

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus
For
B.A. (Honours) Journalism & Mass Communication (BAJMC)
Three-Year Course (Six-Semester)

Semester-III

(Effective from the session: 2022-23)

Semester-III

S. No.	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem. End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem. End Exam	Total	
1	ABA06-301	CC5 Reporting and Editing for Print	5	1	-	6	30	70	100	3
2	ABA06-302	CC6 Introduction to Broadcast Media	5	1		6	30	70	100	3
3	ABA06-303	CC7 Public Relations	5	1		6	30	70	100	3
4	ABA06-304	SEC-1 Radio Production	3	1		4	30	70	100	3
5	ABA06-305	GE 3: Film Appreciation	3	1		6	30	70	100	3
Total Contact Hr. Per Week: 28 + Prac. Hours						28	Grand Total Marks 500 Marks			

Course Title	Reporting and Editing for Print (CC-5)				
Course Code	ABA06-301				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	To learn the basic terminologies of print media with special emphasis on reporting.				
Course objectives	By studying this course, students will be able to understand about reporting and editing for the print media.				
Course Contents	<p>UNIT-I</p> <ul style="list-style-type: none"> Reporter- role and qualities Covering of beats- crime, courts, city reporting, health, education, sports Covering speeches, meetings and press conferences News agency reporting. <p>UNIT-II</p> <ul style="list-style-type: none"> Interviewing: doing the research, setting up the interview, conducting the interview News leads/intros, Structure of the news story– Leads: importance, types of lead Articles, features, types of features and human interest stories. <p>UNIT-III</p> <p>Newsroom, Organizational setup of a newspaper, Editorial department <ul style="list-style-type: none"> Introduction to editing: Principles of editing, headlines; importance/functions/types of headlines, typography and style, language, style sheet, importance and selection of news pictures. <p>UNIT-IV</p> <ul style="list-style-type: none"> Role of sub/copy-editor, News editor and editor, chief of bureau, correspondents Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, op ed page, columns /columnists Supplements, Backgrounders. <p>UNIT-V</p> <p>Tabloids, Issues of sensationalism and voyeurism <ul style="list-style-type: none"> Neighbourhood/Community newspapers Sociology of news: factors affecting news treatment, paid news, agenda setting, pressure in the newsroom, trial by media, gatekeepers. Objectivity and politics of news Fake news Neutrality and bias in news </p></p>				
Course outcomes	Students will be able to join any media organisation as a reporter or a sub-editor as they have grasped the basics of reporting and editing.				
Text Books	1. Baskette and Scissors, The Art of Editing, Allyn and Bacon Publication, 1992 2. S.N. Chaturvedi, Dynamics of Journalism and Art of Editing, Cyber Tech Publications, 2007 3. Bruce Itule and Douglas Anderson, News Writing and Reporting for Today's Media. McGraw Hill Publication, 1987 4. Richard Keeble, The Newspaper's Handbook. Routledge Publication, 1994 5. MacDougall and Curtis Daniel, Principles of Editorial Writing. W.C. Brown Co. Publishers, 1973 6. F.W. Hodgson, Modern Newspaper Practice: A Primer on the Press. Focal Press, 1996				
Reference Books	1. Fred Fedler and John R. Bender, Reporting for the Media. Oxford University Press, 1997 2. Mencher, Melvin. News Reporting and Writing. MC Graw Hill, NY. 2003 3. Denis McQuail, Mass Communication Theory. Sage Publications, 1983 4. Fedler, Fred. Reporting for the Print Media, (2nd ed). Harcourt, Bruce Jovanovich Inc., NY, 1979 5. Vartika Nanda, Media Laws and Ethics. Kanishka Publishers, 2018				

Course Title	Introduction to Broadcast Media (CC-6)				
Course Code	ABA06-302				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Students will gain the basic understanding of broadcast media and its technicalities empirically.				
Course objectives	The primary objective of broadcast media is to explain the students to know the technicalities and the methods of broadcast media so that student can learn insightfully.				
Course Contents	<p>Unit 1 - Basics of Sound Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound Sound Design-Its Meaning with examples from different forms Sound recording techniques Introduction to microphones Characteristics of Radio as a medium</p> <p>Unit 2 - Basics of Visual What is an image, electronic image, television image Digital image, Edited Image(politics of an image) What is a visual?(still to moving) Visual Culture , Changing ecology of images today Characteristics of Television as a medium</p> <p>Unit 3 - Writing and Editing Radio News Elements of a Radio News Story: Gathering, Writing/Reporting. Elements of a Radio News Bulletins , Working in a Radio News Room Introduction to Recording and Editing sound. (Editing news based capsule only).</p> <p>Unit 4 - Writing and Editing Television News Basics of a Camera- (Lens & accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective. Elements of a Television News Story: Gathering, Writing/Reporting. Elements of a Television News Bulletins, Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).</p> <p>Unit 5- Broadcast News: Critical Issues and Debates, Public Service Broadcasters - AIR and DD News - Voice of India. (Analysis of News on National Broadcasters) Changing Character of Television News (24 -hrs news format, News Production cycle, News 'Lingo', News 'Formulae', News as Event, Performance and Construction.</p>				
Course outcomes	After studying the introduction to broadcast media student will able to read and write the basic elements of radio and television journalism. Also able to understand the work skill of broadcast media technologies.				
Text Books	Communication in India : Kevaj Kumar Mass communication theory: Dennis Mac Quail				
Reference Books	Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135) Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40) P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos - 25- 78) The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos : 47- 105)				

