K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION
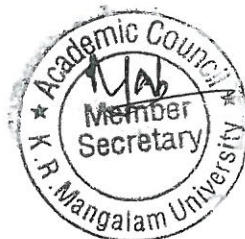
SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Bachelor of Arts (Journalism and Mass Communication)

BA (JMC)

2018-21

Program Code: 20

Approved in the 17th Meeting of Academic Council Held on 29 June 2018

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

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About K.R Mangalam University

The K.R. Mangalam Group has made a name for itself in the field of education. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education.

K.R. Mangalam University is the fastest-growing higher education institute in Gurugram, India. K. R. Mangalam University was established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

Since its inception in 2013, the University has been striving to fulfil its prime objective of transforming young lives through ground-breaking pedagogy, global collaborations, and world-class infrastructure. Resources at K.R Mangalam University have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment where they grow up with integrative skills through interaction with students from engineering, social sciences, management and other study streams.

K.R Mangalam University is unique because of its:

1. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
2. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

I. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
ii. To undertake research programmes with industrial interface.
iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
iv. To act as a nodal center for transfer of technology to the industry.
v. To provide job oriented professional education to the Indian student community with particular focus on Haryana.

About School of Journalism and Mass Communication (SJMC)

School of Journalism and Mass Communication (SJMC), K.R. Mangalam University aspires to develop critical and analytical thinking skills in the students interested in pursuing a career in the Media industry. The School offers a Bachelor of Arts (Journalism and Mass Communication) BA (JMC) Programme. During three years students develop flare writing skills, learn and practice reporting techniques, get hands-on video production, radio production, advertising management, event planning, and photography. The curriculum is aptly designed with a balanced approach toward academic and practical learning, responding to the demands of modern journalism, advertising, Public Relations, filmmaking, event management, and other channels of mass communication. Industry projects are an integral part of the courses, enabling students to acquire hands-on training for the profile of their choices such as writing, production, management, reporting, direction, designing, and much more.

School Vision

School of Journalism and Mass Communication aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation-building through research and innovation.

School Mission

M 1: To provide excellence in education by focusing on a futuristic curriculum, progressive, outcome-based hands-on education.

M 2: Foster employability and entrepreneurship through industry interface and live projects.

M 3: Instill notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.

M 4: Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.

M 5: Enhance leadership qualities among the youth having an understanding of ethical values and environmental realities.

Programs Offered by the School

Bachelor of Arts (Journalism & Mass Communication)-B.A JMC

The main objective of the course is to make the participant understand the ways through which one can communicate his ideas among masses. The course includes external projects by which the students get the exposure to various professional domains such as news dailies, radio, television, journals etc. functional areas of Public Relations, Advertisements & Communications. Today, a different form of media has emerged like internet, social media alongside the conventional television, newspaper and radio. It has provided the journalist with a place to experiment, opening new vistas for them. Upon completion of the Programme, the candidate gets a concise and clear picture of diverse aspects of journalism, advertising and communication.

Eligibility Criteria: The student should have passed the 10+2 or its equivalent examination from a recognized Board/University with a minimum of 50% marks in aggregate or more.

Course Outline: Communication theories and models/ Media Laws and Ethics/Print Media/Video and Audio Editing/Photography/ Indian Polity and Issues/ Indian Economy and Reforms/ Radio Programme and Production/Television Journalism & Production/ Public Relations/ Advertising/New Media/Event Management/ Media Organization & Management/ Environment Communication/ Global Media Scenario/ Contemporary Issues.

Career Options: Opportunities are in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television and Film Production, Video Editing, Programme Production, Fashion/Wildlife Photography, Radio Jockey, Video Jockey, Photo Journalist, Publishing, Event Planning, New Media, Social Media.

Program Duration: The minimum period required for completing BA (JMC) Programme is three years i.e., 6 semesters. The Programme will be considered complete when the candidate has earned minimum credits as per the scheme.

Class Timing

The classes will be held from Monday to Friday from 09.10 am to 04.10 pm.

Scheme of Studies and Syllabi

The scheme of studies and syllabi of BA JMC program are given in the following pages. These are arranged as: (a) common course (b) degree specific numeric order of the last three digits of the course code.

For each course, the first line contains; Course Code and per week Lecture hours (L)-Tutorial hours (T)-Practical hours (P)-and Credits (C) of the course. This is followed by detailed syllabi.

Scheme of Studies

		ODD SEMESTER							EVEN SEMESTER					
S No.	Course Code	Course Title	L	T	P	C		S No	Course Code	Course Title	L	T	P	C
1	SJJM 101	English Writing Skills	4	1	-	5		1	SJJM 102	Print Media Growth and Trends	4	-	-	4
2	SJJM 103	Introduction to Communication	4	-	-	4		2	SJJM 104	News Reporting and Editing - I	4	-	-	4
3	SJJM 105	Indian Economy and Reforms	4	-	-	4		3	SJJM 108	Media Laws and Ethics	3	1	-	4
4	SJJM 107	Indian Polity and Issues	4	-	-	4		4	SJJM 110	Photography	4	-	-	4
5	SJJM 109	Computer Applications in Media	2	-	-	2		5	SJCH 125	Environmental Studies	3	-	-	3
6	SJJM 153	Introduction to Communication Lab	-	-	4	2		6	SJJM 154	News Reporting and Editing Lab	-	-	4	2
7	SJJM 155	Computer Applications in Media Lab	-	-	4	2		7	SJJM 158	Design and Graphics Lab	-	-	4	2
8	SJJM 157	Media Writing and	-	-	4	2		8	SJJM 160	Photography Lab	-	-	4	2

#	Code	Subject	L	T	P	C		#	Code	Subject	L	T	P	C
		Translation												
	TOTAL		18	1	12	25			**TOTAL**		18	1	12	25
1	SJJM 205	News Reporting and Editing - II	4	1	-	5		1	SJJM 202	Advertising and Branding	4	-	-	4
2	SJJM 207	Radio Broadcasting and Technology	4	1	-	5		2	SJJM 204	Radio Programmes and Production	4	-	-	4
3	SJJM 209	Advertising Concepts and Principles	4	-	-	4		3	SJJM 210	Communication and Development	4	-	-	4
4	SJJM 211	Video Production Techniques	3	1	-	4		4	SJJM 212	Introduction to Audio Visual Media	4	-	-	4
5	SJJM 213	New Media and Technologies	4	-	-	4		5	SJEL 230	Film Studies	4	-	-	4
6	SJJM 253	New Media Lab	-	-	4	2		6	SJJM 252	Advertising and Branding Lab	-	-	4	2
7	SJJM 255	Field Work	-	-	-	2		7	SJJM 254	Radio Programmes and Production Lab	-	-	4	2
8	SJJM 259	Radio Jockeying and News Anchoring Lab	-	-	4	2		8	SJJM 258	Introduction to Audio Visual Media Lab	-	-	4	2
	TOTAL		19	3	8	28			**TOTAL**		20	0	12	26
1	SJJM 301	Event Management	4	-	-	4		1	SJJM 302	Media Organization and Management	4	-	-	4
2	SJJM 303	Media Research	4	-	-	4		2	SJJM 304	World Media Scenario	4	-	-	4
3	SJJM 305	TV News and Programmes	4	-	-	4		3	SJJM 306	Personality Development	2	-	-	2
4	SJJM 307	Public Relations	4	1	-	5		4	SJJM 352	Major Project	-	-	10	10
5	SJJM	Event	-	-	4	2		5	SJJM	Viva Voce	-	-	-	5

	351	Management Lab						354						
6	SJJM 353	Media Research Lab	-	-	4	2								5
7	SJJM 355	TV News and Programmes Lab	-	-	4	2								
8	SJJM 357	*Functional Exposure Report	-	-	-	4								
TOTAL			16	1	12	27		TOTAL		10	0	10	25	

	Total Hours: Lect [L]+Prac [P]+Tut [T]	**173**
	Total Credits [C]	**156**

SEMESTER-I

S No	Course Code	Course Title	L	T	P	C
1	SJJM 101	English Writing Skills	4	1	-	5
2	SJJM 103	Introduction to Communication	4	-	-	4
3	SJJM 105	Indian Economy and Reforms	4	-	-	4
4	SJJM 107	Indian Polity and Issues	4	-	-	4
5	SJJM 109	Computer Applications in Media	2	-	-	2
6	SJJM 153	Introduction to Communication Lab	-	-	4	2
7	SJJM 155	Computer Applications in Media Lab	-	-	4	2
8	SJJM 157	Media Writing and Translation	-	-	4	2

Course Code: SJJM 101   **(L-4, T-1, P-0, C-5)**

Course Objective:
- Equip themselves with the nuances of writing.
- Develop both linguistics and communication abilities.
- Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

Unit I- Essentials of Good Writing
1.1 Kinds of Media Writing: Writing to Inform, Writing to Describe, Writing to Persuade
1.2 The ABCD of Media Writing: Accuracy, Brevity, Clarity, Discernment
1.3 Vocabulary Building: Using Dictionaries and Thesauri, Jargons – clichés and journalese – simple words – troublesome words – vogue words – superfluous words and phrases
1.4 Punctuation and Spelling Rules

Unit II- Grammar
2.1 Functional grammar and rules
2.2 British English – American English – Indian English – difference in pronunciation and usages
2.3 Phonetics – vowels – diphthongs – consonants – stress and intonation
2.4 Subject Verb agreement, adjective-adverb confusion, Tenses, Reported Speech,

Unit III- Sentence Structure and Paragraph Formation
3.1 The Sentence: Concision/Clarity
3.2 Emphasis, Rhythm - Words and How they Sound, Variety: Variety & Recurrence
3.3 Changing Sentence Length & Pattern, Breaking Monotony, Varied Openings.
3.4 Elements as Paragraphs & Sub Paragraphs: Putting Paragraphs Together - Logical Sequencing

Unit IV- Writing
4.1 Ten principles of clear writing
4.2 Using active voice – when to use passive voice
4.3 The Complete Picture - The First Draft, Reading Aloud For Further Changes, Revise – Re-revise-Edit
4.4 Writing Exercise: Resume writing, Application Writing

Text Books:

1. Horby A.S, Guide to Patterns and Usage in English, ELBS Oxford Uni Press1983

2. George. A. Hough, News Writing, Kanishka Publishers, 2004

Test Books:
1. Horby A.S, *Guide to Patterns and Usage in English*, ELBS Oxford Uni Press1983

2. George. A. Hough, *News Writing*, Kanishka Publishers, 2004

Reference Books:
1. Sreedharan V.S., *How to write correct English*, Goodwill Publications, New Delhi 2000
2. Pal Rajendra and Korlahalli J.S., *Essentials of English and Business Communication*, S. Chand
3. Robey, Coral, *New Handbook of basic writing skills*, Harcourt College Publication Orlando 2002
4. Taylor, Shirley, *Communication for Business*, Pearson Education Ltd., Edinburgh gate, Hareon, Essex, England
5. R. Michelson, *Sentence*, New Delhi, IIVY Publishing House.
6. Dev, A. N., Pal, S., & Marwah, A. (2009). *Creative writing: a beginner's manual*. New Delhi India: Pearson.

