

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME						
			THEORY			PRACTICAL		Th	T
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*		
JMC-B-301	JMC	Indian Constitution, Politics and International Relations	60	20	20	0	0	4	1

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based components like Quiz/Assignments/ Project/Participation Class. (Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

- The Objectives of the course is to make the students aware of prevailing political system
- They will know the relation between politics and media.
- They will have knowledge about Indian Constitution

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to know the functioning of the political system.
- The student should be able to develop critical and analytical abilities.
- The student will be able to know about the importance of International relations and the functioning of international organizations.
- Students will have detailed information about Constitution of India



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Unit 1

Basic elements of Indian Constitution, Preamble, Fundamental Rights, Duties, Directive Principles, Centre-State Relationship, Parliament, Judiciary, Emergency Powers, Amendment

Unit II

Concepts of Rights, Liberty, Equality, Justice, Duties and Obligations, Nation, State, Government, Power and Authority

Unit III

Concept, Definitions and Importance of Political Science; Relations of Political Science with other Social Sciences; Importance of studying Political Science for media students

Unit IV

State and its Institutions: Legislature, Executive and Judiciary; Functions of Indian Democracy; Parliament to Panchayats; Structure of Bureaucracy; India Police, Military and other paramilitary Forces

Unit V

Role of United Nations; UNESCO, Imbalances in Information Flow; McBride Commission; NWICO, Indo-Pak Relations; Indo-Sri Lanka Relations; Indo-Bangladesh Relations

Suggested Readings:

- Muni, S.D. (1992). *India and Nepal*. New Delhi: Konark Publisher.
- Madan Gopal.(1990). *India through the Ages*. Delhi: Publication Division.
- Dubey, Muchkund.(2015).*Political Issues*.New Delhi: Orient Blackswan Pvt Ltd.
- Chander,Prakash.(2015). *International Politics*.New Delhi: Cosmos Bookhive Pvt Ltd.
- Mukherjee, Subrata ; Ramaswamy; Sushila.(2004).*A History of Political Thought*. Delhi: Prentice Hall of India.



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			THEORY			PRACTICAL		Th	T
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*		
JMC-B-302	JMC	Television Journalism	60	20	20	0	0	4	1

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on components like Quiz/Assignments/ Project/Participation in Class(Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):

- The student should be able to know The Different T.V Formats
- The students should be able to know The Basic Principles of Effective Television Wr
- They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots



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Unit-I

Understanding the medium – Nature & Importance; Objectives and Principles of TV Broadcasting; Public & Private Channel: Objective & Reach; Distinguishing Characteristics of TV as compared to other Media; Mode of transmission: Terrestrial, Satellite Television, DTH & Cable TV.

Unit-II

TV formats: Types & Needs; Fictional programs; Soap Operas; Sitcoms; Series & Films; News based Programme; Talk; Discussion; Interview etc.

Unit-III

Elements of TV News; Basic Principles of TV News Writing; Sources of TV News; Types of TV News Bulletins and their Structure; Planning and conducting of various types of interviews: Factual, Opinion and Ideas.

Unit-IV


Role of Video Editor and Producer in TV News; Structure and working of news room of a Television Production Centre; Duties and Functions of TV Reporter

Unit-V

TV Production; Basic Shots; Camera Angles; Ideas; Visualizations & production scripts; Pre-production and post-production activities; Grammar of visuals; Video editing concepts and principles

Suggested Readings :

- Hakemulder, Jan R. (2010). *Broadcast Journalism*. New Delhi: Anmol Publications.
- Trewin, Janet. (2009). *Presenting on TV and Radio*. New Delhi: Focal Press.
- Hyde, Stuart. (2008). *TV & Radio Announcing*. New Delhi: Kanishka Publishers.
- Boyd, Andrew. (2010). *Techniques of Radio and Television*. New Delhi: Focal Press, India.


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... (2002). *Nonlinear Editing: Storytelling, Aesthetics and Craft*. CMP Books: Berkley.

