

**3 Years UGC Approved B.Voc Degree Programmes
Of Derozio Memorial College
Affiliating under WEST BENGAL STATE UNIVERSITY**



Bachelor of Vocation B.Voc [3 Years' Undergraduate Programmes under Undergraduate Curricular Framework (UGCF) With Multidisciplinary Courses] under NEP, 2020

B.Voc in Broadcast Journalism

(Effective from Academic Year 2023-24)

1. Academic Credit - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

2. Courses of Study – Courses of study indicate pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs) – sub-divided into Major and Minor Courses, Ability Enhancement Courses (AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).

- a) Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC): These three courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose.
- I. AEC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.
 - II. SEC courses are skill-based courses in all disciplines and are aimed at providing hands- on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.
 - III. VAC courses are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

Credit distribution:

- (a) Lab-based Courses: L = 3, T/P = 2,
(b) Non-Lab based Courses: L = 4, T/P = 1;
(c) field-based courses: P = 5,
(d) Music as a Major/Minor discipline, credit distribution: L = 1/2, P = 4/3

Structure of the 3-Year Multidisciplinary UG Programme

Table 3: Semester-wise and Course category-wise distribution of credits

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total credits
I	MA-1(5)	MB-1(5)	MC-1(5)		AE1(3)		VA1(3)		21
II	MA-2(5)	MB-2(5)	MC-2(5)		AE2(3)		VA2(3)	4**	21
Exit with Certificate									4**+42
III	MA-3(5)	MB-3(5)	MC-3(5)		AE3(3)	SE1(3)			21
IV	MA-4(5)	MB-4(5)	MC-4(5)	MD1(3)		SE2(3)		4**	21
Exit with Diploma									4**+84
V	MA-5(5)	MB-5(5)	MC-5(5)	MD2(3)		SE3(3)			21
VI	MA-6(5)	MB-6(5)	MC-6(5)	MD3(3)		SE4(3)		4**	21
Credits	Exit with B.Voc Degree								4**+126

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B.Voc) after successful completion of three years, securing 130 credits (Table 3) which includes 4-credit of summer internship/apprenticeship/NSS/NCC/Study tour with Field Work.

Scheme of Syllabus and Examination Pattern according to UGC Guideline

(For the students admitted during the academic year 2023 Batch onwards)

B.Voc in Broadcast Journalism MDC(DRAFT)

Distribution of Courses across the Semesters

Total Credits: 130(126 + Internship 4) over 3 Years (6 Semesters)

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total
I	Introduction to Communication (5)	Basics of Journalism (5)	Introduction to Documentary (5)		Communicative English/ Modern Indian Language- Bengali (1) (3)		Environmental Studies(3)		21
II	Development of Media (5)	Radio Journalism (5)	Preparing Radio Production in Studio using sound editing software (5)		Communicative English/ Modern Indian Language- Bengali (2) (3)		Introduction to Cyber Security and Web Technology (3)	NSS/NCC/ Apprenticeship/ Study Tour/Internship [4**]	21
EXIT WITH CERTIFICATE									4**+42
III	Introduction to Television Media Production & Television Production (5)	Advertising and Public Relations (5)	Preparing/ Arranging Corporate Film and making advertisement for different media(5)		Communicative English/ Modern Indian Language- Bengali (3) (3)	Camera Handling and shooting techniques (3)			21
IV	Media Ethics, Media Management and the law (5)	Visual Language and Cinematic Language(5)	Projects on Filmmaking and Video Editing (5)	Advance Photography (3)		Basics of Computer fundamentals and Photo Editing (3)		NSS/NCC/ Apprenticeship/ Study Tour/Internship [4**]	21
EXIT WITH DIPLOMA									4**+84
V	Development Communication (5) and Transnational Politics (5)	Global Media and Transnational Politics (5)	Social Context of cinema and Film Language and Making Narrative Film with Still Images (5)	Basics of VFX and animation (3)		Sound Editing(3)			21
VI	Media Research and Dissertation on Media Issues (5)	Film appreciation (5)	Projects on VFX, Sound Editing, Silent Film, Short Film Production (5)	Web and blog Designing (3)		Field Reporting, Anchoring and Radio Jockeying and Behavioral Skill Development(3)		NSS/NCC/ Apprenticeship/ Study Tour/Internship [4**]	21
	30	30	30	9	9	12	6	4**	4**+126
EXIT WITH B.Voc DEGREE									

UG Certificate: Students who opt to exit after completion of the first year and have secured 42 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and have secured 84 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 130 credits which include 4- credit of summer internship/apprenticeship.

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B. A/B.Sc/B.Com/B.Voc) after successful completion of three years, securing 130 credits (Table 2) which includes 4- credit of NSS/NCC/Apprenticeship/ Study Tour/Internship. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.....

COURSE STRUCTURE FOR THE 3 YEARS' UNDERGRADUATE PROGRAMME WITH MULTIDISCIPLINARY COURSES

Subject Code	Subject Name	Credit	Marks Distribution			Nature of Course
SEMESTER-1			Internal Attendance (C.E.)	External (END SEM)	TOTAL	
BCJMCOR101T	INTRODUCTION TO COMMUNICATION	5	(40+10)	50	100	COR-1
BCJMCOR102T	BASICS OF JOURNALISM	5	(40+10)	50	100	COR-2
BCJMCOR103T	INTRODUCTION TO DOCUMENTARY	5	(40+10)	50	100	COR-3
BCJMGAE101T	COMMUNICATIVE ENGLISH / MODERN INDIAN LANGUAGE- BENGALI (OPTIONAL)	3			50	AEC-1
BCJMVAC101T	ENVIRONMENTAL STUDIES	3			50	VAC
SEM.1 TOTAL		21			400	
SEMESTER-2						
BCJMCOR204T	DEVELOPMENT OF MEDIA	5	(40+10)	50	100	COR-4
BCJMCOR205T	RADIO JOURNALISM	5	(40+10)	50	100	COR-5
BCJMCOR206P	PREPARING RADIO PRODUCTION IN STUDIO USING SOUND EDITING SOFTWARE	5	(40+10)	50	100	COR-6
BCJMGAE202T	COMMUNICATIVE ENGLISH / MODERN INDIAN LANGUAGE- BENGALI(OPTIONAL)	3			50	AEC-2
BCJMVAC202T	INTRODUCTION TO CYBERSECURITY AND WEB TECHNOLOGY	3			50	VAC
INTERN201M	NSS/NCC/APPRENTICESHIP/ STUDY TOUR/INTERNSHIP (OPTIONAL)	4*			50	Internship
SEM.2 TOTAL		21			400	
EXIT WITH CERTIFICATE						4**+42

Draft UGCF B.Voc 3-Years' Undergraduate Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Board of Studies in B.Voc Degree Programs, Derozio Memorial College affiliating under WBSU, held on 30.05.2023.and as resolved at the Workshop held on 12.09.2023.

