing, controlling, production, post-production and delivery.

UNIT IV

Advertising management- profit, sales and market share objectives, setting the budget, media selection and media scheduling. Sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

Suggested Readings:

1. Gulab Kothari. "Newspaper Management in India". Rajasthan Patrika Pvt Ltd.
2. Herbert Lee Williams. "Newspaper Organization and Management". Iowa State University Press.
3. Arvind Singhal. "India's Communication Revolution". Sage.
4. Vanita Kohli. "The Indian Media Business". Response Books.
5. Biplab Loho Chowdhury. "Media Management". Unique Books International.
6. K. P. Yadav. "Media Management". Adhyayan Publishers & Distributors.
7. Durgadas Basu. "Press Laws in India". Prentice Hall of India.
8. Bansi Manna. "Press Laws in India". Academic Publisher.
9. Bansi Manna. "Bharater Press Aain". Academic Publisher.
10. Debanjan Banerjee. "Justice and Journalist". S. B. Enterprise.

विद्याधनं सर्वधनप्रधानं

INTRODUCTION TO ELECTRONIC MEDIA

Code: 24JM404

Max Marks: 70

Course Objectives: This course examines the electronic media landscape historically and conceptually. Students learn about: the technological and political-economic environments of the electronic media globally and nationally; the nature and significance of different forms of broadcasting (public, state, private/commercial, community); the structure and organization of the broadcasting industry and institutions; basic policy and regulatory issues in broadcasting; and issues that define the electronic media and its future; brief history and evolution of radio, TV, and Internet; chronology of important events/developments in broadcast trends, their social impacts, and how the sector is evolving to meet future.

UNIT I

Brief History of broadcasting, broadcast in India- A Retrospect, Objectives and Policies of A.I.R, Committees on B' casting: Chanda Committee, Vargeese Committee, Prasar Bharti Act. Radio Programme Formats and Writing process.

UNIT II

Radio Newsroom- Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes, Preparation of News Bulletin and Editing of News, Traits of News Reporter and News Editor, F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.

UNIT III

Brief History & Characteristics of T.V., Broadcasting in India and the World, P.C. Joshi Committee, SITE Experiment, General Activities of a T.V. Centre, Expansion and Reach of T.V. Media, Programme Pattern of Different D.D. Channels & Private News Channels.

UNIT IV

Concept of Scripting, Objectives of Scripting, Script Writing and Presentation for Radio & TV (Voice Quality, Modulation & Pronunciation), Steps and Formats of Script Writing, Writing for Anchoring.

UNIT V

Concept of web Journalism, Internet and its functions, Search and Conceptualization of online Material, Major Newspapers, Magazines and their E-paper on internet, Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

Suggested Books:

1. "Handbook of Journalism". Veer Bala Agrawal & V.S. Gupta.
2. "Social Media in Business and Governance". K. M. Srivastava.
3. "Mass Communication Theory: Foundation, Ferment & Future". Stanley, J. Baran & Dennis K. Devis.

विद्याधनं सर्वधनप्रधानं

DOCUMENTARY FILM PRODUCTION

Code: 24JM411

Max Marks: 70

Course Objectives: This course aims to provide students with a broad understanding of the forms and styles of documentary. The course will focus on stylistic and structural aspects of the documentary form as a basis from which to inform the productions produced within the class.

UNIT I

Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verity documentary; Introduction to shooting styles; Introduction to Editing styles; Structure and scripting the documentary.

UNIT II

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; writing a concept: telling a story; Treatment; Writing a proposal and budgeting.

Suggested Readings:

1. K. P. Jayasankar & Anjali Monterio. "A Fly in the Curry: Independent Documentary Film in India Hardcover". Sage, 2015.
2. Aparna Sharma. "Documentary Films in India; Critical Aesthetics at Work". Palgrave, Macmillan.

FEATURE FILM PRODUCTION

Code: 24JM412

Max Marks: 70

Course Objectives: The course covers and offers guidance on a variety of filmmaking styles, including experimental, music videos, hybrid films and documentary as well as various formats such as short films, feature-length projects and series.