- Steven, E. Browne. (2002). *Video Editing: A Post Production Primer*. Amsterdam: Focal Press
- Mathew, R Kerbel. (2000). *If it bleeds, it leads-An Anatomy of Television News*. West view press.
- Stephen ,Cusion. (2012). *Television Journalism*. Sage Publications.
- Steward ,Peter. (2014). *Broadcast Journalism*. Focal press.
- Boyd, Andrew.(2013). *Broadcast journalism , Techniques of Radio and Television News*. Sage publications.
- Vasuki, Belabadi. (2003). *T.V Production*. Hyderabad: Oxford.
- Singh, Dr. Shrikant. (2008). *Television Patrakarita*. Bhopal: MCU.
- Kumar, Mukesh and Kashyap, Shyam. (2010). *Television Ki Kahani*. Bhopal: MCU.
- Gupta, Dr. Sanjeev. (2012). *Mass Communication*. Gaziabad:Shrut Books.



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			THEORY			PRACTICAL		Th	T	I
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-303	JMC	Marketing Management	60	20	20	0	0	4	1	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

- The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
- To help them develop abilities and skills required for the performance of marketing functions.

Course Outcomes

- Demonstrate understanding of marketing management.
- Apply the concept of marketing in business operations.
- Develop an understanding of the linkages of marketing management and other functions of an organization.



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Unit I

Marketing Concepts: Introduction- Nature and scope of marketing, Various marketing orientations: Marketing Vs Selling Concepts: Consumer need, Want and Demand Concepts: Marketing Environment: Marketing challenges in the globalized economic scenario

Unit II

Market Segmentation, Targeting, Positioning and Branding :Segmentation Meaning, Factors influencing segmentation, Basis for segmentation: Targeting Meaning, Basis for identifying target customers, Target Market Strategies Positioning-Meaning, Product differentiation strategies, Tasks involved in positioning: Branding- Concept of Branding, Brand Types, Brand equity Branding Strategies

Unit III:

Products and Pricing: Product Decisions- Concept and Objectives, Product mix New product development process: Product Life cycle strategies: Pricing Decisions- Pricing concepts and Objectives: Pricing strategies-Value based Cost based, Market based, Competitor based: New product pricing – Price Skimming and Penetration pricing

Unit IV:

Distribution Decisions: Importance and Functions of Distribution Channel Channel alternatives: Factors affecting channel choice: Channel design: Channel conflict and Channel management decisions, Distribution system

Unit V:

Integrated Marketing Communications: Concept of communication mix Communication objectives: Sales Promotion: Sales Promotion Mix, Tools and Techniques of sales promotion, Push-pull strategies of promotion: Personal selling- Concept, Features, Functions, Steps/process involved in Personal selling: Digital Marketing- Basic concepts of E-Marketing

- Masterson; Rosalind and Pickton , David. (2014). **Marketing: An Introduction**: Sage Publications.
- Panda, Tapan. (2008). **Marketing Management**. Excel Books.
- Ramaswamy ,V. S. and Namakumar, S. (2009). **Marketing Management**. Macmillan Publishers.
- Etzel, M. J. ; Walker, B. J. and Stanton, William J. (1997). **Fundamental of Marketing Management**. Tata McGraw Hill.
- Kumar, Arun and N. Meenakshi. (2009). **Marketing Management**. Vikas Publications.



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Basics of Camera, Light and Sound

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			THEORY			PRACTICAL		Th	T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-304	JMC	Basics of Camera, Light and Sound	60	20	20	0	0	4	1	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

- To give the students knowledge about the working of a Camera.
- To make the students aware about the role of lighting in photography.
- To make the students aware about different sound effects.

Course Outcomes (COs):

- The students should be able to take good photographs
- The students should be able to use different types of lighting while shooting.
- Students come to know about different video formats
- The students come to know of different lighting equipments.



