

Revised Syllabus

of

B.Voc. in Media Studies



Centre of Media Studies

Institute of Professional Studies

University of Allahabad

Allahabad

Course Structure of B.Voc. in Media Studies

Semester	Course Code	Title of Paper	Skill/ General Education Courses	L	T	P	Total (C)
SEM I	CMS 121	Introduction to Media and Mass Communication	Skill	4	0	2	6
	CMS 122	Introduction to Digital Photography	Skill	2	0	4	6
	CMS 123	Image Processing and Printing	Skill	2	0	4	6
	CMS 101	Communication and Writing Skill - Hindi	Gen Ed.	4	2	0	6
	CMS 102	Fundamentals of Computer Application	Gen Ed.	2	0	4	6
		Total		14	2	14	30
SEM II	CMS 124	Introduction to Video Camera and Videography	Skill	2	0	4	6
	CMS 125	Television Production - I (News)	Skill	2	0	4	6
	CMS 103	Communication and Writing Skill - English	Gen Ed.	4	2	0	6
	CMS 104	Indian Society and Development Communication	Gen Ed.	3	0	0	3
	CMS 105	Computer Software for Print Media	Gen Ed.	2	0	4	6
	CMS 130	Training/Workshop/Internship	Skill	0	0	3	3
		Total		13	2	15	30
SEM III	CMS 221	Television Production - II (Programs)	Skill	2	0	4	6
	CMS 222	Video Editing and Post Production	Skill	2	0	4	6
	CMS 223	Introduction to Photojournalism	Skill	2	0	4	6
	CMS 201	Translation : Hindi-English-Hindi	Gen Ed.	4	2	0	6
	CMS 202	Democracy, Human Rights and Mass Media	Gen Ed.	3	3	0	6
		Total		13	5	12	30
SEM IV	CMS 224	New Media and Online Journalism	Skill	2	0	3	5
	CMS 225	Radio Journalism and Audio Editing	Skill	2	0	3	5
	CMS 226	Basics of Advertising and Public Relation	Skill	5	0	0	5
	CMS 203	Indian Government and Politics	Gen Ed.	4	2	0	6
	CMS 204	Professional Communication and Technical Writing	Gen Ed.	3	3	0	6
	CMS 230	Training/Workshop/Internship	Skill	0	0	3	3
		Total		16	5	9	30
SEM V	CMS 301	Creative Writing	Gen Ed.	3	0	3	6
	CMS 302	Understanding Cinema	Gen Ed.	3	0	3	6
	CMS 303	Introduction to Indian Economy	Gen Ed.	4	2	0	6
	CMS 321	Media Industry and Management	Skill	4	2	0	6
	CMS 322	Media Law and Ethics	Skill	4	2	0	6
		TOTAL		18	0	12	30
SEM VI	CMS 323	News Writing and Scripting for Print and T.V.	Skill	2	0	4	6
	CMS 324	Documentary Film Making	Skill	2	0	4	6
	CMS 304	Communication Research	Gen Ed.	2	0	4	6
	CMS 330	Project Work & Presentation	Skill	0	0	8	8
	CMS 340	One month Internship	Skill	0	0	4	4
		Total		6	0	24	30
		Grand Total of credits					180

Detailed Syllabus of B.Voc. in Media Studies

CMS 121 : Introduction to Media and Mass Communication

Credits : (4-0-4-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand the past, present and future of media.
2. To understand the Mass Communication.

Course Content:

- Evolution and development of Journalism ● History of Journalism ● Birth and growth of TV Journalism ● Important Newspaper and News channels of India ● National and International News and Photo Agencies ● Media Organization - PIB, PCI, ABC, INS, RNI, Editors guild etc. ● Changing face of Journalism and New challenges in 21st Century ● Definitions of Communication ● Forms of Communication ● Tools of Communication ● Models of Communication ● Mass Communication and Mass Media Role and functions of Mass Communication ● Theories of Mass Communication.