SEMESTER-3						
BCJMCOR307T	INTRODUCTION TO TELEVISION MEDIAPRODUCTION & TELEVISIONPRODUCTION	5	(40+10)	(40+10)	100	COR-7
BCJMCOR308T	ADVERTISING AND PUBLIC RELATIONS	5	(40+10)	50	100	COR-8
BCJMCOR309P	PREPARING/ARRANGING CORPORATE FILM AND MAKING ADVERTISEMENT FOR DIFFERENT MEDIA	5	(40+10)	50	100	COR-9
BCJMGAE303T	COMMUNICATIVE ENGLISH / MODERN INDIAN LANGUAGE- BENGALI(OPTIONAL)	3			50	AEC-3
BCJMGSE301T	CAMERA HANDLING AND SHOOTING TECHNIQUES	3			50	SEC-1
SEM.3TOTAL		21			400	
SEMESTER-4						
BCJMCOR410T	MEDIA ETHICS, MEDIAMANAGEMENTAND THE LAW	5	(40+10)	50	100	COR-10
BCJMCOR411T	VISUAL LANGUAGE AND CINEMATIC LANGUAGE	5	(40+10)	50	100	COR-11
BCJMCOR412P	PROJECTS ON FILM MAKING AND VIDEO EDITING	5	(40+10)	50	100	COR-12
BCJMGMD401T	ADVANCE PHOTOGRAPHY	3	10	40	50	MDC-1
BCJMGSE402T	BASICS OF COMPUTERFUNDAMENTALS AND PHOTO EDITING	3			50	SEC-2
INTERN401M	NSS/NCC/APPRENTICESHIP/ STUDY TOUR/INTERNSHIP (OPTIONAL)	4*			50	Internship
SEM.4TOTAL		21			400	
EXIT WITH DIPLOMA						4**+84
SEMESTER-5						
BCJMCOR513T	DEVELOPMENT COMMUNICATION	5	(40+10)	50	100	COR-13
BCJMCOR514T	GLOBAL MEDIA AND TRANSNATIONALPOLITICS	5	(40+10)	50	100	COR-14
BCJMCOR515T	SOCIAL CONTEXT OF CINEMA AND FILM LANGUAGE AND MAKING NARRATIVE FILM WITH STILL IMAGES	5	(40+10)	(10+40)	100	COR-15
BCJMGMD502T	BASICS OF VFX AND ANIMATION	3	10	40	50	MDC-2
BCJMGSE503T	SOUNDEDITING	3			50	SEC-3
SEM.5TOTAL		21			400	
SEMESTER-6						
BCJMCOR616T	MEDIA RESEARCH AND DISSERTATION ON MEDIA ISSUES	5	(40+10)	(20+30)	100	COR-16
BCJMCOR617T	FILM APPRECIATION	5	(40+10)	50	100	COR-17
BCJMCOR618P	PROJECTS ON VFX, SOUND EDITING, SILENT FILM, SHORT FILM PRODUCTION	5	(40+10)	50	100	COR-18
BCJMGMD603T	WEB AND BLOG DESIGNING	3			50	MDC-3
BCJMGSE604T	FIELD REPORTING, ANCHORING ANDRADIO JOCKEYING AND BEHAVIORALSKILL DEVELOPMENT	3			50	SEC-4

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INTERN601 M	NSS/NCC/APPRENTICESHIP/STUDY TOUR/INTERNSHIP (OPTIONAL)	4			50	Internship
	SEM.6TOTAL	21			400	
	GRANDTOTAL				2450	4**+126
EXIT WITH 3 Years B.Voc DEGREE						

B.Voc 3 Years UG Programme with MDC

BROADCAST JOURNALISM SEMESTER - I

INTRODUCTION TO COMMUNICATION (BCJMCOR101T)

Unit-1- Basic Concepts of Communication

- Communication- Meaning, Definition, Scope, Nature & Function
- Forms, Process & Elements of Communication
- Various Types and Barriers of Communication
- Medium of Mass Communication and Typology of Audience

Unit-2- Models of communication

- Models of Communication- Meaning and its Utility
- SMR, SMCR, Lasswel, Osgood
- Newcomb, Dance's Model, Gatekeeping, Shannon & Weaver
- Bredrock, Wilbur Schramm, Spiral of Silence

Unit-3- Theories of communication

- Hypodermic Needle Theory, Two-step Theory, Multistep Theory
- Authoritarian, Libertarian, Communist and Social Responsibility Theory
- Diffusion of Innovation, Game Theory, Cultivation Theory
- Agenda Setting, Uses & Gratification & Personal Influence Theory

Unit-4- Basic Concept of Journalism

- Journalism- Concept, Dimension & Function
- Career in Journalism- Different Media patterns
- Indian Society- Demography, Socio-Economic & Political Profile
- New Trends in Journalism - Citizen Journalism, Sting operation, Paid News etc.

Essential Readings:

A History of Communication Study - Everett Rogers

Mass Communication Theory: An introduction – Denis McQuail

Mass Communication in India – Keval J Kumar

The Dynamics of Mass Communication – J.R.Dominick

BASICS OF JOURNALISM (BCJMCOR102T)

Unit-1- Concept of News

- News- Concept, Definition, Value, Element & Objectivity
- Types of News, Structuring & Function of Newsroom of different media
- Story Form- Inverted Pyramid, Intro/Leads, Types of Lead etc.
- Sources of the News, News Gathering

Unit-2- Writing for Different Media

- Writing Styles needed in the Field of Journalism
- Art of Writing- Articles Features, Reviews, Letter to editor, Radio Talk, Radio Feature, Television News script etc.
- Editorial & Column Writing, News Despatch
- Writing for Magazine, News Portal

Unit-3- Reporting: Principles & Techniques

- Concept and Process, Reporting Skills
- Various Types of Reporting- Parliamentary, Legislature, Educational, sports, Crime, Business, Health, Development etc.
- Characteristics of Reporting Department & their Functions
- Interview- Definition, Types & Preparation

Unit-4- Editing

- Editing Fundamentals- Meaning, Purpose, Tools, Typography
- Editing Principles—6C's
- Editing Software in Print - Quark Express, In-Design
- Production- Front, Mid, Supplement Page for Newspaper & Layout of Magazine

Practical Assignment- Student will produce Tabloid Newspaper/Magazine/ News Portal which will be evaluated by concerned faculty.

Essential Readings:

The Journalists Handbook - M.V. Kamath

Editing: A Handbook for the Journalist - George, T.J.S.

News Reporting and Editing - Srivastava, K.M.

News Reporters and News Sources - Herbert Strentz

INTRODUCTION TO DOCUMENTARY (BCJMCOR103T)

Unit 1 - Understanding the Documentary:

- Introduction to the debate on realism,
- Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic.
- Ethical Debates in the Documentary Encounter,
- Defining the Subject / Social Actor / Participant.
- Voice in the Documentary: Problematic of Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience Camcorder Cults Documentary.

Unit 2 - Documentary Production:

- Pre-Production, Researching the Documentary,
- Research: Library, Archives, location, life stories, ethnography.
- Writing a concept: telling a story.
- Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching.
- Issues of Primary and Secondary Audience.

Unit 3- Documentary Production (Technical Aspects):

- Production Documentary Sound;
- Documentary Cinematography – a responsive filmic encounter.
- Location Research, Technologies and Techniques,
- Shooting Schedule,
- Shot Breakdown & Call list, Production Team, Meetings, Checklist, and Crowd Funding.

Unit 4 – Documentary Post Production:

- Post-Production- Grammar of editing,
- Transitions: Scenic Realism & Sound Effects and Visual Effects,
- Aspect Ratio,
- Language,
- Distribution and Exhibition Spaces (Traditional and Online). Festivals and International Market Box office documentaries.

Reading List:

1. Erik Barnow and Krishnaswamy Documentary.
2. Charles Musser —Documentary in Geoffrey Nowell Smith ed. The Oxford History of World Cinema Oxford University Press: 1996, 322-333.
3. Michael Renov —The Truth about Non-Fictionl and —Towards a Poetics of Documentary in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36.
4. Trisha Das How to Write a Documentary Double Take by PSBT.
5. DOX magazine Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Night mail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Films by PSBT

COMMUNICATIVE ENGLISH (BCJMGAE101T)

1. Verbal Communication and Writing Skills

a. Grammar & Vocabulary

i) GRAMMAR

- Tense
- Parts of Speech
- Phrasal Verb
- Appropriate Preposition
- Articles

ii) VOCABULARY

• BUSINESS ENGLISH – COMMERCIAL ENGLISH

- Abbreviations in Business/Commercial English ,Appointments in Business/Commercial English ,Booking a room – Business/Commercial English, Confirming a reservation in Business/Commercial English, Costs in Business/Commercial English, Delivery in Business/Commercial English Faults,, Complaints in Business/Commercial English, Information in Business/Commercial English, Orders in Business/Commercial English
- Refusing/Cancelling a reservation in Business/Commercial English, Sample letter in Business/Commercial English, Words in Business/Commercial English in a list
- COMMON ERRORS

