

**RASHTRASANT TUKADOJI MAHARAJ
NAGPUR UNIVERSITY**

SYLLABUS

Faculty of Interdisciplinary Studies

Bachelor of Journalism

(Degree Course) 2019-20 & Onwards

SYLLABUS

The following shall be the syllabus prescribed for the Bachelor of Journalism course.

Part-A (Written Examination)

Paper-I: History of Journalism and Mass Communication

- i. Origin and growth of the Press in the world. Evolution of Journalism in India. Role of the Press in India's Independence Movement. Current status of the Press in India.
- ii. Origin and growth of Radio and Television in the World and in India. Changing trends in TV Journalism. Development of the Internet and Web Journalism in the World and in India.
- iii. Definition of Communication. Types of Communication – intra-personal, inter-personal, group and mass. Barriers to communication.
- iv. Models of Communication: Harold Lasswell, Osgood & Schramm, Gerbner, Shanon & Weaver, Berlo's SMCR. Theories of Mass Communication: Magic Bullet/ Hypodermic Needle/ Stimulus Response Theory, Two-step, Multi-step, Uses & Gratification, Consistency, Media Dependency theories.

Paper-II: News Reporting, Feature Writing and Photojournalism

- i. News: What is news, News value, Sources of News, Techniques of News Gathering and Reporting, Changing concepts of news in print, electronic and Web. Using the Web for news gathering.
- ii. News Writing: Lead/ Intro, Five W's and H, Lead Varieties. Specialised news writing for different beats – politics, legislature, crime, law, sports, business, development, rural & agriculture, science & environment, education, arts, culture & entertainment, human interest. Web reporting.
- iii. Interviews and Speeches. Investigative Reporting. Interpretative Reporting – News Feature, News Analysis. Feature Writing. Types of features. Editorial Writing. Writing of Columns and Blogs.
- iv. Photojournalism: Understanding the camera. Camera angles, speed & aperture. Picture composition. News photo and feature photo. Digital photography. Digital photo-editing. Photo-cropping and display on page/ website.

Paper-III: Editing in Electronic Era and Graphic Arts

- i. Principles of Copy Editing. Editing techniques & skills in electronic era. Local Area Network in media offices. Editing provincial news. Processing e-mails and copies filed by correspondents and news agency reports. Selection of News. Selection of leads. Art of giving headlines, sub-heads, photo-captions. Copy editing for magazines.
- ii. Planning a page. Page display variety and balance. Front Page, Inside Pages, Feature Pages. Handling the Visual Elements – pictures, illustrations, graphs, sketches & advertisements.
- iii. Basic principles of translation. Rewriting copy.
- iv. Graphic Arts: Elements and types of Newspaper and Web Page Designs. Page making on computer. Page make-up, Layout and Graphic styles. Page formats – Broadsheet, Tabloid. New Trends in Design. New printing technologies and processes.

Paper-IV: Media Management and Media Laws

- i. Basic Management Principles. Nature of Media Industry. Types of Media Ownership in India : Individual Owned or Party owned, Family business, Joint Stock Company, Corporate Management. Departments – Editorial, Marketing, Human Resource, Sales.

- ii. Circulation Problems and Strategies. Reach and availability of Newspapers. Market Surveys and Readership Surveys. The Role of ABC and its functioning. Sales Promotion and Marketing.
- iii. Media Laws: Constitutional Provisions for Freedom of Expression. Fundamental rights and Principles of State Policy. Relevant Provisions of: Press and Registration of Books Act, Parliamentary Proceedings Act, Copyright Act, Official secrets Act, Working Journalists Act, Defamation and Contempt of Court, Parliamentary Privileges, Right to Information Act.
- iv. Ethics: Press Council of India. Self-regulation. Ombudsman. Editors' Guild. Regulating the Electronic and Internet media. Reader as regulator through social media.

Paper-V: Public Relations & Advertising

- i. Concept and practice of Public Relations. Defining the 'publics' and target groups. Role and Qualities of Public Relations Officer.
- ii. Areas of PR – Media Relations, Client Relations, Employee Relations, Investor Relations. PR Tools – Media Release, Media Conference, Media Tours, Publicity Events, Corporate Social Responsibility, House Journal, Website. Planning and Evaluating a PR campaign. PR through Social Media.
- iii. Defining Advertising as a part of Integrated Marketing Communications. Advertising Objectives and Goals. Advertising Campaign. Advertising Research and Testing. Advertising ethics.
- iv. Advertising Media: Print, Electronic, Internet, Outdoor. Media selection. Scheduling and Placement. Advertising costs & budget. Advertising Agency: Agency organization, types and functions.