Course Title	PUBLIC RELATIONS (CC7)				
Course Code	ABA06-303				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Understand the historical background and role Public Relations in various areas				
Course objectives	Understand the basic idea of Public Relations and to very understanding the ethical aspects and future of Public Relations in India.				
Course Contents	<p>Unit-I: Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.</p> <p>Unit II: Concepts of Public Relations -Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services</p> <p>Unit III: Tools of Public Relations Press Conferences, Meets, Press Releases, Announcements, Webcasts</p> <p>Unit IV: Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility</p> <p>Unit V: Public Relations and WritingPrinted Literature, Newsletters, Opinion papers and Blogs</p>				
Course outcomes	<p>Have insight into the use of the technological advancements in Public Relation</p> <p>Comprehend tools of Public Relations in order to develop the required skills.</p>				
Text Books	<p>Reddi, CV Narasimha. <i>Effective public relations and media strategy</i>. PHI Learning Pvt. Ltd., 2019.</p> <p>Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta</p>				
Reference Books	<p>1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books</p> <p>2. Frank Jefkins, Advertising Made Simple, Rupa & Co.</p> <p>3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House</p> <p>4. Jethwaney Jaishri, Advertising, Phoenix Publishing House</p> <p>5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.</p> <p>6. Heath Robert L, Handbook of Public Relations, Sage Publications,</p> <p>7. Dennis L. Wilcose & Glen T, Public Relations, Pearson</p> <p>8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall</p>				

Course Title	Radio Production (SEC-1)				
Course Code	ABA06-304				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites	Designed to introduce students to the basic principles of effective radio production.				
Course objectives	The student will learn the operation of selected radio production equipment and how to make creative and aesthetic decisions regarding programming.				
Course Contents	<p>Unit-I Broadcast Formats, Public service advertisements, Jingles, Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary</p> <p>Unit -II Broadcast Production Techniques, Working of a Production Control Room & Studio, Types and functions, acoustics, input and output chain, studio console: recording and mixing. Personnel in Production process – Role and Responsibilities</p> <p>Unit- III Stages of Radio Production, Pre-Production – (Idea, research, RADIO script)</p> <p>Unit- IV Production– Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Editing, Creative use of Sound Editing.</p> <p>Unit- V Digital Audio Formats, HD and Satellite Radio Podcasting and Streaming, Radio Podcast</p>				
Course outcomes	The purpose of this course is to introduce you to the concepts, technology, and skills behind audio production.				
Text Books	<p>1. Aspinall, R. (1971) <i>Radio Production</i>, Paris: UNESCO.</p> <p>2. Flemming, C. (2002) <i>The Radio Handbook</i>, London: Routledge.</p>				
Reference Books	<p>1. Keith, M. (1990) <i>Radio Production, Art & Science</i>, London: Focal Press.</p> <p>2. McLeish, R. (1988) <i>Techniques of Radio Production</i>, London: Focal Press.</p> <p>3. Nisbett, A. (1994) <i>Using Microphones</i>, London: Focal Press. 6. Reese, D.E. & Gross, L.S. (1977) <i>Radio Production Work</i>, London: Focal Press.</p> <p>4. Siegel, E.H. (1992) <i>Creative Radio Production</i>, London: Focal Press.</p>				

Course Title	Film Appreciation (GE-3)				
Course Code	ABA06-305				
Course Credits	L	T	P	TC	
	5	1	-	6	
Prerequisites					
Course objectives	It provides an introduction to the narrative and stylistic techniques used in filmmaking in order to more fully understand how meaning is constructed, conveyed, and interpreted in film.				
Course Contents	<p>Unit-I Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – 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</p> <p>Unit- II Film Form and Style German Expressionism and Film Noir Italian Neorealism, French New-Wave Genre and the development of Classical Hollywood Cinema</p> <p>Unit-III - Alternative Visions Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurusawa</p> <p>Unit- IV - Hindi Cinema 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalisation and Indian Cinema, The multiplex Era Film Culture</p> <p>Unit- V Film and society, culture, impact on society, pro & cons of films.</p>				
Course outcomes	Understand the way that content, form, and contexts work together to create meaning in film. Be able to critically explore how film is a dynamic, multi-faceted medium, and how a work is created and received from a cultural, ideological and theoretical perspective.				
Text Books	Gokulsing, K. Moti, and Wimal Dissanayake. <i>Indian popular cinema: A narrative of cultural change</i> . London: Trentham Books, 1998. Chakravarty, Sumita S. <i>National identity in Indian popular cinema, 1947-1987</i> . University of Texas Press, 2011.				
Reference Books	Thomas Elsaesser, ed. <i>Early Cinema: Space, Frame, Narrative</i> . London: British Film Institute, 1990, 86-94 David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. <i>Narrative, Apparatus, Ideology</i> . New York: Columbia University Press, 1986, 17- 34. Paul Schraeder "Notes on Film Noir" in John Belton ed. <i>Movies and Mass Culture</i> New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170 Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in <i>Film Theory: An Introduction</i> . Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.				