INTRODUCTION TO COMMUNICATION

Course Code- SJJM 103   **(L4, T-P-C4)**

Unit 1: Foundations of Communication

What is Communication, Definition and Models of Communication, Elements of Communication: Sender, Message, Channel, Receiver, Feedback, Gatekeeping, Noises – physical and semantic, Types of Communication: Verbal, Nonverbal, Written, Visual

Unit 2: Types of Communication

Importance of communication in personal and professional contexts, Intra-personal, Inter-personal, Group and Mass Communication, 7 Cs of communication, Understanding verbal communication: language, symbols, semantics, Exploring nonverbal communication: body language, facial expressions, gestures

Unit 3: Communication Skills

Listening and Feedback, Public Speaking Skills, Presentation Skills, Interviews, Written Communication and Writing Skills, Language and Expression

Unit 4: Communication and Mass Media

Role of mass media in shaping public opinion, Media effects and the agenda-setting function, Media literacy and responsible consumption of media, Overview of new communication and technologies

Reference Books:

- ▪ "Communication in the Real World: An Introduction to Communication Studies" by Richard Jones, Jr.
- ▪ "Communication: Principles for a Lifetime" by Steven A. Beebe, Susan J. Beebe, and Diana K. Ivy.
- ▪ "The Art of Public Speaking" by Stephen E. Lucas.
- ▪ "Nonverbal Communication in Human Interaction" by Mark L. Knapp and Judith A. Hall.
- ▪ "Writing That Works: How to Communicate Effectively In Business" by Kenneth Roman and Joel Raphaelson.

Text Books:

- ▪ "Media & Culture: Mass Communication in a Digital Age" by Richard Campbell, Christopher R. Martin, and Bettina Fabos.
- ▪ "Media Literacy: A Critical Introduction" by W. James Potter.
- ▪ "Communication Research: Asking Questions, Finding Answers" by Joann Keyton and Pamela J. Shoemaker.
- ▪ "Interpersonal Communication: Everyday Encounters" by Julia T. Wood.
- ▪ "Communication Skills for Dummies" by Elizabeth Kuhnke.

INDIAN ECONOMY & REFORMS

Course Code: SJJM 105   **(L-4, T-0, P-0, C-4)**

Course Objective:
- To enable students, understand the fundamentals of Indian economy, planning and development.

- To broaden their perspective with regard to Budgeting financial sector and stock markets.
- To open their horizon for understanding key domestic and international economic issues

Unit I- Economic Fundamentals

1.1 Meaning of economy-Market, command and mixed economy

1.2 Nature of Indian economy

1.3 Economic planning in India

1.4 GDP as indicator of development

Unit II- Foreign Trade

2.1 Importance of foreign trade for a developing economy

2.2 BOP and new economic reforms of 1991

2.3 FDI and FII policy in India

2.4 Export and import during recession-2008 onwards

Unit III- Financial Sector

3.1 Indian Financial System: An overview

3.2 RBI, Public Sector, Private, Cooperative and Regional Rural Banks

3.3 Stock Markets - Financial Products (bonds, debentures, shares)

3.4 SEBI and Capital Market Reforms

Unit IV- Revenue and Taxation

4.1 Classification of taxes

4.2 New Economic Policy 1991

4.3 Tax Reforms–Kelkar Committee Report

4.4 VAT, Sales Tax, Service Tax, GST

Text Book:

1. Arora Charu. (2008). *Indian Economy and Reforms.* New Delhi: Authors Press.

Reference Books:

1. HR Machiraju. (n.d.). *Indian Financial System.* Delhi: Vidya Vikash Publishing House.

2. R.Datt & K.P. M Sundham. (n.d.). *Indian Economy* (2004 ed.). S. Chand.

3. Kapila, U., & Academic Foundation (New Delhi, India). (2004*). Understanding the problems of Indian economy.* New Delhi: Academic Foundation.

4. S.K.Mishra & V.K. Puri. (n.d.) *Problems of Indian Economy,* Himalaya Publishing House.

INDIAN POLITY & ISSUES

Course Code: SJJM 107   **(L-4, T-0, P-0, C-4)**

Course Objectives:
- To enable students, understand the Indian political system and functioning of democratic institutions
- To apprise students of electoral system from the perspective of election coverage by media
- Also, to make them aware of contemporary political issues and motivate them to brain storm on such issues

Unit I- Indian Constitution
1.1 Constitution-Preamble, salient features
1.2 State sand Union Territories
1.3 Citizenship
1.4 Fundamental Rights, Fundamental Duties, Directive Principles of State Policy

Unit II- Three Pillars of Democracy
2.1 President and Vice President
2.2 Prime Minister and the cabinet
2.3 Governor and Lt. Governor
2.4 Chief Minister and the cabinet
2.5 Parliament–Functions and powers
2.6 State legislature–Functions and powers
2.7 Superior Judiciary-Supreme Court, High Courts
2.8 Subordinate Judiciary

Unit III- Electoral System
3.1 Election Commission–Functions and powers
3.2 General Elections, Mid-Term Elections, By Elections, Upper and Lower House
3.3 Multi-Party System-National and Regional Parties
3.4 Electoral Reforms-Electoral lists, EVMs, Voter ID Cards etc.
3.5 Election of Municipalities & Panchayats

Unit IV- Political Issues & Debates
4.1 Communalism, fundamentalism and secularism
4.2 Political Defections-Anti Defection Act 1985 as amended in 2003
4.3 Reservation of seats for women in Parliament, Panchayats
4.4 Corruption in governance –Lokpal debate, Lokayukta in states

Text Book:
1. Bakshi, P.M., *The Constitution of India*, Universal Law Publishing Co. Pvt. Ltd. 2001

Reference Books:
1. Shukla,V.N., *Constitution of India*, Eastern Book Company, Lucknow 2001
2. Jhabvala, Noshirvan H, *The Constitution of India*, C Jamnadas and Co., Mumbai, 2003
3. Basu. D.D. (n.d.). *An introduction to the Constitution of India*. Delhi: Vikas Publishing House.
4. Johri J.C., *Indian Political System*, Anmol Publications.
5. Chatterjee. Parth (n.d.). *State and Politics in India*. Oxford University Press.

COMPUTER APPLICATIONS IN MEDIA

Course Code: SJJM 109   **(L-2, T-0, P-0, C-2)**

Course Objectives:
- To acquaint the students with computer and its operations.
- To equip students with layout and designing concepts
- To impart knowledge of MS Office

Unit I- Understanding the Computer
1.1 Computer: Generations and basics
1.2 Computer parts: Software, Hardware and Peripherals
1.3 Microsoft Office: Word, PowerPoint, excel
1.4 Basic IT applications in print, electronic and cyber media
1.5 Emerging Trends in information technology

Unit II- Principles of Design & Layout
2.1 Basics of Design and Graphics
2.2 Elements and principles of design
2.3 Typography: Physical form, aesthetics and classifications
2.4 Colour: Physical forms, psychology, colour scheme and production
2.5 Components of layout and layout planning

Unit III- DTP & Multimedia
3.1 Introduction to DTP
3.2 Visuals: physical forms, functions and editing
3.3 Multimedia: Characteristics and functions
3.4 DTP Software –QuarkXPress, Photoshop, Corel Draw and In Design

Unit IV- DTP & Printing
4.1 Basics of Desktop Publishing
4.2 Printing Process
4.3 Printing Methods - Letter Press, Screen, Offset,
4.4 Paper and finishing

1. Kelby, S. (2011). *The Adobe Photoshop CS5 book for digital photographers*. Berkeley, Calif.: New Riders.
2. Coburn, Foster D. *Corel Draw*, Tata McGraw Hill Publishing Co Ltd, 2007
3. Jaiswal. A. (2003). *Fundamentals of computer Information technology Today*. Wiley Dream tech India Private Limited
4. Rajaraman V., *Fundamentals of computer*, Prentice Hall of India
5. Duggal, K. S. (1980). *Book publishing in India*. New Delhi: Marwah.
6. A.K. Dhar *Printing and Publishing*

INTRODUCTION TO COMMUNICATION LAB

Course Code: SJJM 153   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

1. Intrapersonal Communication
    i. Thinking on a topic as signed, Expressing the same-orally and in writing
    ii. Writing on a given topic
    iii. Extempore
    iv. Just-A- Minute

2. Interpersonal Communication
    i. Conducting dialogue on some issue/topic, Assessing the agreement reached after the dialogue
    ii. Debate

3. Group Communication
    i. Group discussion on an assigned topic

4. Mass Communication
    i. Listening radio programmes and reviewing them
    ii. Watching TV programmes and reviewing them

5. Presentation
    i. Five-minute presentation on a given topic - Use of charts, flip charts, flash cards, transparencies permitted

COMPUTER APPLICATIONS IN MEDIA LAB

Course Code: SJJM 155   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

Students to practice MS Office, QuarkXPress and In design:
1. MS Power Point: Prepare presentation on a topic approved by the faculty
2. Layout of a newspaper, book cover, magazine in QuarkXPress
3. Brochure, leaflet in In Design

MEDIA WRITING AND TRANSLATION

Course Code: SJJM 157   **(L-, T-, P-4, C-2)**

Course Objectives:

This course aims to equip students with the essential skills and knowledge required in media writing and translation. Beginning with an introduction to various forms of media writing, including news articles, features, and editorials, students will learn the basics of news writing such as inverted pyramid structure and headline creation. Specialized media writing focuses on public relations, advertising copywriting, and scriptwriting for broadcast media, incorporating legal and ethical considerations. Translation in media, including audiovisual translation, is explored for fostering cross-cultural understanding. Students will

emerge with proficiency in ethical media writing and translation practices, contributing to a globalized media landscape.