UNIT I

Basic production concepts and elements of screenwriting for a low budget; Basic principles of camera composition and lighting for a "film look"; Developing story ideas from contemporary events, personal experiences, favourite movie genres; Making an outline of basic plot development (setup, confrontation, payoff); filling it in with descriptions of the action, and finally the dialogue.

UNIT II

Effective and efficient methods of shooting scenes for editing, and working with actors; Actual production of the class script(s); Evaluating raw footage and possible post-production fixes for faults; Editing the footage for maximum impact; Adding sound effects, ADR, and music scoring; fine cut.

Suggested Readings:

1. The Filmmakers Handbook - By Steve Ascher
2. Shot By Shot - By Steven Katz
3. Making Movies - By Sidney Lumet.
4. On Directing Film - By David Mamet
5. Rebel without a Crew - By Robert Rodriguez
6. The Television Handbook - Patricia Holland

विद्याधनं सर्वधनप्रधानं

PHOTO JOURNALISM

Code: 24JM413

Max Marks: 70

Course Objectives: The course aims to produce students who define and recognize the creative process, analyze photos in terms of their artistic style and expressions and have an advanced understanding of digital photography.

UNIT I

History of photography, Definition, Characteristics of light. Camera and its Evolution.

UNIT II

Camera types, structure, features.

UNIT III

Camera Lenses: Types of lenses, focal length, aperture, angle of view.

UNIT IV

Technicality of photography, exposure, depth of field, action etc. Portrait, product, landscape, photo feature, News Photography. Modernization of Photography and its use in Mass Media, Digital Photography.

UNIT V

Photo Editing: Photo editing for news, Caption Writing, Adobe Photoshop Elements, Photoshop CC (Creative Cloud).

Suggested Readings:

1. Barnbaum, Bruce. 2010. "The Art of Photography". San Rafael-USA, Rocky nook.
2. Ikinis, James. 2007. "Photography Theory". Routledge.
3. Peterson, Bryan. 2011. "Understanding Flash Photography". Penguin Random House.
4. Kelby, Scott. 2006. "Digital Photography". San Francisco, Peachpit Press.
5. Syl, Arena. 2012. "Lighting for Digital Photography: From Snapshots to Great Shots". Peachpit Press.
6. Dilwali, Ashok. 2018. "All about Photography" New Delhi, National Book Trust.

INTRODUCTION TO TELEVISION PRACTICAL

Code: 24JM491

Max Marks: 70

Contents:

1. Editing: Introduction to Video Editing, Camera and Shooting techniques, Editing Techniques, TV Script Writing.

Practical Exercise:

- a) Producing a Documentary Film (Duration: 8-15 Minutes) with Viva-Voce; *OR*
 - b) Producing a Feature Film (Duration: 5 Minutes) with Viva-Voce.
- Three candidates will make a Team for each Documentary Production;
 - Candidates failing to appear in the examination or non-exhibition of video (duly signed by the college authority) on the day of examination will be treated absent.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 marks each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

Lab

Practical: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

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विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 5

| Theory | | | | | | | | | | |
|---|--|---|---|---|-----------|--------------|----------------|-----------------|-------------|--|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks | |
| 24JM501 | Introduction to New Media | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM502 | Media Research | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM503 | Event Management | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24GN201 | Human Values and Ethics | 2 | 0 | 0 | 2 | 70 | 30 | 0 | 100 | |
| Discipline Specific Course (DSE-1) Choose any one | | | | | | | | | | |
| 24JM411 | Global Media & Politics | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM412 | Media, Human Rights, Gender, Environment Studies | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM413 | Writing and Producing Radio Dramas | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| Practical | | | | | | | | | | |
| 24JM491 | Introduction to New Media Practical | 2 | 0 | 0 | 2 | 0 | 30 | 70 | 100 | |
| Total | | | | | 20 | 350 | 180 | 70 | 600 | |

INTERNATIONAL UNIVERSITY



विद्याधनं सर्वधनप्रधानं

Detailed Syllabus

INTRODUCTION TO NEW MEDIA

Code: 24JM501

Max Marks: 70

Course Objectives: This course will introduce students to the new media environment and digital culture. They will not only learn about the visual content and design of websites but also gauge how online media is monetized, distributed and repurposed for an ever-evolving online audience.

