

**Shri Rawatpura Sarkar University,  
Raipur**



**Examination Scheme & Syllabus**  
For  
**Bachelor of Journalism (BJ)**  
One Year (Two Semester Course)

(Effective from the session: 2022-23)

# Shri Rawatpura Sarkar University, Raipur

## Bachelor of Journalism & mass Communication

Exam Scheme One year (Two Semester Course)

(Effective from the session: 2022-23)

Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

(Effective from the Academic year 2022-2023)

### Second Semester

| S.N                                    | Paper Code | Th/Pr | Name of Paper                              | Type Of Paper | Teaching Hours Per Week |   |   |    | Examination Scheme            |     |           |     | Total Marks |
|----------------------------------------|------------|-------|--------------------------------------------|---------------|-------------------------|---|---|----|-------------------------------|-----|-----------|-----|-------------|
|                                        |            |       |                                            |               | L                       | T | P | TC | Theory                        |     | Practical |     |             |
|                                        |            |       |                                            |               |                         |   |   |    | Ex.                           | In. | Ex.       | In. |             |
| 1                                      | ABJ06-201  | Th    | Introduction to Audio-Visual Communication | Core          | 3                       | 1 |   | 4  | 70                            | 30  |           |     | 100         |
| 2                                      | ABJ06-202  | Th    | Media Management                           | Core          | 3                       | 1 |   | 4  | 70                            | 30  |           |     | 100         |
| 3                                      | ABJ06-203  | Th    | New Media                                  | Core          | 3                       | 1 |   | 4  | 70                            | 30  |           |     | 100         |
| 4                                      | ABJ06-204  | Th    | Reporting for Media                        | Core          | 3                       | 1 |   | 4  | 70                            | 30  |           |     | 100         |
| 5                                      | ABJ06-205  | Pr    | Practical                                  | Pr            |                         |   | 8 | 4  |                               |     | 70        | 30  | 100         |
| 6                                      | ABJ06-206  | Pr    | Report Writing                             | Pr            |                         |   | 8 | 4  |                               |     | 70        | 30  | 100         |
| <b>Total Contact Hrs. Per Week: 32</b> |            |       |                                            |               | <b>Total Credit: 24</b> |   |   |    | <b>Grand Total Marks: 600</b> |     |           |     |             |

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|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|-----------|
| <b>Course Title</b>      | Introduction to Audio-Visual Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |          |           |
| <b>Course Code</b>       | ABJ06-201                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |          |           |
| <b>Course Credits</b>    | <b>L</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>T</b> | <b>P</b> | <b>TC</b> |
|                          | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1        |          | 4         |
| <b>Prerequisites</b>     | Able to apply the concepts of visual communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |          |           |
| <b>Course objectives</b> | <i>Introducing</i> sensitization and practice of <i>audio-visual communication</i> as a teaching subject: i) at the behavior level, ii) at the knowledge level.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |          |           |
| <b>Course Contents</b>   | <p style="text-align: center;">Unit – I</p> <p>Radio: Radio as a medium of Mass communication, Characteristics of radio and historical perspective with special reference to India, audience, Commercial radio, Educational radio, AM, FM, Community radio.</p> <p style="text-align: center;">Unit – II</p> <p>Television: Television as a medium of mass communication, characteristics.</p> <p style="text-align: center;">Unit – III</p> <p>Organizational Structure of a Television and Radio Station.</p> <p style="text-align: center;">Unit – IV</p> <p>Satellite television channels, cable television, Commercial television, Web channels.</p> <p style="text-align: center;">Unit – V</p> <p>Films: Nature, Historical Back ground, Film industry in India, Status issues, Problems, Regional Cinema.</p> |          |          |           |
| <b>Course outcomes</b>   | <ol style="list-style-type: none"> <li>1. Understood the basics of communication</li> <li>2. Learned the importance of communication</li> <li>3. Know the history of communication</li> <li>4. Able to adapt the visual culture</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |          |           |
| <b>Text Books</b>        | <ol style="list-style-type: none"> <li>1. Audio-Visual Journalism - B.N. Ahuja</li> <li>2. Broadcasting in India - H.L. Luhra</li> <li>3. The Audio-Visual Hand books - Mack Darshan &amp; Timps</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |          |           |
| <b>Reference Books</b>   | <ol style="list-style-type: none"> <li>1. Communication and National Development - P.C. Joshi</li> <li>2. History of Indian Films - Firoj Rangunwala</li> <li>3. Film Language - C. Metz</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |          |          |           |

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| <b>Course Title</b>      | Media Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |          |           |
| <b>Course Code</b>       | ABJ06-202                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |          |           |
| <b>Course Credits</b>    | <b>L</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>T</b> | <b>P</b> | <b>TC</b> |
|                          | <b>3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>1</b> |          | <b>4</b>  |
| <b>Prerequisites</b>     | To examine the most important issues facing media managers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |          |           |
| <b>Course objectives</b> | <i>Media management</i> is a branch of business administration which focuses on the development, planning, and brand building among media enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |          |          |           |
| <b>Course Contents</b>   | <p style="text-align: center;">Unit – I</p> <p>Basic Principals of Management, Need of Media Management, Planning, Process and Management, Organizational structure.</p> <p style="text-align: center;">Unit – II</p> <p>Newsprint policy, Costing, Supplies, Inventory, PRB Act, Working Journalists and Other Newspaper employees, Role of ABC.</p> <p style="text-align: center;">Unit – III</p> <p>Managing Resources: Advertising revenue building and maintenance, Circulation revenue, Human Resource development.</p> <p style="text-align: center;">Unit – IV</p> <p>Marketing Techniques: Brand building, Public Relations: Media’s relation to its Community, Understanding the target audience.</p> <p style="text-align: center;">Unit – V</p> <p>Media Management and its challenges, FDI.</p> |          |          |           |
| <b>Course outcomes</b>   | Compare communication and <i>media management</i> styles and evaluate their effectiveness in enterprises within the creative industries                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |          |           |
| <b>Text Books</b>        | <ol style="list-style-type: none"> <li>1. Newspaper Organization and Management : Rucker and Williams, Iowa state University Press</li> <li>2. Strategic Newspaper Management (Random House) : Fink, Conard</li> <li>3. Newspaper Economics and Management(Ankur publishing) : T.N. Sindhwani</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |          |           |
| <b>Reference Books</b>   | <ol style="list-style-type: none"> <li>1. Introduction to Management Accounting, Prentice Hall : Charlss Horngren</li> <li>2. Introduction to Financial Management, Tata Mc Graw Hill : Schall and Haley</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |          |           |