Course Content:

Unit 1: Introduction to Media Writing

Defining media writing and its importance, Overview of different forms of media writing: news articles, features, editorials, oped, News writing basics: Inverted pyramid, leads, headlines

Unit 2: Specialized Media Writing

Writing for Public Relations, Crafting press releases, statements, and promotional content, Building and maintaining a positive media image, Crisis communication strategies, Advertising Copywriting, Principles of persuasive advertising writing, Creating effective ad copy for print, online, and broadcast, Brand messaging and tone, Scriptwriting for Broadcast Media, Legal and Ethical Considerations in Media Writing

Unit 3: Translation in Media

Defining translation in the context of media, Challenges and considerations in media translation, Role of translation in fostering cross-cultural understanding, Translation Techniques and Strategies, Audiovisual Translation

Unit 4: Ethical Practices

Importance of media writing and translation in a globalized media landscape, Legal and Ethical Considerations in Media Writing, Understanding media law and regulations, Plagiarism, copyright, and attribution in media writing, Ethical dilemmas and decision-making in media content writing

Reference Books:
- "The Elements of Journalism: What News people should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel.
- "The Associated Press Stylebook" by The Associated Press.
- "Writing and Reporting News: A Coaching Method" by Carole Rich.
- "Cutting Through the Noise: The Art of Editing" by Robin Jefferson Higgins.
- "Public Relations Writing: Form & Style" by Doug Newsom, Judy VanSlyke Turk, and Dean Kruckeberg.

Text Books:
- "Advertising Copywriting" by Charles E. Pettijohn.
- "Audiovisual Translation: Subtitling" by Jorge Díaz-Cintas and Aline Remael.
- "Translation Studies" by Susan Bassnett.
- "Media Ethics: Issues and Cases in Communication Ethics" by Philip Patterson and Lee C. Wilkins.
- "Ethical Issues in Journalism and the Media" by Andrew Belsey and Ruth Chadwick.

MEDIA WRITING AND TRANSLATION LAB

Course Code: SJJM 157   (**L-0, T-0, P-4, C-2**)

Exercises/Assignments:
1. Definition, Meaning and Types of Translation
2. Translation in Journalism
3. Translation from English to Hindi and Hindi to English

SEMESTER-II

S No	Course Code	Course Title	L	T	P	C
1	SJJM 102	Print Media Growth and Trends	4	-	-	4
2	SJJM 104	News Reporting and Editing - I	4	-	-	4
3	SJJM 108	Media Laws and Ethics	3	1	-	4
4	SJJM 110	Photography	4	-	-	4
5	SJCH 125	Environmental Studies	3	-	-	3
6	SJJM 154	News Reporting and Editing Lab	-	-	4	2
7	SJJM 158	Design and Graphics Lab	-	-	4	2
8	SJJM 160	Photography Lab	-	-	4	2
TOTAL			**18**	**1**	**12**	**25**

PRINT MEDIA GROWTH AND TRENDS

Course Code: SJJM 102   **(L-4, T-0, P-0, C-4)**

Course Objectives:
- To develop among students an understanding of Indian journalism tracing it from roots
- To familiarize students with the growth of newspapers in the post-Independence era
- To acquaint students with working of news agencies and other media organizations
- To apprise students with vital issues of media in view of fast changing scenario
- To initiate brainstorming on influences on media and changing trends in journalism

Unit I- Growth of Journalism Pre-Independence
1.1 Genesis of printing and initial publications in India

1.2 James Augustus Hicky & early newspapers of Calcutta, Madras and Bombay

1.3 Raja Ram Mohan Roy and James Silk Buckingham

1.4 Growth of Indian language press – Bangla, Marathi, Hindi and Urdu

1.5 Curbs on press freedom, press regulations by British rulers

1.6 Role of newspapers in freedom struggle

Unit II- Journalism Post Independence
2.1 A brief account of newspapers and print media growth after 1947

2.2 Journalism during and after Emergency

2.3 Changes in media scenario and journalism post Liberalization

2.4 Print Media Industry status

2.5 Eminent contemporary journalists, editors and columnists, and their work

Unit III- News Agencies and Media Organizations
3.1 Birth and growth of news agencies in India

3.2 Formation and dismantling of Samachar

3.3 National News Agencies- PTI. UNI, BHASHA, UNIVARTA, Samachar Bharti

3.4 International News Agencies: Reuters, AP, AFP, UPI, TASS, Xinhua, IRNA etc, their setup and operations in India

3.5 Private news agencies and content providers in India: India News & Feature Alliance (INFA), Indo-Asian News Service (IANS), Asian News International (ANI), New street

3.6 Media Organizations: PIB, ABC, INS, PII, ILNA, AINEC, Editors Guild, IFWJ, NUJ, RNI, DAVP, NBA etc.

Unit IV- Contemporary Trends in Print Journalism
4.1 Growing influence of technology on newspapers and magazines

4.2 Citizens' journalism

4.3 Agenda setting function of media

4.4 Bias/slant in news, planted stories, Advocacy, Campaign Journalism

4.5 Media activism: Trial by media, media trial

4.6 Sunshine/ Feel good journalism V Watchdog journalism

Text Book:
1. Natrajan, J: *History of Indian Journalism*, Publications Devision. Ministry of Information & Broadcasting, Government of India, 1997

Reference Books:
1. Parthasarthy. R: Journalism in India, Sterling Publishers Pvt. Ltd. New Delhi,1997

2. Bhatt, S C: *Indian Press Since 1955*, Publication Division, Ministry of Information & Broadcasting, Government of India, 2000
3. Ravindran, P K : *Indian Regional Journalism*, AuthorsPress, New Delhi, 2005
4. Dr Nadig Krishnamurthy: *Indian Journalism*, Prasaranga, University of Mysore
5. Kumar Keval J : *Mass Communication in India*, Jaico Publishing House, Mumbai, 2006
6. Chaturvedi, J P : *The Indian Press at the Crossroad*, Media Research Associates, New Delhi
7. Zachariah Aruna: *Print Media, Communication and Management: Elements, Dimensions and Images* Kanishka Publishers, Delhi, 2007
8. Jan R Hakemuldar, Fay AC DE, Jonge, P P Singh: *Print Media Communication*, Anmol Publication, New Delhi, 1998

NEWS REPORTING AND EDITING –I

Course Code: SJJM 104 (L-4, T-0, P-0, C-4)

Course Objectives:
- To develop an understanding among students about news and writing the news report
- To tell them the practical aspect of reporting, and coverage from the city of publication
- To acquaint students with the editorial set up of newspapers, and newsroom functions
- To train students in the editing of copies, and headlining of news reports
- To make students learn the printing technology, and print production

Unit I- News and Report Writing

1.1 News: Meaning, definition, nature and qualities, elements of news

1.2 News value: Timeliness, Proximity, Size, Importance and personal benefit

1.3 Inverted pyramid style of writing – 5Ws and 1 H

1.4 Various Types of Leads

1.5 News agency copy-different elements

Unit II - News reporting and beats

2.1 News sources: Types, credibility, protection of sources

2.2 Pitfalls and problems in reporting: Attribution, off-the-record, embargo

2.3 Reporter and Chief Reporter: Functions, qualities, responsibilities

2.4 City Reporting Room in a daily: Set up, functions and distribution of beats

2.5 Coverage of various city beats

Unit III - Editorial and News Room

3.1 Editorial department of a daily: Set up and hierarchy of functionaries

3.2 Editor: Status, role and responsibilities

3.3 News Room: Set up and operations, Conventional and modern news room

3.4 News Editor: Functions and responsibilities

3.5 Editorial desks - their set up and functions, Role of Chief Sub Editor & Senior Sub Editor and Sub Editor

Unit IV - Copy Editing

4.1 Editing: Meaning, objectives and tools

4.2 Jobs involved in editing

4.3 Style sheet - Guidelines for editing

4.4 Editing symbols, proof reading symbols

4.5 Headlines: Functions/Purpose, Types/Patterns, Size and Decks, Guidelines for writing headlines

Text Book:

1. Kamath, M V: *Modern Journalism*, Vikas Publishing House New Delhi
2. Saxena Ambrish*: Fundamentals of Reporting and Editing*, Kanishka Publishers, New Delhi, 2007

Reference Books:

1. Stein, M L: *The News Writers' Handbook*, Surjeet Publication, Susan F. Peterno New Delhi, 2002
2. George A Hough: *News Writing*, Kanishka Publishers, New Delhi, 1996
3. Jan R. Hakemulder, Ray Ac De, Jouge, P P Singh: *News Reporting and Editing*, Anmol Publications Pvt. Ltd. New Delhi-1998
4. Joseph M K : *Basic Source Material for News Writing*, Anmol Publications Pvt. Ltd.
5. Wainwright David: *Journalism made Simple*, Rupa & Company, New Delhi, 1982
6. Hohnberg John: *The Professional Journalism*, Oxford Publishing Co. Pvt. Ltd., New Delhi, 1980

MEDIA LAWS & ETHICS

Course Code: SJJM 108 (L-3, T-1, P-0, C-4)

Course Objectives:

- To enable students, understand the constitutional and legal framework of India
- To make them study the press laws and analyses their relevance in changed scenario
- To apprise students with the laws which affect the working of the press
- To familiarize them with laws in other media sectors like broadcasting and web
- To motivate students to brainstorm the issues of professional conduct, standard of content and ethics.