- *at, by* in English – Common Errors, *become, get, go, turn* in English – Common Errors, *eat, food* in English – Common Errors, *give* in English – Common Errors, *the Internet* in English – Common Errors, Word order in English – Common Errors
- CONFUSING WORDS
- *because, as, since* or *for*, *big, great, high, large* or *tall*, *borrow* or *lend*, *bring* or *take*, *country* or *land*, *disability, handicap* or *impairment*, *do, go* or *play*, *electric, electrical, electronic* or *electronically*, *have* or *have got*, *it's* or *its*, *jail* or *prison*, *listen* or *hear*, *life, lives* or *live*, *look, see* or *watch*, *make* or *do*
- *mistake, error* or *fault*, *much* or *many*, *play, game* or *match*, *'s – is* or *has*, *say* or *tell*, *see, visit, attend* or *go to*, *since* or *for*, *sky* or *heaven*, *some* or *any*, *street* or *road*, *then* or *than*, *there is – there are*, *there, their* or *they're*, *this, that – these, those*, *to, too* or *two*, *when* or *if*, *which* or *what*, *who's* or *whose*, *wife, woman, lady – husband, man, gentleman,, you're* or *your*
- CUSTOM AND TRADITION
- (Capital, Nationality, Language)
- ENGLISH VOCABULARY
- Abbreviations in English
- Analysing texts – Vocabulary – A – M * written separately
- Analysing texts – Vocabulary – N – Z
- Animals in English – Learning English with pictures – A – K
- Animals in English – Learning English with pictures – M – Z
- Animals in English – Vocabulary List
- Asking the way in English – Learning English with pictures
- Car, parts of the car – Learning English with pictures
- Colours in English – Learning English with Smiles
- Environment – Vocabulary List and Sentences in English
- Family, Relatives in English
- Feelings in English, Flowers in spring in English
- Football/Soccer – Vocabulary List
- Fruit in English – Learning English
- Geometry in English – Learning English with pictures
- Halloween – Vocabulary List
- Jobs in English – Vocabulary List
- Kinds of Sports in English – Vocabulary List
- Signs of the Zodiac – Learning English with pictures
- Sports in English – Vocabulary List
- Sports in English – A – K – Learning English with pictures
- Sports in English – L – Z – Learning English with pictures
- The menu in a restaurant – Useful words and phrases
- The points of the compass in English
- Things in the kitchen – Learning English with pictures
- Types of texts in English
- Vegetables – Learning English with pictures
- Weather, Weather forecast – Vocabulary List
- Work, Employment – Vocabulary List
- Working with texts – General Vocabulary

- IDIOMS INFORMAL ENGLISH
- Idioms in English Letters and E-mails, Informal English Vocabulary, Idioms – A – M, Informal English Vocabulary, Idioms – N – Z, Phrases with *as ... as ...*, Proverbs in English
- OPPOSITES – LIST IN ALPHABETICAL ORDER
- Opposites in English – Word list – A – F, Opposites in English – Word list – G – L, Opposites in English – Word list – M – R, Opposites in English – Word, list – S – Z
- SYNONYMS – LIST IN ALPHABETICAL ORDER
- Synonyms in English – Word list – A – F, Synonyms in English – Word list –G – L, Synonyms in English – Word list –M – R, Synonyms in English – Word list –S – Z
- SENTENCES FOR ROLE PLAY
- Asking the way – Sentences in English, At a hotel (guest – receptionist) – Sentences in English, At the restaurant (guest – waiter) – Sentences in English, Complex sentences, Conjunctions in English, Free time/Hobbies – Sentences in English, Meeting people – Sentences in English, Phrases for conversations in English, School life – Sentences in English, Sentences for phoning other people in English
- SENTENCES FOR SHORT TALKS
- At a hotel, At a souvenir shop, At a supermarket, At school, Going to the cinema, In Dresden, A talk with an English-speaking guest, Travelling
- SAMPLE TALKS AND PRESENTATION
- A talk about Calcutta, A talk about Delhi, Describing a place of interest
- TECHNIQUES IN THE CLASSROOM AND AT HOME
- Analysing texts (Summarizing a story, with its characters & opinion) Argumentative Essays, Classroom phrases in English Lessons, Creative Writing in English, Describing charts in English, Describing pictures in English, How to pass examinations, How to write a summary in English, Mnemonics help you to learn English, Nursery rhymes and tongue twisters in English, Parts of Speech in English, Phrases for discussions in English, Topics for creative writing in English, Topics for speaking in English Lessons, Writing better sentences in English, Writing informal letters or e-mails in English
- VARIOUS
- Cardinal and ordinal numbers in English, How to say the time in English – Examples and Reference, How to write numbers in words, Measures, Weights and Temperature conversion in English, Months, Days of the week in English, **Phrasal verbs in English – Summary, Quotes in English**, Signs of the Zodiac – Traits, SMS – Text messages, Temperature Conversion Fahrenheit – Celsius, The date in English – Writing and Spelling
- WORKING WITH TEXTS
- Types of texts in English, Working with texts – General Vocabulary
- b. Writing**
 - Resume
 - CV
 - Emails (Formal)
 - Letters
 - Documents
 - Paragraph
- c. Use of Proper Language (both Vernacular and English)**
- d. Telephone Etiquettes**
- e. Reading and Accentuation (Pronunciation)**

2. Verbal & Non - Verbal Communication / Interpersonal Skills/Paralinguistic Skills

- **Verbal Communication**
- Self-Presentation
- Group Discussion
- Preparation for job related Interview
- Mock interview Sessions
- **Non-Verbal Communication**
- Body Language
- Hand Gestures
- Mannerisms
- **Interpersonal Skills**
- Verbal communication
- Nonverbal Communication
- Listening
- Questioning
- Manners
- Problem Solving
- Social Awareness
- Self-Managements
- Responsibility & Accountability
- Assertiveness
- **Paralinguistic Skills**
- Pitch
- Loudness
- Fluency
- Rate
- **Overall Personality Development**

OR,



Modern Indian Language- Bengali (BCJMGAE101T)

AE-1: বাংলা ভাষা উচ্চারণ ও সাধারণ ব্যবহারিক বানান চর্চা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা

প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (১ম ও ২য় ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (৩য় ও ৪র্থ ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: বাংলা ব্যাকরণ: পদ পরিচয়, পদান্তর, সন্ধি, সমাস, ক্রিয়া ও ক্রিয়ার কাল, বাংলা বানান চর্চা

কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

গ্রন্থতালিকা:

১। পরেশচন্দ্র মজুমদার- বাংলা বানান বিধি, ২। পবিত্র সরকার- বাংলা বানান সংস্কার, সমস্যা ও সম্ভাবনা, ৩।
নির্মল দাশ- বাংলা ভাষার ব্যাকরণ ও তার ক্রমবিকাশ, ৪। বামনদেব চক্রবর্তী- উচ্চতর বাংলা ব্যাকরণ, ৫।
সুনীতিকুমার চট্টোপাধ্যায়- বাঙ্গলা ভাষা প্রসঙ্গে/ সংক্ষিপ্ত ভাষা-প্রকাশ বাঙ্গলা ব্যাকরণ, ৬। সুকুমার সেন-
ভাষার ইতিবৃত্ত, ৭। পরেশচন্দ্র ভট্টাচার্য- ভাষাবিদ্যা পরিচয়।

প্রশ্নের ধরন: ১ ও ২ একক থেকে একটি করে ব্যাখ্যামূলক/রচনামূলক/বোধমূলক প্রশ্নের উত্তর দিতে হবে।
শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে
; অর্থাৎ ২ x ১০=২০ এবং ১ ও ২ একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা
জাতীয়/বোধমূলক/ বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে ;
অর্থাৎ ৫ x ২= ১০। শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। একক ৩ থেকে মোট ২০ নম্বর প্রশ্নের উত্তর
দিতে হবে। এস্থলে প্রশ্নের মান নির্ধারণের ক্ষেত্রে প্রশ্নকর্তার স্বাধীনতা থাকবে।

ENVIRONMENTAL STUDIES (BCJMVAC101T)

UNIT-I-THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

UNIT II-NATURAL RESOURCES

UNIT III-ECOSYSTEMS

UNIT IV-BIODIVERSITY

UNIT V-POLLUTION

BROADCAST JOURNALISM SEMESTER - II

DEVELOPMENT OF MEDIA (BCJMCOR204T)