References:

1. McQuail's Mass Communication Theory, Denis McQuail, SAGE Publication, New Delhi
2. The Media : An Introduction, edited by Adam Briggs & Paul Cobley, Pearson Education.
3. Mass Communication in India, Keval J. Kumar, Jaico Publication.
4. सम्प्रेषण विद्या, दयाराम विश्वकर्मा
5. संचार सम्प्रेषण की रूपरेखा, प्रेमचंद पातंजलि

CMS 122 : Introduction to Digital Photography

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. Introduce students to Digital Camera.
2. To learn techniques of Digital Photography

Course Contents :

- Fundamentals of photography ● Basic theory and art ● Analogue and Digital camera, parts, functions and features ● Image making process in Digital camera ● Camera support system, Types of lenses and uses ● Assessment of exposure and basic technique of taking picture ● Fundamentals of light, Functions of studio lighting equipments ● Understanding Digital imaging process ● Understanding art of photography, composition and anatomy of a good picture ● Image downloading and processing on computer

References:

1. Digital Camera Techniques, Tout Tarrant
2. An Introduction to Photography, Michael Freeman
3. Creating Digital Photography, Michael Pusselle

CMS 123 : Image Processing and Printing

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand the process of image processing.
2. To learn and practices of photo editing softwares.

Course Contents :

- Basics of Image processing ● Digital image fundamentals ● Colour fundamentals ● Software of image processing ● Techniques of colour composition ● Practices of photo editing software (Corel Draw, Illustrator, Photoshop, Picasa)

References:

1. BPB DTP course by Satish Jain ; BPP Publication
2. Rapidex DTP Course by Shiries Chauhan

CMS 101 : Communication and Writing Skill- Hindi

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. हिन्दी भाषा व्याकरण का ज्ञान।
2. मीडिया की आवश्यकताओं को ध्यान में रखते हुए शुद्ध वर्तनी का अभ्यास।

Course Content :

- हिन्दी भाषा और उसका शब्द समूह ● देवनागरी लिपि और वर्णमाला ● व्यावहारिक व्याकरण विराम चिह्नों का प्रयोग ● वर्तनी : शब्द शुद्धि और वाक्य शुद्धि के नियम ● हिन्दी भाषी क्षेत्र की बोलियाँ/मुहावरे और लोकोक्तियाँ।

References

1. प्रयोजनमूलक हिन्दी, प्रोफेसर राम किशोर शर्मा,
2. हिन्दी भाषा और उसका विकास, डा. हरदेव बाहरी
3. हिन्दी व्याकरण, कामता प्रसाद गुरु
4. भाषा और समाज, डा. राम विलास शर्मा
5. हिन्दी शब्दानुशासन, आचार्य किशोरी दास वाजपेयी
6. प्रयोजनमूलक हिन्दी, रमेश जैन

CMS 102 : Fundamentals of Computer Application

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand basics of computer application
2. To learn and practice of MS-OFFICE.

Course Contents :

- Introduction to the Windows
- Preparation of documents with MS Word
- Making presentations using MS PowerPoint
- Uses of MS Excel.

References:

1. Introduction to Computer, Peter Norton, TMH
2. Computer Fundamental, B. Ram, New Age
3. Foundation of Computing, Sinha & Sinha, BPB
4. Fundamental of Computer, V. Rajaraman, PHI
5. Comdex Computer Course Kit, Vikas Gupta, Dreamtech
5. Office XP Complete, Microsoft, BPB
6. Mastering Office XP, Microsoft, BPB

SEMESTER II

CMS 124 : Introduction to Video Camera and Videography

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To introduce students video camera and its functioning.
2. Learn and practice of video recording.

Course Content:

- The Video Camera ● Camera mounting equipment ● Camera operation and picture composition ● Techniques of Lighting ● Sound control technique ● Video recording and storage system.

References:

1. The Videomaker : Guide to Video Production; Focal Press
2. Single Camera Video Production by Roberts B. Musburger ; Focal Press

CMS 125 : Television Production - I (News)

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. Understand the television journalism.
2. Learn and practice of taking visuals and writing script for visuals.

Course Contents :

- Introduction to TV Journalism ● Scripting for electronic media ● Techniques of taking visual for TV News ● Writing for TV news ● Sound bites ● Voice-overs ● Live reports ● Types of TV news stories ● Packaging ● Interviews and news room setup.

References:

1. खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
2. टेलीविजन की कहानी, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
3. एंकर रिपोर्टर, पुण्य प्रसून वाजपेयी, राजकमल प्रकाशन
4. ब्रेकिंग न्यूज, पुण्य प्रसून वाजपेयी, वाणी प्रकाशन

CMS 103 : Communication and Writing Skill - English

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

This paper is designed on a predominantly communicative or interactive approach to learning of English. This approach has been aimed at an integrated development of the four basic skills – listening, speaking, reading and writing.

Course Contents :

- Functional grammar ● Vocabulary building ● Compositional and comprehension skills ● Introduction to various forms of English literature.