Unit I- Introduction to Laws & Press Freedom

1.1 Society, Laws, Media and Democracy

1.2 Laws - Bills and Act, Ordinance, Regulations, Statute, Code, Norms, Conventions

1.3 Legal terminology - Plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, sub judices etc.

1.4 Right to Freedom of Speech and Expression - Act 19 (1) (a), Reasonable restrictions on the freedom of the press- Art 19 (2)

1.5 Freedom of the Press- Debate in Constituent Assembly, Judgment in landmark cases

Unit II- Legislations for the Press

2.1 Parliamentary privileges V freedom of the press

2.2 Press and Registration of Books Act 1867 as amended in 1955, Working Journalist Acts of 1955 and 1958

2.3 Press Commissions and their recommendations

2.4 Press Council Acts of 1965 and 1978: Constitution of Press Council of India, its composition, object, functions and powers, its relevance, demand for media council

2.5 An overview of some other Acts - Delivery of Books and Newspapers [Public Libraries] Act 1954, Young Persons [Harmful Publications] Act 1956, Children Act 1960, Indecent Representation of Women [Prohibition] Act 1986

Unit III- Laws Applied on the Press

3.1 Contempt of Courts Act 1971, Contempt of Courts (Amendment) Act 2006
3.2 Defamation law- its relevance and effectiveness

3.3 Intellectual Property Rights, Copyright Act 1957

3.4 Official Secrets Act 1923 as amended in 1951 and 1967

3.5 Right To Information Act 2005- its success

3.6 Whistle blower law in India: Draft of the Bill

3.7 An overview of some other Acts - Indian Evidence Act 1872, Indian Post Office Act 1898, Emblems and Names (prevention of improper use) Act 1950, Protection of Civil Rights Act 1955, Civil Defence Act 1955, Atomic Energy Act 1962, Customs Act 1962, Prevention of Insults to National Honour Act 1971

Unit IV- Laws for Other Media Sectors

4.1 Prasar Bharati (Broadcasting corporation of India) Act 1990: Proposed draft of amendment

4.2 Broadcasting Services Regulation Bill 2007: Controversy on content code

4.3 Cable Television Networks (Regulation) Act 1995, Information Technology Act 2000, report of expert committee on amendments, Drug and Magic Remedies (Objectionable Advertisement) Act 1954, Consumer Protection Act 1986

4.4 Ethics in Media - Concept, international norms and international code of ethics

4.5 Ethical rules of PCI: Press Council guidelines, Press Council Code on Communal writings

4.6 Social audit, Ombudsman in media

Text Book:
1. Ravindranath, PK*: Press Laws and Ethics of Journalism*, Authorspress, New Delhi, 2004

Reference Books:
1. Barua, Vidisha: *Press & Media Law Manual*, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002

2. Venkateshwaran, K S: *Mass Media Laws and Regulations in India*, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt Lts, Mumbai, 1993

3. Saxena Ambrish: *Freedom of Press and Right to Information in India*, Kanishka Publication, New Delhi, 2004

4. Guha Thakurta, Paranjoy: *Media Ethics*, Oxford University Press, New Delhi, 2009

5. Bandhyopadhyay, P K and: *A Practitioners' Guide to Journalistic Ethics*,

6. Arora. K. S Published by *Media Watch Group*, Distributed by D K Publishers, Distributors (P) Ltd, New Delhi, 1998

7. Angela Wadia: *Global Resource Book on Right to Information*, Kanishka Publication, New Delhi, 2006

8. Jean Claude Bertrand: *Media Ethics and Accountability System*, Transaction Publishers, 2000

9. Valerie Alia, Brian Brennan*: Deadlines and Diversity: Journalism Ethics in a Barry Hoffmaster Changing World, Black Point (Nova Scotia)*, Fernwood Publishing, 1996

PHOTOGRAPHY

Course Code: SJJM 110   **(L-4, T-0, P- 0, C-4)**

Objective of the course:
- To enhance knowledge about photography, still camera and lighting
- To enhance visualization and creativity of the students
- To apprise the students with techniques involved in various beats of photography
- To make the students learn the use of photography in journalism and advertising

Unit I- Introduction to Photography
1.1 Brief History of photography
1.2 Photography as a medium of communication
1.3 How photography works?
1.4 Principles of camera obscure
1.5 Different parts of camera and their function

Unit II- Camera Accessories & Visual Composition
2.1 Camera design- Pin-hole camera, view camera, compact camera, TLR Camera, SLR Camera, Polaroid Camera, underwater camera, digital camera, camera in mobile phone
2.2 Lenses- Types of camera lenses
2.3 Aperture, Shutter and shutter speed, Depth of field, Depth of focus, Focal length, Exposure triangle
2.4 Camera accessories: Tripod, Monopod, Lens hood, Flash unit, Filters, Lens care, Close up attachment etc.
2.5 Photographic Composition: Elements of composition, Rule of thirds, Placement of subject, Framing, Principles of composition, shots and camera angles
2.6 Camera Shots and Camera Angels

Unit III- Types of Photography & Lighting Techniques
3.1 Various types of photography- Portrait, Wild life, Nature and landscapes, Advertising and Night photography
3.2 Lighting- Sources of light: Natural & Artificial
3.3 Nature and physical properties of light
3.4 Direction & angle of light: Front, side, top & back
3.5 Lighting contrast and its control by fill in lights
3.6 One, two & three-point lighting: Key, fill and back light

Unit IV- Photo Journalism and Photo Editing
4.1 Photo journalism
   a. Role and impact of a photograph in print media
   b. Review and analysis of some outstanding photographs
4.2 Photo editing- selection of photograph, cropping, caption writing
4.3 Digital Photo Editing
   a. Introduction to Photoshop, creating a document and saving a file
   b. Importing camera images, the tools palette
   c. Selecting, cutting and pasting
   d. Levels and Contrast

Text Book:

1. Sharma, O P: *Practical Photography*, Hind Pocket Books, 2001

Reference Books:

1. Sharma, O P: *Practical Photography*, Hind Pocket Books, 2001

2. Michael Langford: *Basic Photography*, Focal Press, 2003 Private Limited, 1999

3. James A. Folts, Ronald, P. Lovell, Fred C. Zwahlen: *Handbook of Photography*, Thomsan Learning, 2002

4. Lee Frost: *Photography*, Hodder Headline, 1993

ENVIRONMENTAL STUDIES

Course Code: SJCH 125   **(L-3, T-0, P-0, C-3)**

Course Objectives:

This course in environmental studies will develop the:
- Basic understanding about the concept related to environment such as eco system and biodiversity.
- Understanding about pollution and its control.
- Insight about the various concerns regarding environment such as population and social issues.

UNIT - I

1.1 Introduction of Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

1.2 Natural Resources: Renewable and Non-renewable Resources

1.3 Land Resources: land use change; Land degradation, soil erosion and desertification.

1.4 Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

1.5 Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

1.6 Energy Resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT- II

2.1 Ecosystems: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

a) Forest ecosystem
b) Grassland ecosystem
c) Desert ecosystem
d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

2.2 Biological Diversity: Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT - III

3.1 Environmental Pollution: Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

3.2 Environmental Policies and practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

3.3 Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Koyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wild life conflicts in Indian context.

UNIT - IV

4.1 Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Field work:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Reference Books:

1. A.K. De, *Environmental Chemistry*, New Age International Publishers (P) Ltd. New Delhi.

2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, *Environment*, John Wiley & Sons, New Delhi.

3. J. S. Singh, S. P. Singh and S. R. Gupta, *Ecology, Environmental Science and   Conservation,* S. Chand Publication, New Delhi.

4. Erach Bharucha, *Textbook of Environmental Studies*, Universities Press (P) Ltd., Hyderabad, India.

5. Anubha Kaushik and C. P. Kaushik, *Environmental Studies*, New Age International Publishers (P) Ltd. New Delhi.

NEWS REPORTING AND EDITING LAB

Course Code: SJJM 154   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

1. Writing reports on crime related incidents after visiting local police stations
2. Writing reports on civic problems after collecting information from civic bodies
3. Editing five agency copies using editing symbols
4. Editing news reports filed by fellow students who would have covered some local issue
5. Rewriting Headlines
6. Rewriting Leads
7. Rewriting news stories from newspapers, converting them for use in magazines

DESIGN AND GRAPHICS LAB

Course Code: SJJM 158   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:
Students to practice Corel Draw and Adobe Photoshop:

1. Design a logo, poster, visiting card
2. Design a Calendar and Comic Book
3. Photoshop: tools, menu and techniques of image editing/manipulation
4. Make a cut-out and collage using Photoshop

PHOTOGRAPHY LAB

Course Code: SJJM 160   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

1. Familiarization with photography equipment's
2. Study and Practice in various photographic cameras
3. Study and Practice of SLR Camera with various lenses
4. Study and Practice of varying exposure in SLR Camera
5. Study and practice of Composition
6. Shooting exercises in natural light
7. Shooting exercises in artificial light
8. Study and practice of Photoshop
9. Making a photo feature on a specific topic by using own photographs
10. Making a photo feature after collecting photographs from newspapers/magazines