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| <b>Course Title</b>      | <b>New Media</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |          |           |  |
| <b>Course Code</b>       | ABJ06-203                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |          |           |  |
| <b>Course Credits</b>    | <b>L</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>T</b> | <b>P</b> | <b>TC</b> |  |
|                          | <b>3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>1</b> |          | <b>4</b>  |  |
| <b>Prerequisites</b>     | <b>Social Media is the new trend in today's time and age.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |          |           |  |
| <b>Course objectives</b> | The First and the Foremost aim of <i>Social Media</i> like any other media tool is to Educate Society.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |          |          |           |  |
| <b>Course Contents</b>   | <p style="text-align: center;">Unit-I</p> <p>Characteristics of new media: New Media and Social Media, Blogs, RSS, and Micro blogging, Social Objects, Social Networks.</p> <p style="text-align: center;">Unit-II</p> <p>New Media and Convergence: The Genesis, The New Paradigm, Its Affect on Data Networks, Application Convergence, Technology convergence, Institutional convergence institutional convergence, Convergence Regulation, A powerful motor for job creation and creation and growth, India on The Threshold of Convergence</p> <p style="text-align: center;">Unit-III</p> <p>Blogging &amp; Twittering: Concepts, Usages, impact on society, Traditional vs New Media</p> <p style="text-align: center;">Unit-IV</p> <p>Citizen Journalism: Theory, History, Birth of Blogs and the Indymedia Movement, Objectivity, Quality, Legal repercussions, "Citizen journalism" versus "grassroots media", Proponents of citizen journalism.</p> <p style="text-align: center;">Unit-V</p> <p>E mails – Email writing and types, Social networking sites, Business sites, Blogs, The changing nature of communication and perception of interpersonal and social communication due to the various developing possibilities of the Internet.</p> |          |          |           |  |
| <b>Course outcomes</b>   | <ol style="list-style-type: none"> <li>1. Understand the power of New Media.</li> <li>2. To know the characteristics of social networks.</li> <li>3. Utilize the New Media for various application.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |          |           |  |
| <b>Text Books</b>        | <ol style="list-style-type: none"> <li>1. The Language of New Media- Manovich, Lev, Cambridge, ( MIT press, 2001)</li> <li>2. A Networked Self: Identity, Community, and Culture on Social Network Sites - Papacharissi, Zizi, ed. . (New York: Routledge, 2011)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |          |          |           |  |
| <b>Reference Books</b>   | New Media: A Critical Introduction- Lister, Martin,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |          |           |  |

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| <b>Course Title</b>      | <b>Reporting for Media</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |          |           |  |
| <b>Course Code</b>       | ABJ06-204                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |          |           |  |
| <b>Course Credits</b>    | <b>L</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>T</b> | <b>P</b> | <b>TC</b> |  |
|                          | <b>3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>1</b> |          | <b>4</b>  |  |
| <b>Prerequisites</b>     | <i>reporting</i> is meant to portray issues and events in a neutral and unbiased manner, regardless of the writer's opinion or personal beliefs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |          |           |  |
| <b>Course objectives</b> | It depends on the <i>media</i> , but most <i>media reporting</i> is pretty <i>objective</i> . Reporters are trained to be as <i>objective</i> as possible, and bias is one of the things                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |          |          |           |  |
| <b>Course Contents</b>   | <p style="text-align: center;">Unit – I</p> <p>Introduction to reporting, Principles of Reporting. Functions and responsibilities of Reporter.</p> <p style="text-align: center;">Unit – II</p> <p>Reporting Techniques, News Elements, News sources – types and problems. Qualities of a reporter, Roles and responsibilities of reportorial staff, Reporters, Correspondents, stringers and bureaus.</p> <p style="text-align: center;">Unit – III</p> <p>Reporting: Crime, Courts, defiance, political, Health, Business, sports Public speech, Economic.</p> <p style="text-align: center;">Unit – IV</p> <p>Reporting: Functions, Meeting, Seminars, Workshop and Conferences, Interviews, Advertorial.</p> <p style="text-align: center;">Unit – V</p> <p>Introduction to reporting for Radio, Introduction to reporting for television, Interpretative &amp; Investigative Reporting, Sting operations, Citizen Journalism.</p> |          |          |           |  |
| <b>Course outcomes</b>   | <ol style="list-style-type: none"> <li>1. Understood the News value and reporting</li> <li>2. Collection of News</li> <li>3. Acquired skills in reporting</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |          |          |           |  |
| <b>Text Books</b>        | <ol style="list-style-type: none"> <li>1. News Reporting and Editing : K.M. Srivastava</li> <li>2. Practical Newspaper Reporting : Haris and Spark</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |          |          |           |  |
| <b>Reference Books</b>   | <ol style="list-style-type: none"> <li>1. Investigative Journalism: Ed. Burgh, Hugode</li> <li>2. Investigative Reporting : Spark, David</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |          |           |  |