Unit-1- Origin and Growth of the Press in India

- Origin, Historical Perspective of Print Media
- Indian language Press- Pre-& Post Independence
- Growth of Indian News Agencies
- Growth of Media in Bengal

Unit-2- Development of Electronic Media

- Development of Radio, AIR, Commercial F.M.
- Growth of Television: Origin, History, Significance, Satellite & Cable TV
- Development of Cinema in India- Early Efforts, Historical View, Issues & Problems
- Organizational Structure of Radio & Television

Unit-3- New Media & Trends

- Recent Trends in Media
- Emergence of social media
- Emergence of Digital media
- Current & latest issue on Media

Unit-4- Emergence of Folk Media

- Folk Media in India
- Traditional forms of Oral & Visual Communication in Indian Society
- Popular Traditional Forms
- Folk media of West Bengal

Essential Readings

Journalism in India - Rangaswamy Parthasarathi

Mass Communication in India – Keval J Kumar

The Press- M. Chalapathi Rau

Mass Communication and Journalism in India- D.S. Mehta

RADIO JOURNALISM (BCJMCOR205T)

Unit-1- Characteristics of Radio

- The medium: role of sound, characteristics, strengths and limitations;
- Radio broadcasting: main characteristics; Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio,
- Evolution and Growth of Broadcasting in India, Pre-Independence and Post-Independence broadcasting; Public Service Broadcasting

Unit-2- Writing for Radio Programmes

- Thinking audio- Planning and structuring the copy for various audio inputs;
- Rewriting the printed and agency copy for broadcasting;
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, interviews; Radio features/documentaries; Radio commentaries; Spotlight/Talks, etc.
- Types of News Bulletins (AIR Formats): 15-minute bulletin, 5 minute, news-on-phone, headlines; Radio News Magazine New Format News;
- Compiling Radio News Bulletins: Production of different formats of news - 2-minute headline bulletin to one-hour news show; Handling of news rundown, last minute changes and on air changes in the news;
- Headline Writing: Role and importance of headlines; Different types of headlines; Checking language, spelling and grammar; Following style book

Unit-3- Radio Production and Basic Concepts of Audio Production

- Microphones – Designs, categories and application;
- Digital Studio Mixer; Portable Audio Mixer;
- Recording formats; Understanding sound recording / perspective of sound; Sound transfer, editing and post-production, editing software; OB recording equipment; Studio recording: Off air / On air studios;
- Usage of mobile phones in audio production;
- Broadcasting Policy, laws and Community: Radio Broadcasting code and limitations; Roles of AIR and private broadcasters; Commercial broadcasting policy and Community Radio policy

Unit-4- FM, Community Radio and Podcast

- Organization and structure of FM Broadcasting in India;
- Planning and organizing the content; Writing for FM Radio; Music clock; Positioning the channel;
- Broadcast laws and ethics for music broadcasting; FM technology and software;
- Management of FM Radio stations;
- Community Radio: Role of Community Radio in Community Empowerment; Community Radio, Culture and Society; Community Radio and Contemporary Issues; Management of Community Radio stations

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials, camera shoot of an interview etc. Discussions on current affairs, tests, debates and tests may be held regularly.

Essential Readings

Beaman, Jim (2000) *Interviewing for Radio*, Routledge

Boyd, Andrew et.al (2008) *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press.

Chatterji, P.C. (1992) *Indian Broadcasting*, Sage.

McLeish, Robert (2005) *Radio Production*, Focal Press.

BARUAH, U. L. (2017). *This is All India Radio*. Publications Division Ministry of Information & Broadcasting,

Hasling, J. (1980). *Fundamentals of Radio Broadcasting*. McGraw-Hill, 1980.

Luthra, H. (1986). *Indian Broadcasting*. Publications Division Ministry of Information & Broadcasting.

NEELAMALAR, M. (2018). *RADIO PROGRAMME PRODUCTION*. PHI Learning Pvt. Ltd.

Vinod Pavarala, K. K. (2007). *Other Voices: The Struggle for Community Radio in India*. SAGE Publications India.

Robert McLeish- *Radio Production, Fifth Edition-Focal Press, 2005*

Bhatt, S.C., *Broadcast Journalism: Basic Principles, HarAnand Publications (June 30, 2007)*

Shrivastava, K.M., *Radio and TV Journalism, Sterling Publishers Pvt. Ltd., 2005, New Delhi*

Sim Harris & Paul Chantler, *Local Radio., Sage, 2005*

Masani, Mehra: *Broadcasting and People - National Book Trust, New Delhi, 1997*

Akash Bharti National Broadcast Trust: *Publication Division, New Delhi, 1987*

Hellard Robert -, *Writing for Television and Radio, Sage 2000*

Mitchell Stephen, Holt - *Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010*

Kapoor D N: *Broadcast Journalism, Mohit Pub New Delhi 2006*

PREPARING RADIO PRODUCTION IN STUDIO USING SOUND EDITING SOFTWARE (BCJMCOR206P)

Practical (Project based)

- Making audio Book
- Radio Interview and Discussion
- Radio News, Radio Feature and Documentary
- Radio Commentary
- Radio Play/Drama
- Radio Ads (Social and Commercial)

COMMUNICATIVE ENGLISH (BCJMGAE202T)

READING AND WRITING COMPETENCE

Unit 1: Accurate Grammatical Usage

- Common Grammatical Errors
- Sentence Structure
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Understanding American expressions

Unit 2: Reading Comprehension

- Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing
- Critical Reading

Unit 3: Writing Composition

- Precis
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

RECOMMENDED READINGS:

- *A Practical English Grammar* – A.J. Thomson, A.V. Martinet – OUP
- *Function in English*– Jon Blundell et al- OUP
- *Oxford Practice Grammar* – John Eastwood – OUP
- *A Remedial English Grammar* – F.T. Wood

- *Word Power Made Easy*- Norman Lewis- Penguin2
- *Intermediate English Grammar*- Raymond Murphy- CUP
- *Advanced Grammar in Use*- Martin Hewings- CUP
- *Practical English Usage*- Michael Swan- OUP
- *Oxford Word Skills*- OUP
- *Functions of English* - Lee Jones- CUP
- *Practice Makes Perfect: Advanced English Reading and Comprehension*– Diane Engelhardt McGraw Hill
- *Write Rightly: A Course for Sharpening your Writing Skills*, Geetha Rajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

OR,

Modern Indian Language- Bengali (BCJMGAE202T)

AE-2 চলচ্চিত্র ও বাংলা সাহিত্য, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: সত্যজিৎ রায়- বিষয় চলচ্চিত্র, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

চলচ্চিত্রের ভাষা: সেকাল ও একাল, চলচ্চিত্র রচনা: আঙ্গিক, ভাষা ও ভঙ্গি, চলচ্চিত্রের সংলাপ প্রসঙ্গে

Unit II: ধীমান দাশগুপ্ত- সিনেমার অ আ ক খ, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

সিনেমার শিল্পরূপ: শিল্প কী- সিনেমা কি শিল্প- সিনেমার শিল্পরূপ: বিবিধ সম্পর্ক- সাহিত্য ও

চলচ্চিত্র- কবিতা ও চলচ্চিত্র- নাটক ও চলচ্চিত্র- চিত্রকলা ও চলচ্চিত্র- সংগীত ও চলচ্চিত্র - আদিম

শিল্পকলা ও চলচ্চিত্র- স্থাপত্য ও চলচ্চিত্র- নৃত্য ও চলচ্চিত্র - আলোকচিত্র ও চলচ্চিত্র- ভাবীকালের

শিল্পকলা ও চলচ্চিত্রের ভবিষ্যৎ।

Unit III: চণ্ডী মুখোপাধ্যায়- সিনেমায় রবীন্দ্রনাথ/রবীন্দ্রনাথের সিনেমা(প্রতিভাস), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