UNIT I: Communication Technology (CT) and Information Technology (IT)

Communication Technology (CT): Concept and scope, CT and IT: Similarities and differences, Telephony, Electronic digital exchange, C-Dot, Pagers, And Cellular Telephone.

UNIT II: Cyber Journalism

Cyber Journalism: On-line editions of newspapers – management and economics, Cyber newspapers – creation, feed, marketing, revenue and expenditure, E-publishing, Security issues on the Internet, Social, political, legal, and ethical issues related to IT and CT.

UNIT III: Cyberspace and the Internet

Cyberspace: Meaning and definition, Digital media and communication, ICT characteristics: Interactivity, hyper-textuality, multi-mediality, Information society, New World Information Order.

UNIT IV: E-Governance and News for the Web

E-Governance, News for Web: Traditional vs. cyber journalism – difference in news consumption, presentation, and uses, writing news for the web: What and how, story structure, writing style, dos and don'ts, Editing for the web: Meaning, strategy, the role of the editor.

Suggested Readings:

1. Vincent Miller. "Understanding digital culture". Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media? In The Language of New Media". Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. "Understanding new media". Sage, 2011.
4. Goldsmith, Jack, and Tim Wu. 2006. "Who Controls the Internet? Illusions borderless World". Oxford University Press US.
5. Baym, Nancy K. "Personal Connections in the Digital Age". Polity, 2010.

विद्याधनं सर्वधनप्रधानं

MEDIA RESEARCH

Code: 24JM502

Max Marks: 70

Course Objectives: This course aims to bring together the theoretical and practical elements of research in the media. Students will be exposed to various research methodologies, both quantitative and qualitative, as they affect the changing media landscape and its evaluation.

UNIT I: Introduction to Research

1. Research: Meaning, Definition and Objectives
2. Types of Research
3. Approaches to Research: Qualitative and Quantitative
4. Media Research: Meaning and Scope

UNIT II: Survey in Media Research

1. Survey, Public Opinion Surveys, TRPs, Tele Web Survey
2. Readership Survey & IRS
3. Election Related Survey: Opinion Poll and Exit Poll
4. Media Research Agencies: BARC, ABC, MAP, RAM

UNIT III: Research Design

1. Research Design: Meaning and different Types, Hypotheses /Research Questions
2. Research Methods: Survey, Content Analysis and Case Study
3. Sampling & Selecting a sample, Types of sampling: Probability and Non- Probability
4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD

UNIT IV: Data Analysis and Report Writing

1. Preparation of research reports/project reports/dissertations/theses.
2. Ethical perspectives of mass Media research.
3. Analysis and Interpretation of Data
4. Report Writing/ Abstract/ Proposal/ Synopsis

Suggested Readings:

1. Bertrand, I. & Hughes, P. 2005. "Media Research Methods: Audiences, Institutions, Texts". New York: Palgrave Macmillan.
2. Guthrie, G. 2012. "Basic Research Methods: An entry to Social Science Research". Los Angeles: Sage Publications.
3. Kothari, C. R. 2004. "Research Methodology: Methods and Techniques". New Delhi: New Age International (P).
4. Wimmer, R. D. & Dominick, J. R. 2014. "Mass Media Research an Introduction". Andover: Wadsworth, Cengage Learning.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

EVENT MANAGEMENT

Code: 24JM503

Max Marks: 70

Course Objectives: The course aims to enable students to understand managerial/organizational situations in terms of processes such as planning, organizing, staffing, leading and controlling. The student should demonstrate this ability through reframing his/her tasks in the educational institution itself.

UNIT I: Introduction to Event Management

What are Events, Role of Event Manager, Types of Event Management, Technology and Event Management.