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Basics of Camera light and sound

Unit I:

Introduction to Digital Video formats: DVC Pro, DV Cam, Mini DV Digital Beta, Memory Cards Basic Camera Design and Structure; T.V Camera Working and principle

Unit II:

Camera operations; Camera Movements; Depth of Focus, Depth of Field Lens Characteristics and Types; Digital Camera; Principles of composition; Video and audio space Visualization; Visual effect (optical, mechanical effects); Character Generator, Digital Video effects(DVE)

Unit III:

Lighting Equipment and Techniques; Accessories; Nature of Light Types; Lighting Procedure (Outdoor and Studio); Lighting for different program formats; Lighting Techniques: Key, Fill in, Back light Background, special effect lighting

Unit IV:

Lighting Equipment; Lighting Accessories; Studio Lighting; Source of Lighting; Lighting central Technique; Unit of Lighting ;Measurement Diffused Lighting, Aesthetics of lighting; Cutter; Butter Paper

Unit V:

Sound Recording; Microphones and its type; Audio mixing techniques Sound effects, Voice Culture, Pitch, Tempo, rhythm, Voice quality, Art of Anchoring.

Suggested Readings :

- Herbert, Zettle; Wards, Worth. (1998). *Television Production Workbook*. Belmont, California: Publication Company.
- Bever, Steven. (2000). *Introduction to TV lighting*. Focal press.
- Fitt, Brian. (1999). *A-Z of Lighting Terms*. Sage Publications.
- Millerson. (2000). *Lighting for Television and Film*. Focal Press.

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JMC-B-304	JMC	Public Relations	60	20	20	0	0	4	1	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on components like: Quiz/Assignments/ Project/Participation in Class, given that no component shall exceed 10 marks.

Course Educational Objectives (CEOs):

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The Students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.



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Public Relations

Unit I

Concept and definitions of public Relations; Types of Public; Need and scope of public relations; Growth and development of PR with special reference to India

Unit II

Public relations and Advertising; propaganda and public relation; publicity and public relation; Tools of public relations; Internal and external publics.

Unit III

PR agency- structure and functions; process of public relations; Public relation transfer process.

Unit IV

Public Relations campaigns; Careers in PR; Media relations; Community Relations. Government Relations.

Unit v

Corporate communication and Public Relations; similarities and differences PR in various sectors such as police, hospital, education industries. Corporate social Responsibility, PR in corporate and social sector, E public Relations Social media and PR, House journal and exhibition, LED Panels, Transit Media

Suggested Readings :

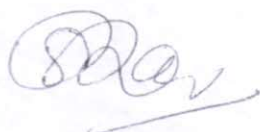
- Philip, Lesly. (2009). *Handbook of Public Relations and Communications*. Chicago, USA: Probus Publishing Company.
- Dalmar, Fisher. (2012). *Communication in Organization*. West Publishing Co.
- Kumar, Niraj. (2009). *Marketing Communications- Theory and Practice*. Mumbai: Himalaya Publishing House.
- Rayudu, C.S.; Balan, K.R. (2008). *Principles of Public Relations*, Mumbai : Himalaya Publishing House.
- Banik, Dr. G. C. (2012). *PR and Media Relations*. Mumbai: Jaico Publishing House.
- Foster, John. (2009). *Effective Writing Skills for Public Relations* New Delhi : Crest Publishing House.



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			THEORY			PRACTICAL		Th	T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-305	JMC	Field Study and seminar	100	0	0	0	0	0	0	8

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based components like Quiz/Assignments/ Project/Participation in Class, given that no component shall exceed 10 marks.

Course Educational Objectives (CEOs):

- To excel in problem solving and programming skills in the various computing fields.
- To visit the various Media Organizations and understand their working.
- Students will enrich themselves with knowledge after attending the seminar.

Course Outcomes (COs):

- The student should be able to understand the working of Newsroom of different Media organizations.
- Students will understand how the different departments function in a media organization.
- Students will understand the reporting of seminar proceedings.
- They will come to know about how to write seminar papers and present them..


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 Date: _____

Visit to Media House (print, electronic, web media) Seminar participation
attending Workshops.



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