(১। মধু বসু-র 'গিরিবালা', ২। 'সেনাপাওনা' রবির নয়, শরৎ-এর, ৩। নরেশ মিত্র-র 'বউ ঠাকুরাণীর হাট' অভিনয়ে উত্তম, গানে লতা, ৪। রবীন্দ্রনাথের তিনটি গল্প নিয়ে সত্যজিৎ রায়ের 'তিন কন্যা', ৫। রবীন্দ্রনাথের 'নষ্টনীড়' রূপান্তরিত হল সত্যজিৎ রায়ের 'চারুলতা', ৬। রবীন্দ্র-ভাবনায় চিরকালই অনুপ্রাণিত ছিলেন ঋত্বিক ঘটক, ৭। ঋতুপর্ণ ঘোষের 'চোখের বালি' একবিংশ শতাব্দীর প্রথম রবীন্দ্র চলচ্চিত্র, ৮। রবীন্দ্রনাথের 'চতুরঙ্গ' উপন্যাস নিয়ে সিনেমা একবিংশ শতাব্দীতে, ৯। রবীন্দ্রনাথের কবিতা নিয়ে বুদ্ধদেব-এর ১৩ ছোটো ছবি, ১০। রবীন্দ্রনাথের জীবন নিয়ে রবীন্দ্র ১৫০-তে ঋতুপর্ণ-এর বায়োপিক)

 INTRODUCTION TO CYBER SECURITY AND WEB TECHNOLOGY (BCJMVAC202T)

• Fundamentals of Cybersecurity	• Network Security
• Database Security	• Server Security
• Web Application Security	• IT Security Compliance
• Android Penetration Testing	• Computer Forensics
• Python Programming	• Project work

 NSS/NCC/ APPRENTICESHIP /STUDY TOUR / INTERNSHIP (*INTERN201M)

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

BROADCAST JOURNALISM SEMESTER - III

+ INTRODUCTION TO TELEVISION MEDIA PRODUCTION & TELEVISION PRODUCTION (BCJMCOR307T)

Unit-1- Basics of Television

- Television as Visual Medium- Advantages & Disadvantages
- Visual Elements and Their Characteristics
- Video Camera- Types, Components, Basic Shots & their Uses, Cues & Commands, White Balance & Other Significance
- Lighting- Types, Importance, Equipment, Control, Techniques & Problems

Unit-2- Principles of Reporting for TV

- Different Format of Television Programmers,
- TV Reporting- Meaning, Techniques, Types & Quality of TV Reporter
- Interview Techniques for Visual Media
- Basics of Television Anchoring

Unit-3- Writing for Television

- Television News
- Features, Human Interest Stories
- TV Report
- Script writing as an Art, Marking copy in production language.

Unit-4- Television Production

- Production Personnel and their Duties and Responsibilities
- Editing & Digital Effects
- Video Production- Documentary Production, Short Film Making, Television studio and ENG production
- Transmission- Techniques, Equipment

Practical Examination- Student shall produce 5-10-minute Documentary/ Short Film on the subject given by the faculty and it will be evaluated by the faculty concerned.

Essential Readings

Television Production Handbook - Zettl, Hebert

Video Editing- A post production - Steven E. Browne

The Television lighting technique by Gerald Millerson

Video Production – Basuki

+ ADVERTISING & PUBLIC RELATIONS (BCJMCOR308T)

Unit-1- Advertising: Principles & Practices

- Evolution and Growth of Advertising
- The Ways Advertising Works
- Definitions of Various Key Concepts
- Advertising and Social and Cultural Change

- Impact of Advertisement on Children, Women, etc.;

Unit-2-Creativity and Qualities of Advertisements

- Brand and Brand Positioning
- Stages in the Creative Process
- Media Planning
- Qualities of a Successful Advertisement

Unit-3-Advertising Theories and Models

- AIDA model, DAGMAR Model, Maslow 's Hierarchy Model
- Communication theories applied to advertising
- Advertising as a tool of communication

Unit-4-Advertising and Marketing Mix

- Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.
- Types of Media for advertising
- Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling
- Marketing Strategy and Research and Branding
- Advertising department vs. Agency-Structure, and Functions
- Advertising Budget
- Campaign Planning, Creation and Production

Unit-5-Introduction to Public Relations

- Meaning, Definition, Nature and Scope of Public Relations.
- History of Public Relations
- Elements of Public Relations: Publicity and Propaganda
- Tools and Methods, Qualities of PRO

Essential Readings

Advertising Media Planning - Z. J. Sisson and Bemba Lincoln

Brand Positioning: Strategies for Competitive Advantage – Subroto Sengupta

Advertising Principles and Practices-Williams well et. Al

PREPARING/ARRANGING CORPORATE FILM AND MAKING ADVERTISEMENT FOR DIFFERENT MEDIA (BCJMCOR309P)

Unit-1- Public Relations Management

- Public Relations as a Management Function
- Crisis Management
- Role of Public Relations in Government, Industry, Public and Private Sectors
- Public Relation Strategy & its Implementation
- Media Support System- Press Release, Press Meet, Press Brief, Press Conference,
- House Journal, Annual Report
- Meet the Press, Press Visit, Exhibition etc.
- Public Relations strategy and tactics- magnitude and power of corporate communication
- Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit-2- Public Relations Tools and media of Communication

- Various tools and media of communication-advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, facility visit, press conference, press briefing, new media
- To work in an in-house studio to learn news production, film and video production and advertising layout,
- Production of different ad design- setting out Public Relations campaigns- developing the elements of creativity.

Unit-3-Writing for Public Relations

- Public Relations writings- reading the culture of the organization and its milieu and understanding the requirement of the organization
- Art of PR writings in different kind of brochures, press release, press hand out, press announcements, notice, advertisement, tender, house journal, new media
- Chief executive's speech
- Script writing for Corporate films etc.
- How to make CEO's brief for news conference?
- Feature writings- crisis message, writings for broadcast, telecast, scripts, webpage, e-mail and other alternative media
- Content management and presentation techniques

COMMUNICATIVE ENGLISH (BCJMGAE303T)

CREATIVE WRITING

- Writing Short Story, Poetry, Free Verse, Plays, Script, Autobiography
- Creating Characters
- Plots
- Writing for Children (Fantasy)
- Comic Script Writing
- Writing Diaries/Journals Readings

References:

On Writing Well: The Classic Guide to Writing Non-fiction- William Zinsser, Harper Perennial
Writing Tools- Peter Clark. Hachette Book Group USA
The Elements of Style- William Strunk Jr. & E.B. White, Pearson. 1999.



Modern Indian Language- Bengali (BCJMGAE303T)

AE- 3মুদ্রণ শিল্প ও প্রকাশনা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: গ্রন্থ রিডিং, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: কম্পিউটারে বাংলা লিখন ও মুদ্রণ শিল্পে প্রযুক্তির ব্যবহার, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: প্রকাশনা সম্পর্কিত সাধারণ ধারণা, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

গ্রন্থতালিকা:

১। প্রবীর কুমার লাহা- গ্রন্থ সংশোধন নির্দেশিকা (নিউ বেঙ্গল প্রেস), ২। স্বপন চক্রবর্তী সম্পাদিত মুদ্রণের সংস্কৃতি ও বাংলা বই ৩। ত্রিপুরা বসু- বাংলা পাতুলিপি পাঠ ও পরিভ্রমণ, ৪। চিত্তরঞ্জন বন্দ্যোপাধ্যায় সম্পাদিত দুই শতকের বাংলা মুদ্রণ ও প্রকাশন, ৫। শ্রীপাহ- যখন ছাপাখানা এলো, ৬। আশিস খাস্তগীর- উনিশ শতকের বাংলা ছাপাখানা

প্রশ্নের ধরন: প্রতিটি একক(১-৩) থেকে একটি করে ব্যাখ্যামূলক/রচনামূলক/বোধমূলক প্রশ্নের উত্তর দিতে হবে। শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ১০=৩০ এবং প্রতিটি একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা জাতীয়/বোধমূলক/বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ৫= ১৫। প্রতিটি উত্তরের শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। তিনটি একক মিলিয়ে অতিসংক্ষিপ্ত ১ মানের মোট পাঁচটি (৫) প্রশ্নের উত্তর দিতে হবে ; অর্থাৎ ৫ x ১=৫। এক্ষেত্রে কোনো বিকল্প প্রশ্ন থাকবে না।



CAMERA HANDLING AND SHOOTING TECHNIQUES (BCJMGSE301T)

- Cameras, film speeds, projection, aspect ratios
- Staging – Setting, lighting, costumes
- Lighting — techniques, types, shadows, silhouettes, contours
- Shots and shot relationships
- Lenses — perspectives, wide- angle, normal, telephoto, depth of field
- Special effects — process shots, front projection, green screening
- Framing — angle, level, height, distance, mobile, panning
- Using Video Equipment & Manual Functions to Tell a Visual Story
- Identify parts and the various functions of a digital video camera.
- Demonstrate various compositional techniques, angles and camera movement using a digital video camcorder.
- Identify and complete the necessary steps in each of the 3 stages of production.
- Develop an idea for a short film and theme film which fits a three act story structure
- Create a detailed shot list of necessary shots to tell a visual suspense story.
- Use a digital video camcorder to capture desired footage.