SEMESTER – III

1	SJJM 205	News Reporting and Editing - II	4	1	-	5
2	SJJM 207	Radio Broadcasting and Technology	4	1	-	5
3	SJJM 209	Advertising Concepts and Principles	4	-	-	4
4	SJJM 211	Video Production Techniques	3	1	-	4
5	SJJM 213	New Media and Technologies	4	-	-	4
6	SJJM 253	New Media Lab	-	-	4	2
7	SJJM 255	Field Work	-	-	-	2
8	SJJM 259	Radio Jockeying and News Anchoring Lab	-	-	4	2
TOTAL			**19**	**3**	**8**	**28**

NEWS REPORTING & EDITING – II

Course Code: SJJM 205   **(L-4, T-1, P-0, C-5)**

Objective of the course:
● To help the students understand the national level reporting
● To help the students comprehend the state level reporting
● To familiarize the students with specialized areas of reporting
● To train the students in online and magazine editing
● To develop their skills in specialized writing and editing

Unit I- National News Bureau
1.1 National News Bureau – set up and functions
1.2 Functions of Bureau Chief, other correspondents
1.3 Bureau beats - their distribution
1.4 Other bureau beats –
    I. Diplomatic mission
    ii. Prime Minister's Office [PMO]
    iii. President, Vice President
    Iv. Ministries and departments
    v. National headquarters of political parties
    Vi. Public Sector Undertakings
    vii. Centre-state relations

Unit II- State Level Bureau
2.1 News Bureau in the state capital

2.2 Setup and functions of the bureau
2.3 Beats and their distribution in the bureau
2.4 Important bureau beats –
    I. Assembly, Legislative Council
    II. Chief Minister's Office
    iii. Governor
    Iv. Ministries and departments
    v. State headquarters of political parties

Unit III- Specialized Reporting and Writing

3.1 Interpretative reporting, Investigative reporting, Sports reporting, Business Reporting Film/TV Reporting, reporting life style, Reporting Science & Technology
3.2 Writing Editorials, Comments, Middles, Special Articles, Columns, Backgrounders
3.3 Features and their types, Interviews and their types, style of writing
3.4 Letter to the editor – their importance, writing and editing

Unit IV- Advance Editing

4.1 Editing copies of specialized reports
4.2 Rewriting, rearranging or clubbing the copies
4.3 On-line editing – tools of computer-aided editing, its benefits
4.4 Magazine editing – difference from editing a broadsheet daily

Text Book:
1. Kamath M V: Professional Journalism, Vikas Publishing House, New Delhi

Reference Books:
1. David Randall: The Universal Journalist, London, 2002
2. Fedler Fred & Bender John R.: Reporting for the Media, Oxford University Press 3 Raymond Kuhn and Eric Neven
3. Political Journalism: New Challenges, New Practice, London, 2002
4. Gupta V S: Handbook of Reporting and Communication Skills, Concept Publishing, New Delhi
5. Hough Georg A: News Writing, Kanishka Publishers, Distributors, New Delhi
6. Srivastava, K M: News Reporting and Editing, Sterling Publication, New Delhi
7. Aditya Sengupta: Electronic Journalism – Principles and Practices, Authors Press, Delhi, 2006
8. Cheryl Sloan Wray Writing for Magazines: A Beginners' Guide, NTC Publishing Group

RADIO BROADCASTING & TECHNOLOGY

Course Code: SJJM 207   **(L-4, T-1, P-0, C-5)**

Objective of the course:
- To help the students understand the basics of technology involved in radio broadcast
- To acquaint them with recording and editing infrastructure required for broadcasting
- To familiarize the students with the growth and nature of radio broadcasting in India
- To help them develop an understanding of the policy perspective of radio in India
- To update the students on latest developments in our country in radio broadcasting

Unit I- History of Broadcasting
1.1 Origin and development of radio in India, Five Year Plans
1.2 Radio as a medium of Mass Communication
1.3 Three-tier to multi-tier broadcasting
1.4 All India Radio – various divisions and units
1.5 News Services Division – Organizational structure and its functions
1.6 Various committees on radio - Chanda Committee, Varghese Group, Sengupta Group report[1996], Paswan Committee Report [1996]
1.7 Debate on autonomy –Prasar Bharati Act 1990
1.8 Broadcast Services Regulation Bill 2007

Unit II- Broadcast Technology
2.1 Concept of Medium Wave [MW] and Short Wave [SW] transmission
2.2 AM and FM techniques
2.3 Analogue and Digital technology
2.4 Digital Radio Mondiale (DRM) technology
2.5 Terrestrial broadcasting
2.6 Satellite broadcasting, DTH

Unit III- Principles of formatting
3.1 Programme Objectivity
3.2 Variety in programmes
3.3 Special audience programmes
3.4 Spoken word programmes
3.5 Importance of music in programmes
3.6 Fixed point & Flexible Point Chart
3.7 Channel Identity, signature tune
3.8 Intimacy with listener
3.9 Strength and weakness of radio – SWOT analysis

Unit IV- Radio in New Era
4.1 Privatization – leasing out time slots [1993], privatization policy [2000]
4.2 Amit Mitra Committee Report [2003], Recommendations of TRAI [2004]
4.3 Expansion of private FM radio – Phase I and Phase II policy
4.4 Private FM radio broadcasting – Phase III policy 2011
4.5 Educational Radio
4.6 Community radio
4.7 Satellite Radio

Text Book:

1. Ambrish Saxena: Radio in New Avatar: AM to FM, Kanishka Publishers, Distributors, New Delhi-02, 2011

Reference Books:

1. R.K. Ravindaran: Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
2. Paul Chantler, Peter Stewart: Basic Radio Journalism, Focal Press 2003
3. Jan K. Hakemulder: Radio and TV Journalism, Anmol Publications, New Delhi, 1998
4. R.K. Ravindran: Handbook of Radio, TV and Broadcast Journalism, Anmol Publications, New Delhi, 1999
5. Prince Shadwal: Satellite Radio- World space in India, Adhyayan Publisher & Distributors, New Delhi, 2006
6. Dr. Sanjeev Bhanawat: Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur

ADVERTISING CONCEPTS AND PRINCIPLES

Course Code: SJJM 209   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students understand the basics of advertising
- To explain the students the role and benefits of advertising
- To acquaint the students with various types of advertising
- To make the students understand the role of advertising as marketing tool
- To teach the students the theories of advertising and the effects of advertising

Unit I- Advertising: Definition and Functions
1.1 Definition and meaning: Advertising as business process and as communication process
1.2 Origin, Growth and development of advertising in India
1.3 Benefits of advertising to manufacturers, consumers, Media and society
1.4 Need, Role and functions of advertising

Unit II- Types of Advertising
2.1 On the basis of Target Audience
2.2 On the basis of Geographical Area
2.3 On the basis of Medium & Purpose
2.4 Advantages and Disadvantages of advertising in Broadcast Media, Print Media, Support Media

Unit III- Advertising as Marketing and PR Tool
3.1 As Marketing tool: Marketing and advertising
3.2 Marketing mix – 5 P's
3.3 Consumer segmentation and product positioning, Product life cycle
3.4 As PR tool, PR technologies implemented in advertising

Unit IV- Advertising Theories and Effects
4.1 Unique selling proposition
4.2 Brand Image
4.3 Advertising Appeal
4.4 Role of advertising in National Economy – its effect on production cost, distribution cost and consumer prices

Text Book:
1. Jethwaney J. and Jain Shruti: Advertising Management, Oxford University Press, New Delhi, 2006

Reference Books:
1. Philip Kotler: Marketing Management, Pearson Prentice Hall, 2002
2. Frank Jefkins: Advertising, Tata Mcgraw Hill, New Delhi, 2007
3. Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002
4. Willaim F. Arens: Contemporary Advertising, Tata McGraw Hill Publishing Co. Ltd. 2008
5. Batra Myers and Aaker: Advertising Management, Prentice Hall, New Delhi, 1996
6. O'Guinn, Allen, Semenik: Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi, 2008.

VIDEO PRODUCTION TECHNIQUES

Course Code: SJJM 211   **(L-3, T-1, P-0, C-4)**

Objective of the course:

● To help the students learn the fundamentals of video production
● To make them understand three stages of video production
● To instruct them on budgeting, and scripting of various formats of programmes
● To get them acquainted with various genres and types of fiction scripts
● To teach the students learn various aspects of production

Unit I- Basics of Video Production

1.1 Fundamentals of video Production
1.2 Key equipment's, personnel involved in production
1.3 Fiction and non-fiction programmes
1.4 Developing Programme brief: Objective, content, target audience, duration
1.5 Generation of idea, preparing outline, and conducting research
1.6 Writing the proposal, preparing floor plan and location sketch

Unit II- Pre Production: Budget and Script

2.1 Budget: Budget formats, preparing budget details
2.2 Principles of scripting a Programme
2.3 Scripting for new and current affair programmes
2.4 Scripting for fiction and documentary
2.5 General script, screenplay, storyboard, breakdown of script

Unit III- Stages & Various Aspects of Video Production

3.1 Pre-Production: Budgeting, location hunting and scripting
3.2 Production: Single camera and multi camera techniques
3.3 Post production: Editing, dubbing, voiceover, music and sound mixing
3.4 Shooting inside and outside the studio
3.5 Role of production personnel

Unit IV- Fiction: Genres and Types of Script

4.1 Genre: Romance, science fiction, action/adventure, detective/thriller, epic/historical event
4.2 Types of screenplay: Plot based, character based, event based, idea based, place story
4. 3 Characters: Protagonist, antagonist and supporting characters

Text Book:

1. Herbert Zettl: Television Production Handbook, Thomson Wadsworth, 2006

Reference Books:

1. James Monaco: How to read a film
2. Sharda Kaushik: Script to Screen
3. Ted White: Broadcast News, Focal Press, New Delhi, 2007
4. Rick Thompson: Writing for Broadcast Journalists, Routledge, London, 2005
5. Thornman & Purvis: Television Drama, Palgrave McMillan, 2004
6. Marisa Divari: Script Magic, MW Productions, 2000
7. Swaine & Swaine: Film Scriptwriting: A Practical Manual