References:

1. A Practical English Grammar, Oxford India
2. Usage and Abusage : A Guide to Good English, Eric Partridge, Hamish Hamilton
3. Functional English, Usha Ram
4. Fluency in Functional English, Prof. Kev Nair
5. How to Write Correct English, R. P. Sinha

CMS 104 : Indian Society and Development Communication

Credits : (3-0-0-3)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand the Indian society and impact of media on the society.
2. To understand the concept of development and the needs of communication for development.

Course Contents :

- Concepts of Society, Community, Association, Institution & Group ● Introduction to Indian Society ● Religions and Caste System of India, Joint family, Hindu & Muslim Marriage ● Sanskritization, Westernization, Modernization, Secularization ● Media and its impact on Society ● The concept of Development ● Problems of Underdevelopment ● Introduction to Development Communication ● Philosophy of Development Communication ● Communication needs and resources ● Strategies in Development Communication ● Networking Governance : The Indian Scenario ● Experiencing India : Problems in search of Development Communication.

References:

1. Handbook of Indian Sociology, edited by Veena Das, Oxford University Press.
2. Handbook of Poverty in India, Radhakrishna Ray, Oxford University Press.
3. Development Communication by Dipankar Sinha ; Orient Black Swan
4. समाजशास्त्रीय सिद्धांत, जे.पी. सिंह
5. समाजशास्त्र विचारधारा, रवीन्द्रनाथ मुखर्जी
6. समाजवाद, डा० रघुवंश

CMS 105 : Computer Software for Print Media

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand the basics of page designing.
2. To learn and practice of page making and graphic design software.

Course Contents :

- Basics of page designing for print media
- Different types of page layout
- New trends in page designing
- Page Layout and Design Software (QuarkExpress, PageMaker, In design, etc.)
- Computer Graphic Design (CorelDraw, Illustrator, etc.)
- Graphic file formats for various purposes.

References:

1. Training Guide CorelDraw, Shashank Jain, BPB
2. Adobe Photoshop CS4 Bible, Fuller & Fuller, Winley
3. Quark Express Bible, Winley
4. Illustrator CS4 Bible, Alspach, Winley
5. Flash CS4 Bible, Reinhardt Dowl, Winley
4. Comdex DTP Course Kit, Vikas Gupta, Dreamtech

CMS 131 : Training / Workshop / Internship

Credits : (0-0-6-3)

Level : Under Graduate

Semester : Spring

SEMESTER III

CMS 221 : Television Production - II (Programme)

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To understand and practice of production T.V. programmes.

Course Contents :

- Classification of programmes for T.V. production (fiction v/s non-fiction)
- Ideation & concept development
- Researching for programmes
- Making of programme structure
- Budgeting of the programme
- Video production
- Lighting and sound recording
- Editing
- Promo and Packaging of the programme.

References:

1. The Videomaker : Guide to Video Production; Focal Press
2. Single Camera Video Production by Roberts B. Musburger ; Focal Press
3. टेलीविजन की कहानी, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
4. एंकर रिपोर्टर, पुण्य प्रसून वाजपेयी, राजकमल प्रकाशन

CMS 222 : Video Editing and Post Production

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To learn and practice of video editing.
2. To understand the post production.

Course Contents :

- Basics of Video editing
- Sequence editors
- Time line editor
- Trim editor
- Special function and audio post production
- DVD Authoring.

References:

1. Grammar of Edit by J. Bound
2. The Film Making Room Hand Book by Norman Hollyis ; Focal Press

CMS 223 : Introduction to Photojournalism

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To understand techniques and arts of news photography.
2. Learn and practice of new trends in photojournalism.

Course Contents :

- History of Photojournalism ● Concepts and definition of Photojournalism ● Ethics of Photojournalism ● News Photography, Types of News Pictures ● Technique and art of Photography for various kind of news photography ● Preparing photo feature : Concept and making of photo feature ● Equipments for News photography ● New trends in Photojournalism ● Stock and News Photo Agencies ● Rules and art of caption writing.