BROADCAST JOURNALISM SEMESTER –IV

+ MEDIA ETHICS, MEDIA MANAGEMENT AND THE LAW (BCJMCOR410T)

Unit-1- Introduction to Media Management

- Definition and different types of Media Management
- Nature of Management Functions
- Principles of Media Management- Relevance with Mass Media
- Media: As Mission, Industry or Profession- Emerging Trends & Challenges
- Organizational Structure of Govt. & Private Media Organizations

Unit-2- Different aspects of Media Management

- Cross Media Ownership
- FDI in Indian Media and its impact
- Various types Newspaper ownership in India- their advantages and disadvantages
- Various Departments of Newspaper
- Dual Economy of a Newspaper: Circulation and Advertisement Management of print and electronic Media

Unit-3- Different Types of Media Control

- Public Control and Private Control;
- Autonomous model; PrasarBharati;
- Cable TV Regulation Act;
- Organizational Structure of Doordarshan and All India Radio;
- Convergence of Media;
- DTH, TRP, ABC, NRS; Satellite Channels. IPTV

Unit-4- Media Ethics and Press Laws

- Freedom of Information;
- Right to Information;
- Freedom of the Press with special reference to India;
- Press Commissions;
- Press Council;
- Press Laws: Defamation, Contempt of Court; Sedition, Official Secrets Act, Copyright Act, Press and Registrations of Books Act, Obscenity Act, Working Journalist Act, Parliamentary Proceedings Act; Intellectual Property Rights; Codes of Ethics

Essential Readings

Product Management in India - RamanujMajumdar

The Power of a Billion: Realizing the Indian dream, FICCI-KPMG: Indian Media and Entertainment Industry Report

VanitaKohli-Khandekar, The Indian Media Business (IVthed), Sage Publication, 2013 Principles of Management – B.S.Mathur

VISUAL LANGUAGE AND CINEMATIC LANGUAGE (BCJMCOR411T)

Unit-1- Visual Art and Cinema

- History of Visual Art
- Relation between art and cinema
- Music and its relationship with Cinema
- Relationship between Play and Cinema

Unit-2- Early Cinema

- Louis Lumiere and August Lumiere,
- George Melies
- History of World Cinema
- History of Indian Cinema

Unit-3- Cinema of Transition

- Edwin S. Porter, D. W. Griffith
- Evolution from P.M.R. to I.M.R

Unit-4- Basic Concepts of Cinematic Language

- Shot,
- Scene,
- Sequence
- Visual Transitions – Cut, Dissolve, Fade In, Fade Out, Wipe etc.

Unit-5- Shots and Its Classification

- Basic Camera Movements
- Types of Shots (according to its dimensions) - Establishing Shot, Cut In, Cut Away, P.O.V.

Unit-6- Compositional Elements

- Mise-en-Scene
- Montage
- Light, Shadow and Other Compositional Elements
- Proxemics, Angle, Focus, Lens

PROJECTS ON FILM MAKING AND VIDEO EDITING(BCJMCOR412P)

- **Practical (Project based)**

ADVANCE PHOTOGRAPHY (BCJMGMD401T)

Unit-1- Introduction to Digital Photography

- Understanding film and paper photography
- Learning about the digital revolution
- Advantages and disadvantages of digital photography over film photography
- How photos are used today

Unit-2- Digital Retouching & Image Enhancement

- Image Size-Resolution-Selection tools and techniques-
- History -Retouching tools- Layers-Photo Mounting Techniques-Incorporation of text into picture.

- Digital Manipulation: Applying selective effects to images and filters with masks and different digital darkroom effects.
- Placing photos in other documents - Using photos on the web.

Unit-3- Special Filters and Object Lighting

- Colour sensitivity of film, types of filter, filter factors, contrast and density of filters and its definitions.
- General- ND, 803, 81A, 85B, CC, IR, Polarized, Heat filter, diachronic, graduated, fog, contrast and correction their classification, working principles, uses and available models.
- Type of object lighting: Daylight, Artificial light and their Combination-Angle
- Exposure: Types, Function and use (methods of using incident and reflected type meters)-Selection of shutter speed and aperture- Manual exposure setting method-Selection of exposure in case of Varying/Combined illumination.

Unit-4- Special Shooting Techniques

- Definition, camera lens, additional equipment, filter, light, film, accessories, positioning, depth of field,
- Exposure and precaution for: Photo macrography-Photo micrography-High Speed Photography with motor driven Camera-Underwater Photography-Medical Photography-Astronomical Photography- Intra Red (IR) Photography-Ultra Violet (OV Photography-Forensic Photography
- Strobe light Photography
- Multiple exposures
- Press Photography and Ethics
- **ADVANCEPHOTOGRAPHY(PRACTICAL) (10 Marks for Practical assignments)**
- **Practical Assignments may be given on any one of all the topics covered on the syllabus.**

BASICS OF COMPUTER FUNDAMENTALS AND PHOTO EDITING **(BCJMGSE402T)**

Unit-1: Introduction to computers

- Introduction to computers, characteristics and limitations of computer
- Uses or computers, computer generations. Number systems: binary, hexa and octal numbering system
- Input and output devices: Keyboard and mouse, inputting data in other ways
- Types or Software: system software, Application software, commercial, open source, domain and free ware software, Memories: primary, secondary and cache memory. Windows basics: desktop start menu, icons.

Unit-2: Introduction to ADOBE PHOTOSHOP

- Introduction to Adobe Photoshop, getting started with Photoshop, creating and saving a document in photoshop
- Photoshop: page layout and back ground, Photoshop program window-title bar, menu bar, option bar, image window. Image title bar, status bar, ruler. Palettes, tool box, screen modes, saving files, reverting files, closing files.

Unit- 3: Working with Images

- Images: working with images, image size and resolution
- Image editing, colour modes and adjustments, Zooming & Panning an Image
- Rulers, Guides & Grids- Cropping & Straightening an Image, image backgrounds, making selections.
- Working with tool box: working with pen tool, save and load selection-working with erasers-workingwith text and brushes

- Colour manipulations: colour modes- Levels- Curves - Seeing Colour accurately- Patch tool -Cropping- Reading your palettes - Dust and scratches- Advanced Retouching- smoothing skin

Unit-4 Layers:

- Working with layers- layer styles- opacity-adjustment layers
 - Filters: The filter menu, Working with filters- Editing your photo shoot, presentation
- How to create adds, artistic filter, blur filter, brush store filter, distort filters, noise filters. Pixelate filters, light effects, difference clouds, sharpen filters, printing.

+ NSS/NCC/ APPRENTICESHIP/STUDY TOUR/INTERNSHIP (*INTERN401M)

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

BROADCAST JOURNALISM SEMESTER-V

DEVELOPMENT COMMUNICATION (BCJMCOR513T)

Unit-1-Development Communication-Basic Principles

- Development communication- Meaning, Concept, Process & Relevance Strategy
- Approaches & Dilemmas of Development Characteristics of Developing Countries, Gap between Developed & Developing Countries
- Development Indicators

Unit-2- Theories & Models of Development Communication

- Role of Communication in Development
- Models of Development
- Theories of Development Communication
- Government Developmental Programs & Policies,

Unit-3- Development Communication from Post World War-II to Digital Convergence

- World War II and development communication
- Information dissemination education, behavior change, social marketing, social mobilization
- Communication for social change, mass effects
- Media advocacy, digital media and development journalism.