UNIT II: Planning and Strategy in Event Management

Event Management Strategies, What is Strategic Planning, Conceptualising and Planning the Event, Elements of the Planning Process, Staging Events, Logistics Management, Crowd and Risk Management, Human Resource Management and Events.

UNIT III: Budgeting and Marketing for Events

Event Management Budgeting, Constructing the Budget, How to Reduce Costs, Return on Investment, Marketing Planning for Events, Communication Objectives of Event Marketing, Event Management as a Marketing Tool, Event Marketing Research, IMC: Elements and its Application for Events.

UNIT IV: Advanced Concepts and Post-Event Evaluation

Analysing Event Environment, PEST Analysis, SWOT Analysis, Internal Resource Analysis, Competition Analysis, Sustainable Event Management (SEM), Benefits of SEM, Practices in SEM, Post-Event Evaluation.

Suggested Readings:

1. Goyal, S. K. 2010. "Event Management". New Delhi: Adhyayan & Distributors.
2. Kotler, P. 2003. "Marketing Management". Upper Saddle River, New Jersey's: Prentice Hall.
3. Kishore, D. & Singh, G. S. 2011. "Event management: A Booming Industry and an Eventful Career". New Delhi: Har-Anand Publications.
4. K. Niraj. 2009. "Integrated Marketing Communications". Himalaya Publishing House.
5. K. Purnima. 2011. "Event Management". Anmol Publications Pvt Ltd.
6. Sharma, D. 2005. "Event Planning and Management". New Delhi: Deep & Deep Publications Pvt.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

HUMAN VALUES AND ETHICS

Code: 24GN201

Max Marks: 70

Course Objectives: The objectives of this course includes human and social development along with the understanding about contemporary national and international affairs, emergence of Indian society and Economics and sectorial and Economic development (such as international economics, WTO, RBI, etc).

UNIT I (10 Hrs)

Introduction to human values:

- Understanding the need, Basic guidelines, Process of Value Education.
- Understanding the thought provoking issues- Continuous happiness and Prosperity.
- Right understanding- relationship and physical facilities, Choice making- choosing, Cherishing and Acting.
- Understanding values- Personal Values, Social values, Moral values and Spiritual values, Self-Exploration and Awareness leading to Self-Satisfaction; Tools for Self-Exploration.

UNIT II (10 Hrs)

Harmony and role of values in family, society and human relations

- Understanding harmony in the Family- the basic unit of human interaction; Understanding values in human- human relationship; Understanding harmony in the society-human relations.
- Interconnectedness and mutual fulfilment; Coexistence in nature.
- Holistic perception of harmony at all levels of existence-universal harmonious order in society.
- Visualizing a universal harmonium order in society- undivided society (Akhand Samaj), universal order (Sarvabhaum Vyawastha)- from family to world family.

UNIT III (11 Hrs)

Coexistence and role of Indian Ethos:

- Interconnectedness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature.
- Ethos of Vedanta; Application of Indian Ethos in organizations in management; Relevance of Ethics and Values in organizations in current times.

UNIT IV (11 Hrs)

Professional ethics

- Understanding about Professional Integrity, respect and equality, Privacy, Building Trusting relationships, Co-operation, Respecting the competence of other profession.
- Understanding about taking initiative, Promoting the culture of openness, Depicting loyalty towards goals and objectives.
- Ethics at the workplace: - cybercrime, plagiarism, sexual misconduct, fraudulent use of institutional resources, etc.
- Ability to utilize the professional competence for augmenting universal human order.

Text Book:

1. "A Textbook on Professional Ethics and Human Values" by R S Naagarazan.
2. "A Foundation Course in Human Values and Professional Ethics" by R. R. Gaur, R. Sangal, G. P. Bagaria.
3. "Indian Ethos and Modern Management" by B. L. Bajpai New Royal Book Co., Lucknow, 2004, Reprinted 2008.