NEW MEDIA & TECHNOLOGIES

Course Code: SJJM 213   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students understand the applications of internet
- To expose them to the world of social networking and its various aspects
- To apprise the students with penetration of internet in every aspect of life
- To get them acquainted with mobile phone as a new means of communication
- To teach the students learn various dimensions of convergence technology

Unit I- Internet Applications
1.1 History of Internet, Internet, intranet and extranet
1.2 Web Search engines & Importance of Search Engine Optimization
1.3 Websites, portals, blogs, vlogs
1.4 Traditional Media vs New Media
1.5 Evolution and difference between WAP sites and mobile sites

Unit II- Social Networking
2.1 Social Networks: Individuals, groups and organizations
2.2 Origin and Development of Social networking websites
2.3 Popular social and professional networking sites
2.4 Social media as alternate source of News: Online News websites and portals
2.5 Twitter and News media

Unit III- Penetration of Internet
3.1 E Governance: Types and scope
3.2 Internet for political campaigns & Use of internet for social cause
3.3 Cyber Security, Cyber Crimes and Cyber Laws
3.4 Cultural aspects and regulation of internet, Digital divide
3.5 Policy making, Good-governance and use of internet

Unit IV- Convergence of Technology
4.1 Evolution of converging technologies
4.2 Web Publishing-tools and Applications
4.3 Features of 1G and 2G phones, 3G and its impact on media
4.4 4 G and 5G internet technology, Instant Messaging (IM): SMS V Mobile email
4.5 Mojo and Mobile content generation

Text Book:
1. J. Chakravarthy: Cyber Media Journalism, Authors Press

Reference Books:
1. James G. Stovall: Web Journalism: Practice and Promise of a New Medium
2. Ronal Dewolk: Introduction to Online Journalism, Allyn & Bacon, 2001
3. John Vernon Pavlik: New Media Technology, Allyn & Bacon
4. Leon and Leon: Introduction to Information Technology, Leon Tech World.
5. Chris Priestman: Web Radio: Radio Production for Internet Streaming, 2001
6. T.C. Bartee Digital Computer Fundamentals, Mc Graw Hill Publication
7. Paschal Preston: Reshaping Communication, Sage Publication
8. Stuart Allan Online News: Journalism and the Internet, 2006
9. Cecilia Friend: Online Journalism Ethics: Traditions and Transitions, 2007 Jane B. Singer
10. Stephan Quinn, MoJo; Mobile Journalism in the Asian Region, Konrad-Adenauer-Stiftung

NEW MEDIA LAB

Course Code: SJJM 253   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments (Individual):

1. Exercises on internet surfing
2. Searching material on the net on the given topic
3. Writing for web newspaper/ news portal
4. Writing blogs and their posting on the net
5. Creating a Facebook group as Administrator
6. Generating news content for mobile phone
7. Open an email account and promote a social cause

Exercises/Assignments (Group):

1. Developing a web based publication either a newspaper or magazine with hyperlinks, graphics, and gif animations.
2.   Production of one-minute video film on mobile phone

FIELD WORK

Course Code: SJJM 255   **(L-0, T-0, P-0, C-2)**

The Field Work practical will be a communication based project to give students first-hand experience of working is field. This work will be undertaken preferably in the months of June-July.

The students will be given a theme related to a social problem. They will be required to prepare a communication project on the same. The project will include-

  a.   A skit/play on the theme to create awareness (Theatre)
  b.   A short film/documentary on the theme (AV Media)
  c.   Designing Posters and Brochure (Print Media)
  d.   Photo feature (Photography)
  e.   A file and PowerPoint presentation for final evaluation (documentation)

It will be a group activity

RADIO JOCKEYING AND NEWS ANCHORING LAB

Course Code: SJJM 259   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

A. Radio Jockeying
 a. Script for anchoring, Use of language, diction and pronunciation for Radio Jockeying
 b. Write, present and edit 5-10 minutes radio news bulletin and news based programmes
 c. Conducting radio interviews/vox-pop with a music Programme anchoring

B. News Anchoring for TV
 a. Write, present and edit 8-10 minutes TV News Programme with Teleprompter
 b. Prepare a 10-15 minutes TV News Package combined with an interview and PTC

1	SJJM 202	Advertising and Branding	4	-	-	4
2	SJJM 204	Radio Programmes and Production	4	-	-	4
3	SJJM 210	Communication and Development	4	-	-	4
4	SJJM 212	Introduction to Audio Visual Media	4	-	-	4
5	SJEL 230	Film Studies	4	-	-	4
6	SJJM 252	Advertising and Branding Lab	-	-	4	2
7	SJJM 254	Radio Programmes and Production Lab	-	-	4	2
8	SJJM 258	Introduction to Audio Visual Media Lab	-	-	4	2
TOTAL			**20**	**0**	**12**	**26**

ADVERTISING AND BRANDING

Course Code: SJJM 202   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students understand the objectives of advertising
- To explain the students the creative aspects of advertising
- To acquaint the students with the functions of advertising agencies
- To make the students understand media planning and scheduling
- To teach the students the legal and ethical aspects of advertising

Unit I- Advertising Objectives, Campaign and Budget
1.1 Advertising objectives, Direct and Indirect objectives
1.2 DAGMAR and AIDA Approach
1.3 Advertising strategy and various stages of Advertising Campaign
1.4 Various types of budgeting, Process of budgeting

Unit II- Advertising Copy and Production
2.1 Elements of print copy: Headline, body copy subhead, slogan etc.
2.2 Stages in creative visualization, design and layout, Role of colors, photographs, computer graphics, art work
2.3 Production process of print copy: Thumbnail, roughs, comprehensive etc.
2.4 Audio-video copy formats, scripting, story board, Production process for audio and video copies

Unit III- Advertising Agency and Legal Aspects of advertising
3.1 Advertising agency: Structure, pattern, Functions of various departments of an agency

3.2 Methods of paying the agency services – above the line and below the line
3.3 Monopolies and Restrictive Trade Practices Act, Trade Marks Act, Drugs and Magical Remedies Act, Laws related to obscene and indecent representation, Laws related to advertisement of liquor and tobacco products, Laws related to political advertising, Surrogate Advertising
3.4 Ethics in advertising – ASCI Code of Conduct

Unit IV- Media Planning and Scheduling

4.1 Advertising media: Newspaper, magazines, pamphlets, posters etc.
4.2 Electronic Media: Radio, TV, films, DVD, Cyber media
4.3 Outdoor media, direct mail, display advertising
4.4 Media Planning, Media choice, media efficiency and competitive media assessment Media Scheduling
4.5 Measuring effectiveness: Pre-testing, concurrent testing and post testing

Text Book:

1 Jaishri Jethwaney & Shruti Jain: Advertising Management, Oxford University Press

Reference Books:

1. Batra Myers and Aaker: Advertising Management, Printice Hall, New Delhi
2. O'Guinn, Allen, Semenik: Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
3. Frank Jefkins: Advertising, Tata Mcgraw Hill, New Delhi
4. J.V. Vilanilam & A.K. Verghese: Advertising Basics, Response Books, New Delhi, 2004
5. Vilmshurst John & Mackay Adrian: The Fundamentals of Advertising Butterworth Henemann, Oxfor
6. Aaker David A & Mayers John G: Advertising Management, Prentice Hall of India, New Delhi
7. NN Sarkar: Art and Print Production, Oxford University Press, New Delhi

RADIO PROGRAMMES & PRODUCTION

Course Code: SJJM 204   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students understand principles of formatting of radio programmes
- To acquaint them with various styles of writing for radio
- To familiarize the students with programmes produced inside and outside studio
- To help them develop an understanding of radio news and the new format
- To make them lean presentation styles of radio news and entertainment programmes

Unit I- Writing for variety in Radio
1.1 Writing for the ear
1.2 Radio Talk, Radio Feature
1.3 Documentary, Docu-drama
1.4 Radio Drama: Skits, Serials
1.5 Radio Commercial: Spots, Jingle
1.6 Radio Bridge, Phone-in programmes, Interview, Panel discussion, Vox Pop
1.7 Music Programmes, Outside Broadcast (OB), Commentary: National events, sports

Unit II- New Format of News
2.1 Characteristics of radio news – How it is different from print and TV news
2.2 Newsgathering – Writing the news report
2.3 Voice cast & Sound bite
2.4 News editing – News Pool, Re-editing of pool copies, headlining
2.5 Compilation of bulletins, role of compilation editor
2.6 News Anchoring – important guidelines

Unit III- Concept of Good Presentation
3.1 Link Announcement and Continuity
3.2 Pronunciation, diction, Use of Silence
3.3 Keeping Rapport with the listener
3.4 Presenting Music Programmes, Importance of music in programmes
3.5 Presentation styles of AIR and Private FM channels

Unit IV- Sound, Recording and Editing
4.1 Broadcast studio – Acoustics and Reverberation Time [RT]
4.2 Recording, Dubbing and Broadcast studios
4.3 Digital sound and its advantages
4.4 Digital recording – equipments used in studio
4.5 Sound aesthetics
4.6 Microphones – Types, characteristics, Handling and placement
4.7 Computer based recording, editing and processing of audio signals

Text Book:
1. Ambrish Saxena: Radio in New Avatar: AM to FM, Kanishka Publishers, Distributors, New Delhi

Reference Books:

1. R.K. Ravindaran: Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
2. Paul Chantler, Peter Stewart: Basic Radio Journalism, Focal Press 2003
3. Janet Trewin: Presenting on TV and Radio, Focal Press, 2003
4. R.K. Ravindran: Handbook of Radio, TV and Broadcast Journalism, Anmol Publications, New Delhi, 1999
5. Prince Shadwal: Satellite Radio- World space in India, Adhyayan Publisher & Distributors, New Delhi,
6. Dr. Sanjeev Bhanawat: Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur

COMMUNICATION AND DEVELOPMENT

Course Code: SJJM 210   (L-4, T-0, P-0, C-4)

