Sri Guru Gobind Singh College

Sector- 26, Chandigarh

(Affiliated to Panjab University, Chandigarh)

TESTS SYLLABI AND COURSES OF READING

FOR

for Skill based course on

Diploma in Journalism and Mass Communication

Session 2020-21

(1ˢᵗ and 2ⁿᵈ Semester)

Under the Scheme of UGC

National Skills Qualifications Framework (NSQF)

SEMESTER-I

Paper Code	Title	Generic /Skill Component	Theory /Practical	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical)	Credit
GEN-101	Communication Skills	Generic	Theory	20	80	-	-	6
GEN- 102	Fundamental of Information Technology	Generic	Theory	20	80	-	-	6
JMC- 01	Reporting & Feature Writing	Skill	Theory & Practical	10	40	10	40	6
JMC- 02	Mass Communication	Skill	Theory & Practical	10	40	10	40	6
JMC- 03	Basics of Computer	Skill	Practical	10	40	10	40	6

Job Roles: Reporter, Staff Reporter, Sub-Editor, Freelancing, Column Writing, Interns, Proofreader.

SEMESTER-II

Paper Code	Title	Generic /Skill Component	Theory /Practical	Internal (Theory)	External (Theory)	Internal (Practical)	External (Practical)	Credit
GEN 201	Soft Skills and Personality Development	Generic	Theory	20	80	-	-	6
JMC- 04	Editing	Generic	Theory	20	80	-	-	6
JMC- 05	Graphics	Skill	Theory & practical	10	40	10	40	6
JMC- 06	New Media Technology	Skill	Theory & practical	10	40	10	40	6
JMC- 07	Electronic Media	Skill	Theory & practical	10	40	10	40	6
JMC-08	Training & Viva Voice	Skill	Practical	-	-	-	30	-
			Report	50	-	-	-	-
			Viva-voce	-	-	-	20	-

Job Roles: Computer Operator, Online Journalism, Senior Reporter, Investigative Reporter, Page Designer, Free Lancer

GEN 101 - COMMUNICATION SKILLS

Objective: The objective of this paper is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

Instructions:
- The syllabus of this paper has been divided into FOURunits.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT-I
Introduction to Communication: Need for Effective Communication, The Process of Communication, Levels of communication, Flow of communication, Use of language in communication, Communication networks, Significance of technical communication, Barriers to Communication, Types of barriers, Miscommunication, Noise, overcoming measures.

UNIT -II
Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like –Public Speaking, Group discussion, Presentation Skill, Audio-Visual Aids, Personal interview**. Non-Verbal Communication:** Body Language, Personal Appearance, Posture, Gestures, Facial Expressions, Positive attitude formation, Process of attitude formation, How to build a successful attitude.

UNIT –III
SWOT analysis: Self-management techniques, Self-image and Self-esteem, Building self-confidence, Power of irresistible enthusiasm, Etiquettes, Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes, etiquettes and manners. Importance of listening and responding.

UNIT -IV
Report Writing: Business reports: Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Business Correspondence: Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim & adjustment letters and socialcorrespondence.

Books Recommended:
1. 'Management: A Global and Entrepreneurial Perspective', by Heinz Weihrich, Mark.V.Cannie, Harold Koontz., Tata McGraw Hill Publication
2. 'Developing Communication Skills' by Krishmohan and Meera Banerjee, Macmilan

India Ltd.

3. 'Business Communication' by Krizan, Merrier, Jones, Thomson Learning - 6thEdition
4. 'Communication Skills' by Sanjay Kumar & PushpLata, Oxford University Press
5. 'An Approach to Communication Skills' by Indrajit Bhattacharya, Delhi : Dhanpat Rai
6. 'Introduction to Psychology' by Atkinson and Hilgard's, Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus

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Semester – I

GEN 102 - FUNDAMENTALS OF INFORMATIONTECHNOLOGY

Objective: The objective of the paper is to familiarize the students with developments in Information Technology, Internet and use of computer systems at operating system level and application level.

Instructions:
- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT - I
Computers: Introduction to computers, characteristics of computer, organization of computers, hardware, software, data, information, Types of computer: Classification on the basis of purpose: digital computers, analog computers, hybrid computers; Classification on the basis of size: microcomputers, mini computers, mainframe computers and supercomputers, desktop computers, laptops, workstations, PDA. Generations of computer, Uses and Application of computers.

UNIT- II
Computer Hardware: Input Devices: Keyboard, mouse, light pen, joystick, trackball. Voice input device: microphone; Output Devices Printers: types of printer, Plotters, Speakers; Scanners: types of scanners, Visual display devices. **Computer Storage:** Representation of information, BIT, BYTE, Memory, Types of memory: primary memory RAM: static RAM, Dynamic RAM; ROM, EROM, EPROM, EEPROM; Secondary Memory: Magnetic disk, Hard disk, Floppy disk, Optical disk, Compact disk (CD-ROM) and Solid state storage devices.