Reference Books:

1. A N Tripathy. 2003. "Human Values". New Age International Publishers.
2. "Human Values and Professional Ethics" by Vaishali R Khosla, Kavita Bhagat.
3. I. C. Sharma. "Ethical Philosophy of India". Nagin & Co Jalandhar.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

GLOBAL MEDIA & POLITICS

Code: 24JM411

Max Marks: 70

Course Objectives: Through this course, the students will understand the interplay of various socio-political factors in news dissemination in international media. The contents of this course also focus on the role of contemporary international media conglomerates on global culture.

UNIT I

Imbalances in Global Information Flow: Rise of International News Agencies; toward an alternative World Communication Order and McBride Commission; International Media Regulations.

UNIT II

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC; Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bartelsmann, Vivendi International, GE, Sony.

UNIT III

Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism.

UNIT IV

Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable &Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV).

Suggested Readings:

1. Daya Kishan Thussu. "International Communication: Continuity and Change". Oxford University Press, 2003.
2. Yahya R. Kamalipour and Nancy Snow. "War, Media and Propaganda-A Global Perspective", Rowman and Littlefield Publishing Group, 2004.
3. "Many Voices One World". UNESCO Publication, Rowman and Littlefield Publishers, 2004.
4. Daya Kishan Thussu. "War and the media: Reporting conflict 24x7". Sage Publications, 2003.
5. Lee Artz and Yahya R. Kamalipor. "The Globalization of Corporate Media Hegemony". New York Press, 2003.

विद्याधनं सर्वधनप्रधानं

MEDIA, HUMAN RIGHTS, GENDER, ENVIRONMENT STUDIES

Code: 24JM412

Max Marks: 70

Course Objectives: The course provides the student with the capacity to identify issues and problems relating to realisation of human rights and strengthens the ability to contribute to the resolution of human rights issues and problems. It also develops investigative and analytical skills.

UNIT I

Rights: inherent, inalienable, universal, indivisible; Values: Dignity, liberty, equality, justice, unity in diversity; Balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and disadvantaged groups.

UNIT II

Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy.

UNIT III

Media exposure and Gender Construction, Media stereotypes in newspapers, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement, and Media Studies.

UNIT IV

Human Rights Institutions: Amnesty International; NGOs; Major Human Rights Issues in India; Presentation: Human Rights issues and violations in International scenario and media operations.

Suggested Readings:

1. "UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology" (New York: UN, 2000).
2. "UN Centre for Human Rights, Minority Rights" (Geneva: World Campaign for Human Rights, 1998).
3. "UNESCO, Human Rights of Women" (Paris: UNESCO, 1999).
4. Basu, D. D. "Human Rights in Constitutional Law" (New Delhi: Prentice Hall, 1994).
5. Nagendra Singh. "Enforcement of Human Rights" (Calcutta: E. L. House, 1986).
6. UNESCO, "Yearbook on Human Rights".



विद्याधनं सर्वधनप्रधानं

WRITING AND PRODUCING RADIO DRAMAS

Code: 24JM413

Max Marks: 70

Course Objectives: This course is a practical guide to use radio dramas as the vehicle to bring about behaviour change among socioeconomically disadvantaged communities in the developing world. It argues for the power of radio to initiate change and stresses the need for careful planning of programmes, describes in detail the duties of the programme manager and provides guidance and tips for script writers.

UNIT I

The design approach: the design workshop. Preparing for the design workshop, running the design workshop, reviewing the design document, design document finalization after the workshop.

UNIT II

The programme manager and the writing process: script preparation, selecting and contracting with the writer, writing the script, script review.

UNIT III

Guidelines for radio actors, pilot testing the scripts, writing entertainment– education drama, blending story and message in the drama plot, character development, scene development.

UNIT IV

The golden rule of writing for radio, guidelines for the use of dialogue, creating word pictures, guidelines for the use of sound effect, guidelines for using music in sound radio serial drama, scene development, the finished script and the writer's checklist.