Objective of the course:
- To apprise students of the concept and need of development
- To make them study various theories of development so as to understand the concept
- To establish relationship between communication and development for the betterment of society and well-being of people
- To motivate students appreciate the role that media can play for the sake of development
- To help them understand the issues of development in Indian perspective

Unit I- Concept and Indicators of Development
1.1 Definition, meaning and process of development
1.2 Characteristics of underdeveloped economics and development
1.3 Ingredients (5Ms) of development and money generation, MNCs and foreign aid
1.4 Economic and social indicators of development, Human development Index, physical quality of life index
1.5 Other indicators of development
    i. Communication
    ii. Democracy
    iii. Human Rights
    iv. Environment
    v. Sustainability
    vi. Social Relations [inequality]

Unit II- Development Communication: Concept and Theories
2.1 Dominant Paradigms- (i)Modernization Approach (ii) Big Push (iii) Theory of Unbalanced Growth
2.2 Structuralist Paradigms- (i) Dependency theory (ii) Theory of Raul Prebisch (iii) Paulo Freire Approach
2.3 Non-Unilineal Approach – (i) Approaches of Gandhi and Schumacher (ii) Neo Marxist Paradigm (iii) Basic Needs Model
2.4 Development Communication Approaches – (i) Diffusion of Innovation (ii) Empathy (iii) Magic multiplier (iv) Localized approach

Unit III- Media and Development
3.1 Role of communication in development process, Development message design and communication
3.2 Print, Radio, TV, Outdoor publicity in Indian perspective
3.3 Cyber media and communication of development messages
3.4 Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

Unit IV- Communication in Indian perspective
4.1 **Communication for rural development**
(I) Strengthening Panchayati Raj
(ii)Enhancing people participation
(iii) Advancement in farming and alternative employment,
(iv) Conservation of rural culture – tradition
4.2 Communication for urban Development
 (I) urban sanitation
 (ii) Consumer awareness
 (iii) Slum development

(iv) Consumption pattern of water, electricity, fuel

4.3 Communication for Tribal development

(I) Wild life and forest conservation

(ii) Joint forest management

(iii) Forest based cottage industries

(iv) Conservation of tribal culture-tradition

4.4 Development support communication - Extension Approach

(I)Health and Family Welfare

(ii) Women empowerment

(iii) Literacy & Education

(IV) Unemployment

(v) Potable water

(VI) Watershed management, Harvesting

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate

Text Book:

1. Narula Uma: Development Communication- Theory and Practice, Har Anand, 1999

Reference Books:

1. Tiwari, IP: Communication Technology and Development, Publication Division, Govt. of India, New Delhi, 2001

2. Thirwall A.P.: Growth and Development –With Special Reference to Development Economics, ELBS/Macmillan, New York, 2006

3. Singhal, Arvind: India's Information Revolution, Sage, New Delhi, 1989

4. Rogers Ereerett M: Communication and Development: Critical Perspective, Sage, New Delhi, 2000

5. Ostman, Ronals E: Communication and Indian Agriculture, Sage, New Delhi, 1989

6. Dreze Jean and Sen Amartya: Indian Development: Selected Regional Perspective, Oxford, Delhi, 1997

7. Joshi Uma: Understanding Development Communication, Dominant Publications, New Delhi, 2001

8. Jonson Kirk: Television and Social Change in India, Sage, New Delhi, 1999

9. Mody, Bella: Designing Message for Development Communication, Sage, New Delhi, 1991

10. Gupta, V S: Communication and Development Concept, New Delhi, 2000

INTRODUCTION TO AUDIO VISUAL MEDIA

Course Code: SJJM 212   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students learn basics of camera and its parts
- To teach them camera shots and angles, and composition
- To make the students learn basics of lighting and their use in video
- To make them understand the importance of sound in video production
- To train the students in editing and post production techniques of a video Programme

Unit I- Camera for Production
1.1 Video Camera: Types, parts and their characteristics
1.2 Types of camera lenses: according to focal length, field of view and special lenses
1.3 Characteristics of lenses: Focal length, focus, depth of field
1.4 Electronic characteristics: Aspect ratio, resolution, contrast, white balance, interlaced and progressive scanning
1.5 Operational characteristics in ENG/EFP camera
1.6 Video tape recording formats
1.7 Color encoding systems: NTSC, PAL, and SECAM

Unit II- Camera and Composition
2.1 Types of shots: Long shots, mid shot, close up etc.
2.2 Angle of shots: Low angle, high angle, eye level, bird's eye view, Dutch angle
2.3 Camera movements: Pan and tilt, wheeled camera support, handheld camera,
2.4 Camera equipment: Tripod, monopod, pedestal, crane, dolly, track, Steadicam, etc.
2.5 Composition: Types and functions of composition, Emphasis, headroom, looking space, rule of thirds, golden section rule.

Unit III- Lighting & Sound for Video
3.1 Lights and its properties, Different types of lights
3.2 Tools used in lighting: Diffusers, reflectors, cutters, gels
3.3 Basic lighting techniques, Lighting in a studio, Lighting in the field
3.4 Various audio elements: Lip synchronized sound, voice, natural sound, diegetic and non-diegetic sound
3.5 Types of sound: Ambience, music, sound effects, constructing the audio portion of a video
3.6 Sound aesthetics
3.7 Microphone: Camera mounted, external, wired and wireless
3.8 Dubbing and Para-dubbing: Adding sound to pre-recorded videotape

Unit IV- Editing and Post Production
4.1 Introduction to editing, Functions of editing – combine, shorten, correct, build
4.2 Theory of editing – continuity and dynamic editing, linear and non-linear editing, montage
4.3 Transition and effects, graphics and design
4.4 Editing modes – off- line and online editing
4.5 Non-linear editing systems, features and technique

Text Book:
1. Herbert Zettl: Television Production Handbook, Thomson Wadsworth, 2006

Reference Books:

1. Fil Hunter, Paul Fuqua Light: Science and Magic: An Introduction to Photographic Lighting, Focal Press, 2007
2. Robert B. Musburger: Single-Camera Video Production, Focal Press, 2005
3. David Sonnen Schein: Sound design, MW Productions, 2001
4. A U: Case Sound Fx, Focal Press, 2004
5. Sam Kauffmann Avid Editing: A Guide for Beginning and Intermediate Users, Focal Press, 2006
6. Jay Rose: Audio Postproduction for Film and Video, Focal Press, 2008
7. Ken Dancyger: The Technique of Film and Video Editing, Focal Press, 2006

FILM STUDIES

Course Code: SJEL 230   **(L-4, T-0, P-0, C-4)**

Course Objectives:

● To ground the students within the context, scope and significance of cinema as a communicative tool/text through a study of Indian and World cinema.

Unit I- Introduction to Film Studies

1.1 Scope and Significance of Film Studies: Literature and Films;
1.2 Films as Communicative Text; Language of Films; Concept/Story; Screenplay; Dialogue;
1.3 Shot Division; Lighting; Camera Angle; Panning/Zoom;
1.4 Editing: Flashback and Flash-forward; Fade-in and Fade out;
1.5 Sound; Recording; Theme and Background Music; Lyrics.

Unit II -World Cinema

2.1 History of Early Cinema and Contribution of D.W. Griffith
2.2 Hollywood Studio System
2.3 'The Gold Rush' & 'The Dictator'/Charlie Chaplin; 'Bicycle Thief'/ De Sicca
2.4 'Grapes of Wrath'/John Ford; 'Great Gatsby'/Jack Clayton
2.5 'Octopussy'/James Bond; 'Jurassic Park'/Steven Spielberg
2.6 Italian Neo-Realism, German Expressionism, Iraninan New Wave, French New Wave
2.7 'M' by Fritz Lang, 'Taste of Cherry' by Abbas Kiarostami, 'The 400 blows' by Truffaut

Unit III- Indian Cinema

3.1 Early Indian Cinema
3.2 Cinema of Satyajit Ray, RitvikGhatak, MrinalSen, ShyamBenegal
3.3 'Sahib', 'Biwi Aur Ghulam'/Guru Dutt; 'Teesari Kasam'/Bimal Roy; 'Guide'/ Dev Anand
3.4 'Mughal-e-Azam'/K. Asif; 'Mother India'/Mehboob Khan; 'Sholay'/ Ramesh Sippy
3.5 'Lage Raho Munna Bhai'/Rajkumar Hirani; 'Khosla Ka Ghosla'/Dibakar Banerjee
3.6 'Namesake'/Mira Nair; 'Earth'/Deepa Mehta
3.7 Indian New Wave; 'Albert Pinto ko Gussa Qyun aata hai'/Saeed Akhtar Mirza, 'Bhuvan Shom'/Mrinal Sen
3.8 Indian Cinema after Liberalization

Unit IV- Film Appreciation

4.1 Film Appreciation and Reviews;
4.2 Script/Dialogue Writing;
4.3 FTII, FFC, NFDC, Film Division
4.4 Film theories: Auteur film theory, Feminist Film theory, Marxist film theory, Psychoanalytical Film theory, Socialist Realism, Structuralist Film theory

REFERENCE BOOKS:

1. Frank Eugene Beaver, A Dictionary of Film Terms: The Aesthetic Companion to Film Art, New York: Peter Lang, 2006
2. James Monaco, How to Read a Film: Motives, Media, Multimedia, New York: OUP, 2000/2007 (Indian Edition)

ADVERTISING AND BRANDING LAB

Course Code: SJJM 252   **L-0, T-0, P-4, C-2**

Exercises/Assignment (Individual):

1. Analysis of advertisements appearing across media
2. Visualizing, creating and producing a print ad
3. Scripting and producing a radio spot, jingle
4. Writing script and storyboard for a TV commercial
5. Writing and producing an advertisement for web media
6. Planning and execution of advertising campaign
7. Conducting research to find out effectiveness of the campaign