UNIT - III
Software: Introduction, Types of Software: Application software, System software. Operating system, functions of operating system, types of operating system. Data processing, Data processing systems: batch processing, online processing, time sharing, real-time applications, Single-user, multi-user, and client-server systems; distributed and parallel processing systems; Translators: compilers, interpreters and assemblers.

UNIT -IV
Computer Networks: Introduction, types of networks on the basis of area coverage: LAN, WAN, MAN. **Internet and WWW:** Evolution of Internet, Various Internet services (WWW, e-mail, telnet, ftp, IRC, news) and their uses, Access Methods, Browsers, Future of Internet, Applications of Internet, Evolution of www.

Books Recommended:
1. 'Computers Today' by S.K. Basandra, Galgotia Publications.
2. 'Computer Fundamentals' by P.K.Sinha, N.D.: BPB. Publications.
3. 'Fundamentals of Computers' by V. Rajaraman, N.D.; PHI Publications.
4. 'Using the Internet' by Barbara Kasser, PHI, 4th ed., New Delhi.
5. 'Using the World Wide Web' by David A. Wall, PHI, New Delhi.

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Semester – I

JMC-01   REPORTING & FEATURE WRITING

OBJECTIVES :
(i) The course will introduce students to the basic techniques of writing news stories and features; train them in the art and science of news and feature writing.
(ii) Pedagogy of the Course Work: lectures (including expert lectures), assignments, discussion and seminars.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT-I
News: Definition, Concept & Types, Elements-5W's 1H; News Values, News gathering; Sources of news, Press Conference, Press Release, Meet the Press, Press Briefing, Newswires

UNIT-II
Role and responsibilities of a Reporter, Concept of Beats, Concept of Investigative, interpretative and Development and yellow journalism, Scoops; Sting operations.

UNIT-III
Writing techniques and styles of news reports and features. Interview: Objectives, types, purpose, techniques.

UNIT-IV
Feature: Definition, Meaning; Importance and types of features. News Analysis, Articles.

Practical Work :
- Identifying types of news & Features in newspapers;
- Preparing news clipping file.
- Write a feature
- Writing 4-news of event taken place in your area.

Text and References
1. News Reporting and Editing :K.M. Srivastava Sterling Publishers, New Delhi.
2. Modern News Reporting : Care H. Warren, Harper, New York.

3. Mass Communication and :D.S. Mehta, Allied Publishers Ltd., New Delhi, Journalism in India
4. The Professional Journalist :John Hobenberg Oxford IEH Publishing Company, New Delhi
5. Professional Journalism :Vikas Publishing House, Sahibabad, Ghaziabad.
6. Good news bad news:Tharyan
7. News Writing: Haugh George A.
8. The Journalism Handbook :M.V. Kamath
9. Handbook of Journalism :AggarwalVirBala, Gupta V.S.

Semester – I

JMC-02   MASS COMMUNICATION

OBJECTIVE
The focus of this course is directed towards the development of the understanding of different types of communications, elements, principles and their importance.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT-I
Meaning, definition, nature, need, process, functions, barriers, 7 c's Communication Types of Communication – Intrapersonal, Interpersonal, Group, Public and Mass Communication.

UNIT-II
Verbal and Non Verbal Communication, Traditional and Folk Media Communication

UNIT-III
Communication models: Aristotle's Model, Laswell, Shannon and weaver, Wilbur Schramm, Berlo, Gerbner and Dance Model.

UNIT-IV
Communication Theories: Two-step, Multi-step flow of communication; Individual Difference Theory; Personal Influence theory; Selective Exposure, Selective Perception & Selective Retention Theory; Uses & Gratification Theory; Cultivation Theory; Dependency Theory; Agenda Setting Theory

PRACTICAL WORK:

Instructions to the Examiners/Paper Setters:
Practical will be taken on the basis of Assignments and File Work
  • Conducting Interviews
  • Debate and Declamation competitions
  • Group Discussions
  • Poetry recitations/Speeches
  • Vox Pop
  • Announcements
  • Anchoring
  • News Gathering

  Recommended Books:
  1. Kewal J. Kumar,Mass Communication in India, , 2011, Jaico Books, Mumbai.
  2. Virbala, Handbook of Journalism & Mass Communication, Concept Pub.Company, New

Delhi.

3. Uma Narula, Handbook of Communication, Atlantic Pub. & Distributors, New Delhi.
4. De Fleur and B. Rokeach, Theories of Mass Communication:
5. Denis McQuail, Mass Communication Theory
6. D.S. Mehta, Mass Communication : Theory and Practice-
7. Denis McQuail, Model of Mass Communication

Semester – I

JMC-03 BASIC OF COMPUTERS

OBJECTIVE:
To familiarize the students with computer applications required for print production.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT I

Introduction to Windows – Basics, Windows Accessories, Using File and Program Manager, Computer applications in various fields.