Suggested Readings:

1. "Handbook of Journalism". Veer Bala Agrawal & V. S. Gupta.
2. "Social Media in Business and Governance". K. M. Srivastava.
3. "Mass Communication Theory: Foundation, Ferment & Future". Stanley, J. Baran & Dennis K. Devis.
4. Esta De Fossard. 2005. "Writing and Producing Radio Dramas". SAGE Publications, New Delhi.

INTRODUCTION TO NEW MEDIA PRACTICAL

Code: 24JM491

Max Marks: 70

Contents:

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS).

New Media and Social Networks: New Media, Social Networking and media activities; websites.

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking,

Multimedia, Storytelling structures, Visual and Content Design, Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 marks each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

Lab

Practical: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

Internal Assessment (30 Marks)

Internal Assessment Examinations will be conducted, carrying 50 marks

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विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BJMC

Semester 6

| Theory | | | | | | | | | | |
|--------------|---------------------------------------|---|---|----|-----------|--------------|----------------|-----------------|-------------|--|
| Course Code | Topic | L | T | P | Credit | Theory Marks | Internal Marks | Practical Marks | Total Marks | |
| 24JM501 | Media Management and Entrepreneurship | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM502 | International Communication | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24JM503 | Media Law and Ethics | 4 | 0 | 0 | 4 | 70 | 30 | 0 | 100 | |
| 24GN401 | Indian Constitution | 2 | 0 | 0 | 2 | 70 | 30 | 0 | 100 | |
| 24DS601 | Dissertation | 0 | 0 | 12 | 12 | 0 | 300 | 0 | 300 | |
| Total | | | | | 26 | 280 | 420 | 0 | 700 | |

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विद्याधनं सर्वधनप्रधानं

Detailed Syllabus

MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Code: 24JM501

Max Marks: 70

Course Objectives: This course is designed to provide students with detailed insight into the structures, management, processes and economics of media industry in India. This course will provide a firm foundation for understanding how the media industries operate in the globalized scenario.

UNIT I: Media Organisation - Structure and Functions

1. Media Organisation: Meaning, Structure and Importance
2. Ownership Patterns of Media Organisations
3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication
4. FDI in Indian Media and Entertainment Industry

UNIT II: Management - Functions and Principles

1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types

UNIT III: Managing Media Organisations and Start Ups

1. Establishing a Media Organization or Start Up: Steps Involved
2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

UNIT IV: Media Marketing and Entrepreneurship

1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges
4. Emerging Trends in Entertainment and Media Industry

Suggested Readings:

1. Albarran, A. B., Chan-Olmsted, S. M. & Wirth, M. O. 2006. "Handbook of Media Management and Economics". Mahwah, NJ: L. Erlbaum Associates.
2. Alexander, A. 2004. "Media Economics: Theory and Practice". Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. 2011. "Understanding Media Economics". London: Sage Publication.
4. Herrick, D. F. 2003. "Media Management in the age of Giants: Business Dynamics of Journalism". Ames: Iowa State Press.
5. Kotler, P. 2003. "Marketing Management". Upper Saddle River, New Jersey's: Prentice Hall.
6. "Mass Media in India 1994-95". 1995. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

INTERNATIONAL COMMUNICATION

Code: 24JM502

Max Marks: 70

Course Objectives: This course examines the role of communication in global development. Emphasis is on the application of interpersonal, intercultural communications and the mass media in the development process.

UNIT I: Global Communication: Struggle for Balance of Information Flow

1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

UNIT II: Global Communication Giants

1. Media Imperialism & Localisation of Global Media
2. International Multimedia Giants: NEWS CORP, DISNEY, AOL-TIME WARNER, VIACOM, Star Network
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

UNIT III: Indian Media

1. News Agencies: PTI, UNI, IANS, ANI, Hindustan Samachar
2. Government & Private Sector Media Conglomerates
3. Entertainment: Local, Global and Hybrid
4. Global Satellite System: Cable & Satellite TV (C&S), Direct-To- Home (DTH), Internet Protocol TV (IPTV) CAS

UNIT IV: Global Media & Market Forces

1. Reporting International Issues and Conflicts
2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

Suggested Readings:

1. Artz, L. & Kamalipour, Y. R. 2003. "The Globalization of Corporate Media Hegemony". Albany: State University of New York Press.
2. Herman, E. S. & McChesney, R. W. 1997. "The Global Media: The New Missionaries of Corporate Capitalism". London: Cassell.
3. Merrill, J. C. & S. D. B. 2003. "Global Journalism: Topical issues and Media Systems". Stellenbosch: US Printers.
4. P. Ghosh. 2013. "International Relation", PHI Learning Pvt Limited.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

MEDIA LAW AND ETHICS

Code: 24JM503

Max Marks: 70

Course Objectives: The course will educate students on how to publish information without violating defamation and invasion of privacy, how to gather information to avoid legal and/or ethical trouble and how to deal with subpoenas.

UNIT I: Introduction to media laws

History of media laws in India. Indian Constitution: Fundamental rights, Reasonable restrictions, Emergency provisions, Amendments, Parliamentary privileges.

UNIT II: Freedom of media in India

Defamation: Libel and Slander. IPC and Criminal Procedure Code relevant to media, Official Secrets Act. Contempt of Court Act . Media ethics: Ethics Vs. Law. Code of ethics in print media. Code for commercial Advertising in AIR and Doordarshan. Principles of Self-Regulation. Advertisement Standard Council of India's code of ethics. Broadcasting ethics.

UNIT III: The Prasar Bharati (Broadcasting Corporation of India) Act

The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. Satellite Rights Television and Movies.

UNIT IV: New Media Laws, Intellectual Property Rights

The Copyright Act. Information Technology Act Indecent Representation of Women (Prohibition) Act. The Children Act. The Young Persons (Harmful Publications) Act, other regulations and guidelines. Laws related to information Technology and Cyber Laws.

Suggested Readings:

1. "Handbook of Journalism". Veer Bala Agrawal & V. S. Gupta.
2. "Social Media in Business and Governance". K. M. Srivastava.
3. "Mass Communication Theory: Foundation, Ferment & Future". Stanley, J. Baran & Dennis K. Devis.
4. "Neelamalar M. 2010. "Media Law and Ethics". PHI Learning, New Delhi.

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विद्याधनं सर्वधनप्रधानं

INDIAN CONSTITUTION

Code: 24GN401

Max Marks: 70

Course Objectives: The objective of the *Indian Constitution* course is to provide the students with a foundational understanding of the principles, structure, and functioning of the Indian Constitution. The course emphasizes the rights and duties of citizens, governance frameworks, and the role of the Constitution in shaping the democratic and legal structure of India.

UNIT I

(07 Hours)

Introduction to Constitution: Meaning and importance of the Constitution, salient features of Indian Constitution. Preamble of the Constitution. Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance.

UNIT II

(06 Hours)

Union Government: Union Executive- President, Vice-president, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition and powers and functions.

UNIT III

(07 Hours)

State and Local Governments: State Executive- Governor, Chief Minister, Council of Ministers. State Legislature-State Legislative Assembly and State Legislative Council. State Judiciary-High court. Local Government-Panchayat raj system with special reference to 73rd and Urban Local Self Govt. with special reference to 74th Amendment.

UNIT IV

(06 Hours)

Election provisions, Emergency provisions, Amendment of the constitution: Election Commission of India- composition, powers and functions and electoral process. Types of emergency-grounds, procedure, duration and effects. Amendment of the constitution- meaning, procedure and limitations.

Text Book:

1. M. V. Pylee, "Introduction to the Constitution of India", 4th Edition, Vikas publication, 2005.
2. Durga Das Basu (DD Basu), "Introduction to the constitution of India", (Student Edition), 19th edition, Prentice-Hall EEE, 2008.

Reference Books:

1. Merunandan, "Multiple Choice Questions on Constitution of India", 2nd Edition, Meraga publication, 2007.

विद्याधनं सर्वधनप्रधानं

ARYAVART INTERNATIONAL UNIVERSITY
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Theory Paper

Total: 100 Marks
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