References:

1. फोटोपत्रकारिता के मूल तत्व, शशिप्रभा शर्मा
2. Photojournalism, Kobre
3. Digital Camera Techniques, Tout Tarrant
4. An Introduction to Photography, Michael Freeman
5. Creating Digital Photography, Michael Pusselle

CMS 201 : Translation : Hindi-English-Hindi

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

मीडिया की आवश्यकताओं के अनुरूप हिन्दी से अंग्रेजी और अंग्रेजी से हिन्दी अनुवाद का प्रशिक्षण देना

Course Contents :

- अनुवाद का अर्थ – परिभाषायें व सिद्धान्त ● अनुवाद के प्रकार ● अनुवाद के उपकरण और समस्याएं ● पत्रकारिता में अनुवाद ● अंग्रेजी से हिन्दी ● हिन्दी से अंग्रेजी में अनुवाद।

References:

1. अनुवाद के सिद्धान्त, समस्यायें और समाधान, राचभल्लू रामचन्द्र रेड्डी
2. अनुवाद कला, विश्वनाथ अय्यर
3. पत्रकारिता में अनुवाद की समस्यायें, डा. भोलानाथ तिवारी
4. How to Translate Into English, R. P. Sinha

CMS 202 : Democracy, Human Rights and Media Literacy

Credits : (3-3-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To understand the concept of democracy & Human Rights with special reference to Media.

Course Contents :

- Definition and importance of democracy
- Introduction to human rights and media literacy
- Role of media in democracy
- Cross media ownership
- convergence of media
- Media Bias : The propaganda model
- RTI.

References:

1. Human Rights & Democracy by Todd Landman
2. Democracy and Development by Adam Przeworski
3. Democracy in India by Chandra Prakesh Bhambari ; NBT
4. Democracy by Bernard Crick ; Oxford Press
5. मानव अधिकार ; लेखक : एच.ओ. अग्रवाल ; सेन्ट्रल लॉ पब्लिकेशन

SEMESTER IV

CMS 224 : New Media and Online Journalism

Credits : (2-0-6-5)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

1. To impart the basic concept of New Media and Web Journalism.
2. To learn and practice of Web Journalism and various tools of New Media.

Course Contents :

- Concept and definition of New Media ● Tools of New Media ● Introduction to Web Journalism
- Power of Web Journalism ● Web Newspaper of India ● Gathering and writing of Web news
- Ethics of Web news ● News and entertainment on Web ● Presentation of Web content ● Blogging ● Web designing.

References:

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

CMS 225 : Radio Journalism and Audio Editing

Credits : (2-0-6-5)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To develop competency in the students to become a multi skilled radio journalist.

Course Contents :

- Overview of broadcast technology ● Concept of medium wave, short wave transmission and AM & FM techniques ● Origin and development of Radio in India ● Writing for Radio - Radio talk, Radio interview, Radio drama, Radio documentary and other Radio formats ● Role of Announcer, Presenter and Comparer ● Know your voice - Pronunciation and Articulation ● Radio news format ● Presentation techniques ● Basics of audio editing ● Software of audio editing & practices of audio editing.

References:

1. Basic Radio Journalism, Focal Press : Paul & Peter.
2. Handbook of Radio, TV & Broadcast Journalism : R.K. Ravindran
3. शब्द के सारथी : केशव चन्द्र वर्मा

CMS 226 : Basics of Advertising and Public Relation

Credits : (5-0-0-5)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives: To impart the basic concept of Advertising and Public Relation.

Course Contents :

- Definition & concept of advertising
- Types of advertisement
- History, growth and development - advertising in India
- Organization : Advertising Department Vs. Advertising Agency
- Functions and role of advertising agency
- Copy writing of advertisements for various medium
- Definition and concepts of public relation
- Public relation Vs. Publicity
- Public relation tools and techniques; news release, press release, events, House Journal, annual report, speech writing etc.
- Different types of PR practices, Corporate PR, Government PR, NGOPR, PR consultancy, PR in public sector, PR in research & educational institutions
- PR campaign

References:

1. आधुनिक विज्ञापन, कृष्ण कुमार मालवीय
2. आधुनिक जनसम्पर्क, कृष्ण कुमार मालवीय
3. Effective Public Relation, Centre and Cultip
4. Advertising and Public Relation, B.N. Ahuja & SS Chhabra.
5. जनसम्पर्क सिद्धांत और व्यवहार, डा० सुशील त्रिवेदी व शशिकांत शुक्ला

CMS 203 : Indian Government and Politics

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To understand the Indian Government and Politics.

Course Contents :

- Fundamental rights and directive principles - their role in creating a social welfare state-constitutional amendments and social change
- Government institutions and their working
- The central Executive and Legislature - A study of the working relationship between the President, the Prime Minister, Cabinet and Parliament
- Nature of the administration, and its role in the political and development process
- Nature of the party system
- A study of the major national parties and some of the more important regional parties, and their social base
- The electoral system - Election Commission, general election, mid-term & bye-election
- Contemporary political issues
- Opinion and Exit poll.