Unit-4- Development Support Communication

- Agricultural communication and rural development
- Approach in agricultural communication – diffusion of innovation
- Model of agricultural extension
- Development support communication: population and family welfare – health – education and society-environment and development - problems faced in development support communication.
- Developmental and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication
- Participatory Communication- Comparative advantages of different media for development communication.

Reading List:

1. Amartya Sen, *Development as freedom*, Alfred A Knopf, New York, 2011.
2. D V R Murthy, *Development Journalism, What Next?* Kanishka Publication, New Delhi, 2007
3. Daniel Lerner & Wilbur Schramm, *Communication and Changes in Developing Countries*, 1972
4. Mefalopulos, Paulo; *Development Communication Sourcebook*, 2008
5. Ila Virginia C. Ongkiko, *Introduction to Development Communication*, 2003
6. Jan Servaes, Thomas Jacobson and Shirley White (eds), *Participatory Communication for Social Change*, Sage, 1996.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, *The Handbook of Development Communication and Social Change*, Wiley-Blackwell
8. LinjeManyozo, *Media, Communication & Development: Three Approaches*, Sage, 2012
9. Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993
10. Richard Peet and Elaine Hartwick, *Theories of Development: Contentions, Arguments, Alternatives*, 2nd Ed., Guilford Press, 2009
11. Srinivas Melkote and H. Leslie Steeves, *Communication for Development: Theory and Practice for Empowerment and Social Justice*, 3rd edition, Sage, 2015.
12. Uma Narula, AnandHar, *Development Communication –Theory and Practice*, 2004

GLOBAL MEDIA AND TRANSNATIONAL POLITICS (BCJMCOR514T)

Unit-1- Different Dimension of International Communication

- Political, Economic and Cultural Dimensions of International Communication.
- Communication and Information as a tool of Equality and Exploitation.
- Problems and Prospect of International Communication.
- UNO's Universal Declaration of Human Rights & Communication.

Unit-2- Global News Flow Situation

- Imbalance in International News Flow-reasons
- Controversy on the Free Flow vs. Balance flow
- UNESCO's Efforts in removal of imbalance in News Flow
- New International Information and Economic order,
- Mac Bride Commission and its Report
- Rise of International News Agencies and their roles

Unit-3- Media Systems & their imperialism

- Democratization of Information Flow and Media Systems
- Media Imperialism
- Cultural Imperialism – Criticism
- Cable TV and Satellite television
- Impact of Gulf War in Media System
- Effects of Globalization on Media Systems

Unit-4- New Trends and its Impact on Society

- ICT and Global Communication-changing shades
- Global Village-Concept and Reality
- Information super highway,
- Internet-effect and impact
- Information society & Knowledge society.

Reading List:

1. Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015
2. DayaKishanThussu, International Communication: A Reader, 2010

SOCIAL CONTEXT OF CINEMA AND FILM LANGUAGE & MAKING NARRATIVE FILM WITH STILL IMAGES (BCJMCOR515T)

Unit 1: Language of Film

- Visual Language, Cinematography, Visual Universe
- Colour as storytelling device
- Editing - History and Development
- Continuity Editing, Soviet Montage

Unit 2: Language of Film

- Beginnings of sound, Manifestations in cinema, Music in cinema
- Diegetic, Non-Diegetic, Sync, Non-Sync

- Beginnings of Cinema

Unit 3: Social Context and Film Form

- Silent Era to Studio Era
- German Expressionism – World War I and Expressionism
- German Expressionism - Filmmakers, Impact and Legacy
- Third Cinema - Socio-Political Milieu
- Third Cinema - Ideology, Movement and Legacy

Unit 4: Alternative Visions and Film Form

- Auteur Theory - French Cinema, Cahiers du Cinema
- Feminist Film Theory - Visual Pleasure, Feminist Criticism
- Queer Theory - Gender and Its Representation
- Postmodernism - Postmodernist Cinema and Characteristics
- Film Genre - Western Film, Anthology Film, Film Noir, Gangster Film

BOOKS AND REFERENCES

A History of the French New Wave Cinema - Richard John Neupert
Bollywood: A Guidebook to Popular Hindi Cinema - Tejaswini Ganti
Chick Flicks: Theories and Memories of the Feminist Film Movement - B. Ruby Rich
Cinema Studies: The Key Concepts - Susan Hayward
Film History: An Introduction - Kristin Thompson, David Bordwell
Film Studies: An Introduction - Ed Sikov
German Expressionist Films (Pocket Essentials) - Paul Cooke
Grammar of the Shot - Christopher J. Bowen
Introduction to Film Studies - Jill Neldes
Italian Neorealism and Global Cinema - Laura E. Ruberto, Kristi M. Wilson
New Queer Cinema: The Director's Cut - B. Ruby Rich
Our Films, Their Films - Satyajit Ray
Questions of Third Cinema - Jim Pines
The 5 C's of Cinematography: Motion Picture Filming Techniques - Joseph V. Mascelli
The Film Book: A Complete Guide to the World of Film - Ronald Bergan
The History of Film - David Parkinson
The History of Italian Cinema: A Guide to Italian Film from Its Origins to the Twenty-first Century – GianPiero Brunetta

BASICS OF VFX AND ANIMATION (BCJMGMD502T)

Unit 1: GRAPHIC DESIGN

- What is Graphic Design
- Vector & Raster
- Types of Font style and Size
- Typography Principles
- Color Theory
- Moodboard for idea Generation

Unit 2: ADOBE PHOTOSHOP

Photoshop is an image creation, graphic design and photo editing software developed by Adobe. The software provides many image editing features for pixel-based images, raster graphics and vector graphics.

- Photo Editing
- Digital Painting
- Graphic Design
- Web Design

Unit 3: VIDEO EDITING (ADOBE PREMIERE PRO / FINAL CUT PRO)

- Types of File Format
- Video Cut & Mix
- Video Transition Effects
- Title Making
- Color Correction
- Video Filters
- Video Masking
- Multiple Camera Editing
- Sound Mixing
- Use of Sound FX

Unit 4: ADOBE AFTER EFFECTS

- Adobe After Effects is a 2.5D animation software used for animation, visual effects, and motion picture compositing. After Effects is used in film, TV, and web video creation.
- This software is used in the post-production phase, and has hundreds of effects that can be used to manipulate imagery.
- 2D Vector Animation
- Basic 3D Animation
- Character Animation
- Kinetic Typography
- UI/UX mock-up animations
- Visual Effects
- Object and Camera Tracking
- Green Screen
- Element 3D (plugin)
- Logo Animation
- Creating template from scratch

Unit 5: 2D ANIMATION

2D Animation Production fundamentals

- Pre-Production,
- Production,
- Post-Production,
- The principles of Animation

Adobe Illustrator/Photoshop

- Character Design
- Facial expression
- Environment design
- Prop design

Adobe Character Animator

- Auto Lypic syrup
- Body Tracking
- Facial expression

After Effects/Animate CC

- Character rig
- Character walk and run cycle
- Pick and drop objects
- Object animation
- Character Animation
- Character lip sync
- Facial expression

SOUND EDITING (BCJMGSE503T)

Unit-1- Introduction to DAW & Setups

- What is a Digital Audio Workstation?
- Signal Flow & vEquipment's You Need
- Setting Up Your System
- Setting Audio Preferences
- Setting MIDI Preferences
- Optimizing Performance
- Introduction to Session View
- Understanding Ableton's Interface
- Live's Browser
- Loading, Playing & Moving Clips
- MIDI and Audio Clip Properties
- Working with Scenes
- Setting Tempo