Internet
Internet and its working, working of WWW, Web browsing (opening, viewing, saving and printing web page and bookmark), Latest net explorers installation, configuration and applications, search engines. How to make an e-mail id.

UNIT-2

MS–Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.

MS–Power Point: Presentation overview, entering information, Presentation creation, opening and saving presentation, Power Point Elements, Exploring Power Point Menu, Working with Dialog Boxes, Saving Presentation, Printing Slides, Slide View, Slide Sorter view, notes view, outline view, Formatting and enhancing text formatting, inserting audio and video

UNIT -3

Corel Draw-9
Corel Tools (Pick, Shape, Knife, Eraser, Zoom, Freehand, Natural Pen, Dimensions, Ellipse, Polygon etc.), Transformations, Trimming, Wielding, Intersection of Objects, Snapping, Using Object Manager.

UNIT-4

Quark Express
Adobe Photoshop
Features, Photo Editing tools and techniques

Practical Work:
- **Instructions to the Examiners/Paper Setters:**
- **Practical will be taken on the basis of Assignments and File Work**

Recommended Books:

1. Fundamentals of Computers: P. Mohan, Himalaya
2. Information Technology: Dennis P. Curtin, McGraw Hill International
3. Fundamentals of Information Technology: Saha etal, Himalaya
4. Microsoft Office Excel 2003 step by step: Frye, PHI
5. Fundamentals of Computers: Atul Kahate, Tata McGraw Hill
6. Fundamentals of Computers: V. Srinivas, Kalyani
7. Photoshop Basics - A Photoshop Mini Guide:Solucions Taina

Semester – II
GEN 201: SOFT SKILLS AND PERSONALITY DEVELOPMENT

Objective: To expose the students to the concept of 'Human Development' (Personal and interpersonal) with emphasis on the latent resources that every human being possesses. To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.

Instructions:
- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT-I
Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self-management techniques, Self-image and self-esteem, Building self -confidence, Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication, Body language, Importance of listening and responding, tips for technical writing.

UNIT - II
Development of Communication & Co-operation. Functions of Communication, Communication Basics, Communication Networks, Tips for Effective Internal Communication. Non-verbal Communication. Ethical Communication: austerity in speech, value, ethics and communication. Communication aids. Suitable behavior towards customers, Influence in skill, Creativity in presentation & projection and Multi-cultural skills

UNIT -III
Introduction to Personality-Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation; Techniques in Personality development – Self-confidence, Mnemonics, Goal setting, Time Management and effective planning, Techniques in Personality Development-Stress Management, Meditation and concentration techniques, Self-hypnotism, Self-acceptance and Self-growth.

UNIT -IV
Co-ordination while working in a team, Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities, Role of career planning in personality development, How to face personal interviews and group discussions

Books Recommended:

- 'Personality Development' by Rajiv K. Mishra, Rupa & Co
- 'An Approach to Communication Skills' by Indrajit Bhattacharya, Delhi : Dhanpat Rai
- 'Business Communication Skills' by Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi
- 'Introduction to Psychology' by Atkinson and Hilgard's ,Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
- 'Communication Today & Tomorrow' by Ravi Aggarwal, Sublime Publications, Jaipur

Semester – II

JMC- 04 EDITING

OBJECTIVES :

(i) The course will introduce students to the working of a newsroom train them in the art and science of editing news, headlines and designing a newspaper.
(ii) Pedagogy of the Course Work: lectures (including expert lectures), assignments, discussion and seminars.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT
UNIT-1
Significance and Principles of Sub Editing; Criteria for judging news copy

UNIT-2
Structure of a News room organization, Role and Responsibilities of News Editor and Sub–Editor

UNIT-3
Page – Make –Up: Objectives Importance & Types, Dummy & Its Importance

UNIT-4
Headlines: Importance, Typographical Patterns, Purpose and Types

Practical Work:
- *Preparing Dummies of 4-Pages of a Newspaper*
- *A Visit to a Newspaper to see its working of Newsroom and report writing* of the visit.
- *Identifying various types of Headlines of an English Daily*
- *Identifying the Make-Up of a newspaper*

Books Recommended :

1. Professional Journalism: M.V.Kamath
2. Mencher, Melvin, , (1989), Basic News Writing: W.M.C. Brown Publishers, New York
3. Metz, William, (1990), News Writing: From Lead to 30. 3rd Edition, Prentice-Hall Inc., New Jersey
4. Alexander Louis , (1987), Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co.
5. Garrison, B, (1999), Profession of Feature Writing. New Jersey: Lawrence Erlbaum Assoc
6. Aamidor, A., (1999), Real Feature Writing. New Jersey: Lawrence Erlbaum Assoc
7. Blundell, William. E , (1998), The Art and Craft of Feature Writing, Plume Inc.