Paper-VI: Electronic Media (Radio and TV)

- i. Role and functioning of Prasar Bharati. Classification of Radio: Public, Private, Community, Educational. Technical Formats: SW, MW, FM. Role and functions of radio in India. All India Radio and Private Channels.
- ii. Radio News: Characteristics of Radio News. Types of radio news bulletins. Writing for Radio: News Reports, Features, Interviews, Talk Shows. Introduction to audio production equipment and techniques.
- iii. Role and responsibility of TV as a mass medium in India. TV Programme Formats. Impact of DTH and Cable TV. Comparative Study of Doordarshan and Major Private Channels in India.
- iv. TV News: Gathering and reporting news for television. Writing scripts for News Reports, News Features, Talk Shows, Panel Discussion and Documentaries. Introduction to video production equipment and techniques.

Paper-VII: New Media Applications

- i. Understanding Information Technology (IT) and Information & Communication Technology (ICT). Scope and Importance of ICT. Development of 'Information Society.' Growth of 'Cyber Culture.'
- ii. History and Evolution of the Internet and World Wide Web. Computer networking systems – LAN, WAN, MAN. Role and utility of Satellite transmission and optical fibre networks.
- iii. Basic understanding of Web Servers. Uniform Source Locator (URL), Web Address, Internet Protocol (IP) Address, Domain name registration. Using Protocols: Hypertext Transfer Protocol (HTTP), Hypertext Mark-up Language (HTML), Web Browser, e-mail, Instant Messaging, File Transfer Protocol (FTP), Really Simple Syndication (RSS) feeds.
- iv. Applications of Web 2.0. New Digital Media. Social Media. Creating blogs. Uploading photos and video on open platform websites. Using search engines.

Part-B (Practical Examination)

Paper – 1 (News Reporting & Editing)

Marks - 50

- i. News Reporting: News items regarding programmes in the University/College (Minimum 10 drafts). News items about various programmes in the city assigned by the concerned teachers (Minimum 10 drafts). Various Types of News: politics, crime and courts, sports, business, development, rural & agriculture, health, science & environment, education, arts, culture & entertainment, human interest (Minimum one draft of each type). Features: News analysis, Interview, Special Article, Book Review, Film Review (Minimum one draft of each category) **Submission of Files containing the above and oral examination – Marks 25**
- ii. Editing: Proof Reading and Editing (processing minimum 10 raw items). Re-writing and Translation (processing minimum 10 raw items). Editorial Writing (minimum three on different topics). Page Making: Front Page, Inside Page, Feature Page, Editorial Page, Magazine Cover (Minimum one dummy of each). **Submission of Files containing the above and practical examination of page-making on computer – Marks 25**

Paper – 2 (Radio & TV)

Marks – 50

- i. Radio: Writing of Radio News Scripts for 10-minute bulletin – national, regional and local (Minimum five scripts of each). **Submission of Files containing the above and practical examination of news reading – Marks 25**
- ii. Television: Writing of scripts for TV News Bulletin of 15 minutes, Talk Show, Interview, Panel Discussion and TV Feature. (Minimum two scripts of each) **Submission of Files containing the above and oral examination – Marks 25**

Paper – 3 (Public Relations & Advertising)

Marks – 50

- i. Public Relations: Drafting a PR Plan on subject allotted by concerned teacher (Minimum one). Drafting Media Releases on: an upcoming event, a concluded event, an organizational achievement, a personal achievement, a clarification (Minimum one draft of each). Drafting a Plan to organize media conference and preparing a media handout on topic allotted by the concerned teacher (Minimum one). Drafting a Plan, including proposed table of contents, for a House Journal (Minimum one). Designing a poster, a brochure, a publicity leaflet, a direct mailer (Minimum one draft of each) **Submission of Files containing the above and oral examination – Marks 25**
- ii. Advertising: Drafting a Plan for an advertising campaign on product/ service allotted by the concerned teacher (minimum one). Making print advertisements on computer for: a consumer product, a service product, a tender notice, an employment notice, a social service campaign, a public interest notice, a classified advertisement (Minimum one of each). Comparative Report on Advertising Rates of any five major newspapers (One report). **Submission of Files containing the above and oral examination – Marks 25**

Paper – 4 (Current Affairs)

Marks – 50

Compiling scrap books of newspaper/ magazine clippings of at least two major events/ issues each at international, national, regional and local level (Total of eight scrap books) – **Marks 25**

- i. Each scrap book shall be accompanied by a minimum 600-word News Analysis of that event/ issue written by the student. – **Marks 25**

Submission of Files containing the above and oral examination

Part-C (Internship)

Marks - 100

- i. Internship Diary – 50 marks (to be given by external & internal examiners during practical)
 - ii. Oral Examination – 50 marks (to be given by external & internal examiners during practical)
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