

**+Shri Rawatpura Sarkar University,
Raipur**



Examination Scheme & Syllabus

(As Per CBCS)

For

MAJMC

SEMESTER-I

(Effective from the session: 2022-23)



Faculty of Arts & Humanities
Shri Rawatpura Sarkar University, Raipur

MAJMC

SEMESTER-1

Examination Scheme

(As Per CBCS)

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S. N.	Paper Name	Paper Code	Th./Pr.	Type of Paper	Teaching Hours Per Week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									Ex.	In.	Ex.	In.	
1	Introduction to Communication	AMA06-101	Th.	Core I	4	1	-	5	70	30	-	-	100
2	Advance Reporting with Practical	AMA06-102	Th.	Core II	3	-	4	5	70	30	35	15	150
3	Editing & Presentation	AMA06-103	Th.	Core III	4	1	-	5	70	30	-	-	100
4	DSE I/II/III	DSE	Th.	DSE	4	1	-	5	70	30	-	-	100
Total Contact Hours Per Week: 22					Total Credit: 20				Total Marks: 450				

Course Title	Introduction to Communication (CC-I)				
Course Code	AMA06-101				
Course Credits	L	T	P	TC	
	4	1	-	5	
Prerequisites	Understand the role of communication in personal & professional success.				
Course objectives	The primary objective of communication in management is to convey information —instructions, policies, procedures, decisions, etc.,				
Course Contents	<p>UNIT 1 : NATURE AND SCOPE OF COMMUNICATION</p> <ol style="list-style-type: none"> 1. Communication: definition, nature and scope. 2. Elements and process of communication. 3. Functions of communication. 4. Types of communication: Verbal, Non-Verbal. Intra-personal, interpersonal, group and mass communication, barriers in communication. <p>UNIT 2 : MODELS OF COMMUNICATION</p> <ol style="list-style-type: none"> 1 Aristotle, Lasswell and Braddock's model. 2 Shannon and Weaver De-Fleur's model. 3 Osgood and Schramme's model. 4 Gerbener, Westly and Maclean Model. <p>UNIT 3 : THEORIES OF COMMUNICATION</p> <ol style="list-style-type: none"> 1 Personal influence theory, Media system dependency theory. 2 Concept of selective exposure, selective perception and selective retention. 3 Sociological theories - Cultivation theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory. 4 Normative theories. <p>UNIT 4 : MASS MEDIA</p> <ol style="list-style-type: none"> 1 Mass Media Institution 2 Mass Media Contents. 3 Mass Media Audience. 4 Mass Media Effects <p>UNIT 5 : MEDIA AND SOCIETY</p> <ol style="list-style-type: none"> 1 Media and Social Change 				

	2 Role of media in democracy 3 Media and culture 4 Media, Public Opinion and propaganda
Course outcomes	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
Text Books	1. Communication in India : Keval J Kumar 2. Mass communication theory: Dennis Mac Quail 3. Understanding Mass Communication: Melvin L DeFluer
Reference Books	1. Communication: Larry L Varker 2. Introduction to communication studies: John Fiske

Course Title	Advance Reporting (CC-II with Practical)				
Course Code	AMA03-102				
Course Credits	L	T	P	TC	
	3	-	2	5	
Prerequisites	Introduce the learner to the challenges of basics of journalism and news reporting.				
Course objectives	To Impart in students the practical knowledge of news reporting. To develop news senses in students and nurture them with the knowledge about various reporting fields				
Course Contents	UNIT - 1: BASICS OF REPORTING 1 Concept of reporting: news gathering process and techniques 2 Beat system 3 News sources 4 Types and qualities of reporters 5 News bureau set up UNIT - 2: INTERVIEW AND PRESS CONFERENCE 1 Interview – preparations and process 2 Types of interview 3 Interview writing skills				