References:

1. भारत का संविधान – डी.डी. बसु
2. भारत का संविधान – सुभाष कश्यप
3. भारतीय शासन एवं राजनीति – पुखराज जैन, बी.एल. फाडिया, साहित्य भवन, आगरा
4. Constitution of History of India.

CMS 204 : Professional Communication and Technical Writing

Credits : (3-3-0-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To gain the ability of Professional Communication and Technical Writing.

Course Contents :

- Nature & scope of professional communication
- Non-verbal communication
- Effective listening
- Professional writing
- Business presentation & team presentation
- Technology enabled professional communication
- Ethics of professional communication
- Introduction to technical writing
- Types of technical writing and practices of technical writing.

References:

1. Technical Writing and Professional Communication; Leslie A Olsen & Thomas N. Huckin; McGraw-Hill Inc.
2. Elements of Technical Writing (Elements of Series) ; Gary Blake and Robert W. Bly ; Longman

CMS 230 : Training / Workshop / Internship

Credits : (0-0-3-3)

Level : Under Graduate

Semester : Spring

SEMESTER V

CMS 301 : Creative Writing

Credits : (3-0-6-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To gain the ability of creative writing according to present media trends.

Course Content:

Concept of Creativity/Forms of Creative Writing in Media/Cultural and Literary Reporting for newspaper/Feature and Column writing/Editorial Articles/Film and Book Reviews/Writing for Magazines/Documentary Writing/Writing for Digital Media/Blog Writing/News Diary Writing for print and television

References:

1. समाचार, फीचर लेखन व सम्पादन कला, हरिमोहन
2. रूपक लेखन, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी
3. आदमी बैल और सपने, राम शरण जोशी
4. हिन्दी पत्रकारिता और साहित्य, राम अवतार शर्मा

CMS 302 : Understanding Cinema

Credits : (3-0-3-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To develop the understanding of World and Indian Cinema, its formats and forms.

Course Content:

Early film history: Silent era to the birth of the Talkies, major styles, forms and trends in world cinema/Interpreting films: perspectives from structuralism, psychoanalysis, semiotics, feminism etc./Indian cinema: Natyashastra, Rasa and other theories of aesthetics and dramaturgy; song-and-dance in Indian films/Cinema as Art: Neorealism and New Wave; the cinema of protest/Cinema and other Arts: Literature, Painting, Music, Theatre, Dance etc./Documentary film/Animation film/Consumption and Entertainment in a Global World: Multiplexes and Malls/Digital cinema, 3 D cinema and beyond/Cinema, State and society.

References:

1. फिल्म पत्रकारिता, विनोद तिवारी, सामयिक प्रकाशन
2. सिनेमा के बारे में, जावेद अख्तर

3. सिनेमा—सिनेमा, वाणी प्रकाशन
4. सिनेमा और संस्कृति, राही मासूम रजा
5. फिल्म निर्देशन, कुलदीप सिन्हा, राधाकृष्ण प्रकाशन
6. पटकथा लेखन, मनोहर श्याम जोशी
7. Digital Cinematography : Theory and Practice, Wheeler
8. Cinematic Game Secrets for Creative Directors and Producers, Newman
9. Understanding Digital Cinema, A Professional Handbook, Swartz
10. Contemporary Cinematography on Their Art, Rogers
11. Practical Cinematography, Wheeler

CMS 303 : Introduction to Indian Economy

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To develop an understanding of Indian Economy.

Course Contents :

- Economic fundamentals : Meaning of economy, nature of Indian economy, public sector in economic development, economic planning in India, GDP as indicator of development, Infrastructure development
- Financial sector : Indian financial system, RBI, Public Sector, Private, Co-operative and Regional Rural Banks, Reforms in Banking sector, Inflation and monetary policy
- Revenue and Taxation : Different sources of revenue for public sector, classification of taxes, Tax reforms, An overview of budget, Disinvestment policy.

References:

1. Indian Economy - R. Datt & KPM Sundaram
2. Understanding of the problems of Indian Economy - Uma Kapila
3. Proboems of Indian Economy - S.K. Mishra & V.K. Puri

CMS 321 : Media Industry and Management

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To impart the basic concept of Media Industry and Management.