Unit-2-Types of Tracks & Effects

- Live's Mixer
- Exclusive Arm and Solo
- Using Sends and Returns
- Creating Manual Feedback for Returns
- 2 Ways of Building Headphone Cues
- Grouping Tracks
- Using Effect Devices
- The Hot Swap Switch
- EQ and Filters
- Soloing Different EQ Bands
- EQing in Stereo, L/R and M/S
- Compressors and Dynamic Processing
- Different Types of Delay Effect
- Using Reverb Effectively

- Side Chain Gating
- Side Chain Compression

Unit-3- Effects & Automations

- Using Audio & Midi Effects
 - Arpeggiator | Chord | Scale
 - Keyboard Mapping
 - MIDI Controller Mapping
 - Automation Envelopes
 - Recording Real Time Automation
 - Drawing Automation Manually
 - Automating Clips in Session View
 - Unlinking Clip Length and Automation
 - Editing Automation
 - Using Fades and Cross Fades
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B.Voc 3 Years UG Programme with MDC

BROADCAST JOURNALISM SEMESTER - VI

Media Research and Dissertation on Media Issues (BCJMCOR616T)

Unit-1- Understanding Research

- What is research? Purposes of research
- Types of research: Descriptive and analytical, Applied and fundamental, Quantitative and qualitative, Conceptual and empirical, Inductive and Deductive
- Research Variables: dependent, independent, extraneous

Unit-2- Concepts in Media Research

- Population, Sample, Sample Error,
- Pilot survey, Non-response
- Measurement Scales- Types

Unit-3- Research Methodology

- Internet tools for research (research gate/ INFLIBNET/ India Stat/ UNDP data banks/ World Bank data banks)
- how to use Google for research/ using Google scholar effectively Using Word for references, end note, foot note adding
- Types of Research Design: Qualitative Research Types Quantitative Research Types

Unit-4-Steps in research process

- What is research problem?
- Literature Review,
- hypothesis/research questions
- data collection, data analysis
- research ethics, report writing

SUGGESTED READINGS: • Research Methodology: Methods and Techniques by C R Kothari • Mass Media Research: An Introduction: Roger D. Wimmer, Joseph R. Dominick

DISSERTATION ON MEDIA ISSUES

- *Students will do a micro research project (7000 to 8000 words) on any topic of social, political, cultural interest. The dissertation must include proper reference, bibliography.*
- *Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce.*

FILM APPRECIATION (BCJMCOR617T)

Unit-I- Language of Cinema:

- Language of Cinema – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema
- Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen
- Sound; Sync Sound; the use of Colour as a stylistic Element.
- Difference between story, plot, screenplay.

Unit-2-Film Form and Style:

- German Expressionism and Film Noir, Italian Neo-realism,

- French New-Wave, Genre and the development of Classical Hollywood Cinema.
- Film Authorship with a special focus on Satyajit Ray or Ritwik Ghatak, Mrinal Sen or Tapan Sinha.

Unit-3-Hindi Cinema:

- Hindi Cinema: - Cinema and the Nation (Dadasaheb Phalke, Raj Kapoor, Deepa Mehta),
- The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.

PROJECTS ON VFX, SOUND EDITING, SILENT FILM, SHORT FILM PRODUCTION (BCJMCOR618P)

- **VFX:**

- Using the animation methods, we have discussed prior, student will develop a 30 second HD animated piece which incorporates at least three distinct forms of motion graphic.
- Following the lead of class-examples, student will make an HD kinetic typography animation of no more than 30 seconds and no less than 15. The source text can be anything you wish, but student can choose a text with which they resonate. Using all the effects learned; prepare a 30 second HD motion graphic/ special effect as per choice.

- **SOUND EDITING:**

- Sound Story (app. 5 min)
- Location Sound Exercise: Recording a running commentary of a particular locale.
- Recording a live interview.
- Recording sync sound with camcorder and boom operation.

- **SILENT/SHORT FILM PRODUCTION:**

- In this Project work on Film Production students will have to produce One Fiction Film of minimum 10 minutes of duration. Production Pipeline of Film Making: It includes all three development stages in the Film Production process: Pre-Production, Production and Post Production. Pre-Production will include development of the Concept, Research, Identification of the Key Movement, Location, and Duration, writing script and Screenplay and Story-boarding. Production - Process will include video shooting of all the scenes and shots (indoor & outdoor) keeping Light Conduction in mind in accordance to the Shooting Script of the Film. The Post Production - Process will include editing of the Film, adding visual effects, creating foley sounds, Voice-over, Re-dubbing and adding background music to the Film, finally preview presentation and submission of Films in Broadcast quality.

Unit -1: Writing concept, story & screenplay for the short film

Unit-2: Making budget for Short film

Unit-3: Conceptualisation of Visual Effects (VFX) and Special Effects (SFX) according the film; Making story board for shot selection and division,

Unit-4: Scheduling process and production process,

Unit-5: 10 to 15-minute fiction film production

WEB AND BLOG DESIGNING (BCJMGMD603T)

Unit-I

- World Wide Web: Basic concepts Domains and Portals Browsers and Search Engines Hyperlinks and Deep Links Social and Professional Networking Sites

Unit-II

- Web Designing: Basic of web Designing; Web page designing: Illustrator, Corel & Photoshop; Working with Front Page & Macromedia Dreamweaver

Unit-III

- Writing for the digital media: Cyber journalism, web sites, E-newspaper, Internet TV, Internet radio, Social Media –Twitter, Instagram, YouTube, Facebook Writing and Design for online medium - Interactivity of form and content in new media, Linear writing v. interactive writing, Grammar of interactivity Writing for Wikipedia

Unit-IV

- CAR/CAJ - Mobile journalism - Newsroom for online journalism - Backpack journalism -Non-linear storytelling -New Styles for writing -visual language, micro-content, narrative journalism

Unit-V

- Mobile Journalism - Photos for web – forms and format, still, gallery, slideshow - Audio for web –forms and format, Internet Radio, Audiobook, Sound cloud, Podcasts, broadcast yourself- Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, livestreaming - Data journalism – forms and format, data mine.

FIELD REPORTING, ANCHORING AND RADIO JOCKEYING AND BEHAVIORAL SKILL DEVELOPMENT (BCJMGSE604T)

- Types of Presenting news in Broadcast Journalism (breaking news through kickers)
- Forms (VO, VO/SOT, RDR, Package)
- Developmental Journalism- Civic journalism, public journalism - Alternative media and people's issues
- Environment- How print and broadcast media deal with the issue- How environment is covered in mainstream media - The need for specialized reporting on the area
- Cultural Journalism - Introduction to the developments and current trends in: - Visual Arts- Dance-Drama-Music and how to review an event or an exhibition of works in these fields
- Women's issues - The difference between 'serious' and other women's magazines - What mainstream 'women' magazine programme cover and their projection of women
- Business and financial journalism: - Basic knowledge of the finance system in India; gathering, distribution and allocation of revenue vis-à-vis the Central and State governments; - Central and state budget making exercise, how to read a budget, concept of zero budget, importance of Public Accounts Committees - Covering stock markets, commodity markets, company meetings, industrial development, industrial production, exports, imports, financial companies,
- Elements of the news package- Shooting the news package- Assembling the news package
- Editing the news package
- Shooting usable video footage- Composing interesting shots
- Conducting the on-camera interview
- Shooting telling B-roll

- Reporting assignments in and outside Campus- Produce In-house Newsletter
- Anchoring and Voicing- Communication Skills Training, Confidence Building, Body Language, Presentation skills, Personal Development
- Difference in Anchoring in News and Programming- News Bulletin live anchoring, anchoring live news & breaking news, Recorded Programs anchoring, Weather Anchoring
- Crisis management- Talk-back problem, Breaking News updates, cutting to breaks, Anchor to Anchor pass over, Anchor to reporter, Anchor questions to guests (in studio and from the field), Multi-location live feed
- Radio Jockeying- Communication Skills Training, Confidence Building, Body Language, Presentation skills, Personality Development, Uses of Microphones, Punctuation, diction and mixing of emotion

NSS/NCC/ APPRENTICESHIP/STUDY TOUR/INTERNSHIP(*INTERN601M)

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.