	<p>4 Press Conference - Preparations and reporting of Press Conference</p> <p>5 Meet the Press and Press briefing</p> <p>UNIT - 3 INTERPRETATIVE REPORTING AND NEWS ANALYSIS</p> <p>1 Objective reporting</p> <p>2 Interpretative Reporting</p> <p>3 News Analysis</p> <p>4 Investigative reporting</p> <p>5 In-depth reporting</p> <p>UNIT - 4 : SPECISLISED REPORTING</p> <p>1 Sports reporting</p> <p>2 Political and Parliamentary reporting</p> <p>3 Crime and Court reporting</p> <p>4 Science, technology and environment reporting</p> <p>5 Defense reporting</p> <p>UNIT- 5: CONTEMPORARY REPORTING</p> <p>1 Modern trend - The new journalism, Activism and Advocacy Journalism.</p> <p>2 Competition between Print and Electronic media in reporting</p> <p>3 Reporting human interest stories, Society, Life Style.</p> <p>4 Sensationalism in reporting 5 Sting Operations</p>
Course outcomes	<ol style="list-style-type: none"> 1. Understanding the importance of every news (purpose, element, importance, accuracy etc.) 2. Analyze the different beats of reporting and it news framing. 3. Making them aware about the news sense and news value. 4. Importance of what next? 5W & 1H.
Text Books	<ol style="list-style-type: none"> 1. News reporting and editing: KM Shrivastava 2. Here is the news- reporting for media : Rangaswami Parthsarathi
Reference Books	<ol style="list-style-type: none"> 1. Advance reporting: Bruce Garrison 2. Interpretative reporting : Mc Dougle

Course Title	Editing & Presentation (CC-III)				
Course Code	AMA03-103				
Course Credits	L	T	P	TC	
	4	1	-	5	
Prerequisites	This course explores the importance of news editing to the students.				
Course objectives	This course will make the student understand about how news get ready with the proper channel and what are the different ways to edit different news beats in news room.it will help to understand the importance of news editing to the students.				
Course Contents	<p>UNIT - 1 INTRODUCTION</p> <p>1 Editing - Meaning, Concept and Significance.</p> <p>2 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines.</p> <p>3 News room set up, news flow and gate keeping</p> <p>4 Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and chief Reporter.</p> <p>5 Functions and responsibilities of Group Editor, Managing Editor, Coordinating Editor.</p> <p>UNIT - 2 PROCESS OF EDITING</p> <p>1 Editing- Principles, Tools & Techniques.</p> <p>2 Role and function of copy desk</p> <p>3 Art of Copy editing, Steps and precautions in editing.</p> <p>4 Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, Rewriting, Integration, Translation and Transliteration.</p> <p>5 Editing for a Target Audiences</p> <p>UNIT -3 : HEADLINE, PHOTOGRAPH, SPECIALISED EDITING</p> <p>1 Headlines - meaning, significance and types. Techniques of effective headline writing</p> <p>2 Photograph - Role and significance, qualities of an effective photograph</p> <p>3 Photo editing- Selection of photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs. Caption writing.</p> <p>4 Magazine editing</p> <p>5 Editing of Feature Pages: Sunday Magazines, Special Sections, Special Supplements and City pull outs</p> <p>UNIT - 4 : LAY-OUT DESIGNING</p>				

	<p>1 Concept of lay-out and dummy</p> <p>2 Principles of layout designing</p> <p>3 Tools of layout designing, Types, Typefaces, white space, picture, graph, and chart</p> <p>4 Patterns of lay-outs</p> <p>5 Planning the page - the front page and inside pages, designing special pages.</p> <p>UNIT 5 : TECHNOLOGY</p> <p>1 Brief History of Printing Technology.</p> <p>2 Composing- Hand Composing, Mono composing, Lion composing, photo type setter, DTP etc</p> <p>3 Various types of printing presses- Hand Press, Treadle, Cylinder, Rotary, photo gravure, offset, etc.</p> <p>4 Applications of computer: Use of Quark Express</p> <p>5 Applications of computer: Use of Photoshop</p>
Course outcomes	Explores the post-production process for non-linear editing of digital video for use in video production and multimedia applications.
Text Books	<ul style="list-style-type: none"> • Creative newspaper designing: Vie Giles • Newspaper Design: Allen Hutt • Editing for print: Geoffrey Rogers
Reference Books	<ul style="list-style-type: none"> • Subediting- a handbook of modern newspaper editing and production: F W Hodgson • Editing: TJS George

Course Title	Art of Photography (DSE-I)				
Course Code	AMA06-131				
Course Credits	L	T	P	TC	
	4	1	-	5	
Prerequisites	Students with a photography concentration will demonstrate mastery in the following five areas: Technical command of the photographic medium.				
Course objectives	The objective of this course is to pursue basic knowledge of photographic process, including the use and roles of professional services				
Course Contents	<p>Unit-1 Basics of Photography; Meaning & Scope of Photography; Photography as a Medium of Communication; Technical Development in Photography; Photo Caption; Writing Techniques.</p> <p>Unit-2 Introduction to Camera; Working Principle of DSLR Camera ; Parts & Functions of DSLR Camera; Types of Camera; Camera Accessories.</p> <p>Unit-3 Photo Techniques; Photo Lens & their Types; Depth of Field & its Creative use ;Lighting Techniques; Filter use in Photography.</p> <p>Unit-4 Photo Composition; Concept & Importance of Composition; Photo Composition Role; Elements of Photo Composition; Golden Rule of third, Point of Interest; Point of View, Camera Angle.</p> <p>Unit-5 Digital Techniques; Photoshop Software tools & Techniques; Art of Photo Cropping Photo Editing Tool stools of Photo Finishing.</p>				
Course outcomes	<p>An understanding of the industrial and commercial applications of photographic techniques.</p> <p>Functional knowledge of photographic history and theory, the relationship of photography to the visual disciplines, and its influence on culture.</p>				