Course Contents :

- Newspaper organisation : an overview
- Organisation of newspaper, magazine and news agency offices
- Principles of good management
- Management of different sections of newspaper organization
- Functioning of editorial, business and printing departments
- Source

of revenue - circulation and advertising • Economics and marketing of newspapers • Problems of finance, arranging equipment and personnel for new publications • Problems of small newspapers in India.

References:

1. समाचार माध्यम, संजीव भानावत, विश्वविद्यालय प्रकाशन, जयपुर
2. समाचार-पत्र प्रबंधन, अनिल किशोर पुरोहित, आदित्य पब्लिशर्स
3. समाचार-पत्र प्रबंधन, शिवअनुराग पटैरिया, हिन्दी ग्रंथ अकादमी, भोपाल
4. News Paper Management in India, Gulab Kothari, Intercultural Open University.
5. Media Development & Management : New Horizons, Biswajeet Guha, Kanishka Publishers.
6. Media Management, K.P. Yadava, Adhyayan Publishers.

CMS 322 : Media Law and Ethics

Credits : (4-2-0-6)

Level : Under Graduate

Semester : Autumn

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To make the students understand the Media Law and the Media Ethics.

Course Contents :

- Government and independent news media • Legal rights and responsibilities of journalists
- History of Press Laws in India • Major press laws before independence
- Struggle against the curbs on press • Major press laws since independence • Right to information • Freedom of the press • Broadcast Bill Prasar Bharti • Media Ethics
- Self-Regulation • Press Council • Editor's guild and other regulatory bodies.

References:

1. प्रेस विधि एवं अभिव्यक्ति स्वातंत्र्य, डा० हरबंश दीक्षित
2. पत्रकारिता की लक्ष्मण रेखा, आलोक मेहता
3. Law of the Press, Durga Das Basu
4. The Press in India : an Overview, G.S. Bhargava

SEMESTER VI

CMS 323 : News Writing and Scripting for Print and T.V.

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To gain the knowledge & practice of Scripting for Print and T.V.

Course Contents :

- Definition of news ● Elements of news ● Structure of news ● Heading writing for print ● Different styles of print news writing ● Writing of research based reports
- Narrative writing and other forms of creative media writing ● Introduction to writing to visuals
- Planning and structuring the copy for various audio visual inputs ● Writing anchor leads ● Writing for astons, sub-titles, scrawls and other TV screen value addition instruments ● Re-writing agency copy ● Writing for bytes and Outside Broadcast (OB) copy ● Editing bytes ● Procuring and editing visuals - archives, graphics and other sources

References:

1. Practical News Paper Reporting ; David Spark ; Sage Publication
2. सिर्फ समाचार ; लेखक : धनंजय चोपड़ा ; वाणी प्रकाशन, नई दिल्ली।

CMS 324 : Documentary Film Making

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To understand techniques and arts of Documentary Film Making.

Course Contents :

- Documentary overview ● Ideation & research ● Interview technique ● Scripting for documentary
- documentary structure ● Graphics and sound design ● Shooting ● Editing ● DVD authoring.

References:

1. How to become really good Documentary Film Maker ; Nancy Leburn
2. Making Documentary Films and Video ; Barry Hampe
3. पटकथा लेखन ; लेखक : असगर वजाहत ; राजकमल प्रकाशन, नई दिल्ली।

CMS 504 : Communication Research

Credits : (2-0-8-6)

Level : Under Graduate

Semester : Spring

Pre-requisite: 10+2 in any Stream.

Course Objectives:

To understand the basic concepts of Research. Introduction to Research Methodology.

Course Content:

- Meaning, objectives and types of Research
- Research approaches - quantitative and qualitative
- Research process - the steps involved
- Research design - Meaning and different types
- Sampling and its types
- Tools of data collection
- Survey and Audience research
- Data analysis and report writing.

References:

1. Research Methodology, Methods and Techniques, C R Kothari
2. How to conduct surveys, Arlene Fink, SAGE Publications.
3. Doing Media Research, Susanna Horni Priest, SAGE Publications
4. Research and Report Writing, P. Saravana Vel
5. Mass Media Research, An Introduction, Rogers D. Wimmer
6. Introduction to Mass Communication Research, Ralph O. Nafziger
7. मीडिया शोध, डॉ० मनोज दयाल, हरियाणा साहित्य अकादमी

CMS 330 : Project work and Presentation

Credits : (0-0-16-8)

Level : Under Graduate

Semester : Spring

CMS 340 : One month Internship

Credits : (0-0-8-4)

Level : Under Graduate

Semester : Spring