8. Garrison, Bruce , (1998), Professional Feature Writing, Laurence EribaumAssoc
9. Bean, Erik , (1999) , Writing for Publication, Deadline Communications
10.Krantz, Marshall , (1996), Ideas and Research, Writers' Digest Books
11.Melvin Mencher,, (2007), News Reporting & Writing, McGraw Hill

Semester – II

JMC-05 GRAPHICS DESIGN

OBJECTIVES
(i) The course will introduce students to the various types of fonts, printing methods train them in DTP publication.
(ii) Pedagogy of the Course Work: lectures (including expert lectures), assignments, discussion and seminars.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT-I
Principles and Elements of Design, Colour: Physical forms, psychology, colour scheme and production

UNIT-II
Types Design and Classification: Serif, Case, Face, Point Size & Series, Different Sizes of Newspaper

UNIT-III
Printing Methods - Letter Press, Screen, Gravure, Offset

UNIT-IV
Basics of Desktop Publishing (DTP) and Publishing Software Quark Xpress

Practical Work:
• Identifying various elements of design of front page of the one newspaper.
• Publishing 12-Pages In-house Newsletter by using QuarkXPress.

Books Recommended

1. The Newspaper Designer's Handbook 6th Edition By Tim Harrower
2. Newspaper Design E.C. Arnold
3. Editing & Design Harold Evans
4. Editing deign and book production: Foster Charles, Journy London
5. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
6. Principles of Art and Production, by N.N. Sarkar, Oxford University Press

Semester – II

JMC-06 NEW MEDIA TECHNOLOGY

OBJECTIVE
To introduce the students with online journalism industry and preparing them for practice of online journalism.

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT-1
What is new media? Features
Internet: Nature, Features, Advantages and Disadvantages, Convergence

UNIT-2
Online journalism: Citizen Journalism, Accuracy and fairness, Writing for the web, Why Print & Electronic Media networks are going on the Net?
Creating online news packages, putting TV news online

UNIT-3
Social Media: Dynamic, strength, weaknesses, use for marketing **Blogs**: Concept, creating and writing for blogs, e-newspaper, e-magazine
UNIT-4
Cyber Crime, IT Act ICT

Practical Work:

- **Instructions for the Examiners/Paper Setters:**
- **Practical will be taken on the basis of Assignments and File Work**
    - Creating power point presentations
    - Writing news for web
    - Creating and maintaining blogs
    - Writing online reviews

Recommended Books:
1. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press,Cambridge, 2003
2. A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007

3. Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, New Delhi, 2005
4. Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
5. Mass Media, Politics and Democracy, John Street, Palegrave Mcmillan, Hampshire, 2011
6. Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press,Washington, 2011

JMC-07 ELECTRONIC MEDIA

OBJECTIVE
To introduce students with electronic media Industry like television and radio journalism practices

INSTRUCTIONS FOR THE PAPER-SETTER
The question paper will consist of 4-Units: I, II, III and IV. There shall be 9 questions in all. The first question shall be short answer type containing 10 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 8 short answer type questions i.e. of 1 mark each. It shall carry 8 marks and is a compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit – 4 in all. Each question will carry 8 marks.

COURSE CONTENT

UNIT-I
Electronic Media: Meaning, definition, characteristics, advantages and disadvantages
History of Radio in India: All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment. commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR

UNIT-2
Three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.
Entry of private FM Community radio

UNIT-3
History of T.V in India:
Origin and development of television in India, Formation of Doordarshan (DD) as separate entity, SITE. Doordarshan as an information, education and entertainment media.

UNIT-4
Doordarshan—Organizational structure, functions of different divisions and Departments / units & Doordarshan News. Commercialization of TV; Golden era of Doordarshan—1982-1993; Liberalization policy of Govt. and entry of private broadcasters

Practical Work :
Practical will be taken on the basis of Assignments and File Work
Radio jockey and other radio formats TV formats
Production process

Recommended Books:
1. Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
2. Television Journalism by Ivor Yorke, Routledge.

3. The Rise of 24-Hour News Television: *Global Perspectives*, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
4. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts, B. Musburger, Focal Press, Oxford,
5. Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford, University Press, Oxford, 2001
6. Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan, Oxford University Press, 2013
7. Electronic Journalism: *Principles and Practices*, Aditya Sengupta, Authors Press, New Delhi,2006

<center>**Semester – II**</center>

JMC-08 TRAINING AND VIVA-VOCE

<div align="right">**Max Marks: 100**</div>

The student will have to attend one month compulsory training in a reputed institute related to Media Industry. On the completion of the training each student will submit his performance report and the certificate from where he has got his training. Then Viva Voce will be conducted by the external examiner.