Text Books	Bruce Barnbaum(Author) -The Art of Photography: A Personal Approach
Reference Books	Scott Kelby -The Digital Photography Book, Volume 2

Course Title	Art of Anchoring (DSE-II)				
Course Code	AMA03-132				
Course Credits	L	T	P	TC	
	4	1	-	5	
Prerequisites	Introduce the learner to the challenges of the constantly evolving world of journalism				
Course objectives	This course aims that students can shine in challenging careers like Anchoring, Show Hosting, Public Speaking and News Reporting etc.				
Course Contents	<p>Unit-1 Skills of an Anchor; Anchoring art or Techniques; Qualities of a Good Anchor; Importance in TV Channels; Role& Responsibilities of an Anchor</p> <p>Unit-2 Anchor & Voice;Voice Culture; Voice Modulation; Voice Quality: Pitch, Volume, Tempo, Vitality, Tone, Berating</p> <p>Unit-3 Presentation Techniques; Programme Presentation Techniques; Do's & Don't for an Anchor; Pronunciation and Articulation Problem; Limitation of Live Anchoring</p> <p>Unit-4 Anchor & Glamour; Awareness about Studio Working : Camera Facing Techniques,</p>				

	<p>Warm up Techniques; Use of Multi Prompter, earphone etc; Cues & Commands of Studio; Backdrops & LED Panel; Lighting & Make up Basics</p> <p>Unit-5</p> <p>Role of Anchor; News Programme- Breaking News; Interview Based Programme ; Panel Discussion & Chat Show; Reality Shows; Crime Show.</p>
Course outcomes	Outcome fundamental or emerging questions about humanity, the natural world, or God by seeking answers through different modes of inquiry.
Text Books	<p>Abc Of News Anchoring by Richa Jain Kalra, PEARSON INDIA, Books from same Author: Richa Jain Kalra</p> <p>Books from same Publisher: PEARSON INDIA.</p>
Reference Books	Happy Hooking – The Art of Anchoring by Alex Blackwell.

Course Title	Indian Culture & Folk Media (DSE-III)				
Course Code	AMA03-133				
Course Credits	L	T	P	TC	
	4	1	-	5	
Prerequisites	This course explores the relationship between culture and the meaning making process that begins with the premise that culture is neither neutral nor natural.				
Course objectives	It will introduce students to the basic concepts and theoretical developments within Cultural Studies, with an aim to impart critical perspectives, which would help them to critically analyze their own cultural landscapes.				
Course Contents	<p>Unit -1</p> <p>Characteristic Features of Indian Culture; Society of India through: ages- From Ancient period to Contemporary times; Main Religions of India; Indian Philosophy- Basic features.</p> <p>Unit-2</p> <p>Evolution of Script and languages in India; Religious and Spiritual Scriptures- Bhagvat Geeta, Guru Granth Sahib, etc.; Epics- Mahabharata and Ramayana- Basics; Vedas, Upanishads, Puranas, etc.</p> <p>Unit -3</p> <p>Indian Art and Architecture- Basic Features; Indian Painting Tradition- from Ancient to Contemporary times; Important Performing Arts of India- Music, Dance, Theatre, Cinema, etc.; Indian Popular Culture- Emerging Trends, Bollywood, etc.</p> <p>Unit -4</p> <p>Folk Media in India- Basic Features; Traditional Forms of Oral and Visual; Communication in Indian Society; Popular Traditional Dramatic Forms- Tamasha, Nautanki, Saang, etc. Traditional Oral Literature, Musical Forms</p> <p>Unit-5</p> <p>Importance/ Use of Folk Media in Rural/ Development Communication</p>				
Course outcomes	Students will have a clear understanding about the key concepts of cultural studies that can be employed in media analysis.				
Text Books	TRADITIONAL FOLK MEDIA IN INDIA (Hardcover, DR. RAGHVENDRA				

	MISHRA Indian Culture, Art and Heritage, Devdutt Pattanaik (Author)
Reference Books	Traditional Media and Development Communication (English, Hardcover, Madhusudan K.)