RADIO PROGRAMMES & PRODUCTION LAB

Course Code: SJJM- 254   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments (Individual):
1. Scripting
Writing scripts of Radio programmes like talks, feature, drama etc.
2. Recording
 Computer based recording of programmes
3. Vox pop
  Recording vox pop on contemporary issues
4. Editing
  Computer based editing of programmes
  Learning of audio editing software
5. Anchoring
  Presentation of radio programmes
  News reading and voice casting
  Radio Jockeying

INTRODUCTION TO AUDIO VISUAL MEDIA LAB

Course Code: SJJM 258   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:
1. Video Camera
▪ Demonstration of video camera
▪ Camera handling practice on stand and on shoulder
▪ Exercises on composition
▪ Practice of shots, camera movements and camera angles
▪ shooting small continuity, using single camera
▪ Multi-camera shooting practice
2. Lights
▪ Demonstration of lights
▪ Practice of different lighting techniques
▪ Creating special effects by using camera, lights and filters

3. Sound
▪ Use of microphones, audio cables and connectors
▪ Use of recorders and mixers
▪ Music recording with multiple microphones and mixing consoles
4. Editing
▪ Demonstration of video editing equipment's
▪ Understanding the process of non-linear editing
▪ Practicing editing through various sequences

1	SJJM 301	Event Management	4	-	-	4
2	SJJM 303	Media Research	4	-	-	4
3	SJJM 305	TV News and Programmes	4	-	-	4
4	SJJM 307	Public Relations	4	1	-	5
5	SJJM 351	Event Management Lab	-	-	4	2
6	SJJM 353	Media Research Lab	-	-	4	2
7	SJJM 355	TV News and Programmes Lab	-	-	4	2
8	SJJM 357	*Functional Exposure Report	-	-	-	4
	TOTAL		16	1	12	27

Event Management

Course Code: SJJM-301   **(L-4, T-0, P-0, C-4)**

Objective of the course:
● To teach them the basics of event management and essential elements
● To make the students learn the designing, planning and execution of an event
● To help them understand the aspects of human resource, and cost and revenue
● To acquaint the students with the process of evaluation and assessment of an event

Unit I- Events as PR Tool
1.1 Events and Event Management: What are events, Types of Events & Event Management
1.2 Understanding Events (I) Events as a communication tool (ii) Events as a marketing tool
1.3 The Need: Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.
1.4 Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.
1.5 Events as tool of public relations
1.6 Role of events in promotion

Unit II- Basics of Event Management
2.1 Conceptualization and Planning: (I) The Nature of Planning, Project Planning, Planning the Setting, Location and Site (ii) The Operations Plan, The Business Plan, Developing the Strategic Plan
2.2 Organization: (I) setting up an Event Organization structure (ii) The Committee Systems, Committee and Meeting Management
2.3 Programming and Service Management: (I) Programme Planning, The Elements of Style, Developing a Program Portfolio (ii) The Programme Life Cycle, and Scheduling

Unit III- Human Resource and Revenue
3.1 HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation
3.2 Revenue Generation: Fund raising, grants, sponsorship

3.3 Financial and Risk Management

3.4 Budget and cost-revenue management, Cash flow management, accounting

3.5 Financial statements, measures of financial performance

3.6 Financial controls for reducing Risk

Unit IV- Evaluation and Assessment

4.1 Research to find out people's orientation for events, Consumer research on events Visitors surveys, attendance counts and estimates, Market area surveys

4.2 Communications Mix for reaching the customer, Developing and communicating a positive image

4.3 Evaluation and impact assessment

4.4 Evaluation concepts, observation techniques

4.5 Evaluation of costs and benefits

Text Book:

1. Sanjay Singh Gaur & Sanjay Saggere: Event Marketing and Management Revised Edition, Vikas Publishing

Reference Books:

1. Bruce E Skinner, Vladimir C Sponsorship, Publisher Wiley 2002, ISBN 0471126012

2. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004

3. Judy Alley: Event Planning, John Wiley and Sons ISBN 0471644129, 2000

4. Jaishri N Jethwaney: Public Relations, ND: Sterling

5. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing

MEDIA RESEARCH

Course Code: SJJM 303   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To provide the students the basic understanding of research and its process
- To help them learn the research design, sampling and hypothesis
- To help the students understand the types of data and the tools of data collection
- To train them in the use of survey as method of collecting public opinion
- To familiarize the students with the process of data analysis and report writing

Unit I- Research: Types and Process
1.1 Meaning and objectives of research
1.2 Types of research
1.3 Research Approaches – quantitative and qualitative
1.4 Research Process – the steps involved
Unit II- Research Design and Sampling
2.1 Defining the research design
2.2 Types of research design
2.3 Sampling – Steps in sampling design, sampling procedure,
2.4 Types of sampling – Probability and Non-Probability
2.5 Hypothesis – its characteristics, testing of hypothesis

Unit III- Tools of Data Collection
3.1 Primary and secondary data
3.2 Observation method, Interview method, Collection of data through questionnaire and schedule
3.3 Content Analysis, Case Study Method
3.4 Survey

Unit IV- Data analysis and Report Writing
4.1 Processing of data – editing, coding, classification, tabulation

4.2 Analysis of data

4.3 Measures of central tendency – Mean, median and mode

4.4 Interpretation of data – inferences drawn from the study

4.5 Report writing – steps involved, layout of the research project

Text Book:

1. Kothari, C R: Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 2004

Reference Books:

1. Hansen Andero, Cottle Simon: Mass Communication Research methods Negrine Ralph,
Newbold Chris McMillan Press Ltd., London 2004
2. Jensen Hlaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 200
3. Judith Bell Doing Your Research Project, Viva Books Private Limited, 1999
4. Wimmer Roger D, Dominick Mass Media Research, Thompson, Joseph R New York, 2004
5. Uma Josh Media Research- Cross Sectional Analysis, Authors Press, 2002
6. G K Parthasarthy Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
7. Allen T Harrell New Methods in Social Science Researches, Prager Publishers, New York
8. Ghosh, B N Scientific Methods and Social research, Sterling Publishers, New Delhi
9. Broota, K D Experimental Designs in Behavioral Research, New Age International

TV NEWS & PROGRAMMES

Course Code: SJJM 305   **(L-4, T-0, P-0, C-4)**

Objective of the course:
- To help the students learn the basics of TV journalism
- To explain them understand the distinct features of TV reporting
- To acquaint the students with newsroom functions and studio set up
- To help them understand and acquire basic writing skills for TV news
- To teach the students techniques of producing news bulletins and other programmes

Unit I- Reporting for TV
1.1 Qualities of a TV reporter
1.2 Sources on-camera and off-camera
1.3 Citizens as source for reporting
1.4 Capturing the visuals, Importance of bites
1.5 PTC: Writing and presentation

Unit II- Newsroom and Studio
2.1 Structure of TV newsroom
2.2 Input, Assignment desk
2.3 Functions of Output department
2.4 Functions of PCR, MCR
2.5 News Ingest, Library and reference section

Unit III- TV News Writing & Special News Programmes
3.1 Distinction between TV writing and newspaper writing
3.2 Basic skills of writing TV news script
3.3 Headlines: Selection, Writing with a punch
3.4 Panel discussions
3.5 Various types of programmes: News based, Audience based, Interview based, Special sports programmes & Special business programmes

Unit IV- Production of News Bulletin
4.1 Breaking News, Prime Time News
4.2 Selection of news for the bulletin
4.3 Editing of news stories
4.4 Use of graphics and animation
4.5 Voice over, Packaging, Rundown, Anchoring

Text Book:

1. Jan R. Hakemulder: Broadcast Journalism, Anmol Publications, New Delhi Ray AC de Jonge, PP Singh
Reference Books:
1. Aditya Sengupta: Electronic Journalism - Principles and Practices, Authors Press, Delhi 2006
2. Pradeep Mandav: Visual Media Communication, Authors Press, Delhi, 2005
3. Ted White: Broadcast News, Focal Press, New Delhi, 2007
4. Rick Thompson: Writing for Broadcast Journalists, Routledge, London, 2005
5. Jenne Mills: The Broadcast Voice, Focal press, New Delhi, 2004
6. Janet Trewin: Presenting on TV and Radio, Focal Press, New Delhi

PUBLIC RELATIONS

Course Code: SJJM 307   **(L-4, T-1, P-0, C-5)**

Objective of the course:
- To help the students understand the basics of public relations
- To explain them the tools and techniques used in public relations
- To acquaint the students with PR practices in different kind of organizations
- To make them learn how to conduct PR campaigns and evaluate them
- To teach the students the legal and ethical aspects of public relations

Unit I- Basics of PR
1.1 PR as distinguished from advertising, publicity and marketing
1.2 Public Relation: Objectives and need
1.3 Functions of PR, Management function
1.4 Publics in public relations
1.5 PR planning process and basic public relation strategies

Unit II- PR Tools
2.1 Functions of PR department
2.2 News release - seven point formula
2.3 Press conference, press briefing, Press tours, get-togethers
2.4 Tools of internal PR: House journal, annual report, Writing speech, minutes and official memo

Unit III- PR Practices at Various Levels
3.1 Government PR, Corporate PR, NGO PR
3.2 PR consultancy - Professional PR organizations
3.3 Understanding of laws required in practicing PR, Trademark and copyright, Defamation
3.4 Ethics in PR, IPRA code of professional conduct and ethics, PRSI and ethics in public relations

Unit IV- PR Campaign and Evaluation
4.1 PR campaign: Programme planning, analysis

4.2 Budgeting - implementation – evaluation
4.3 Measuring effectiveness of PR campaign
4.4 Role of market research in PR

Text Book:
1. Jaishri N Jethwaney: Public Relations, ND: Sterling

Reference Books:
1. Cutlip S. M. & A. H. Effective Public Relations, Prentice Hall, New Delhi Center
2. Tom Means: Business communication, Thomson
3. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing
4. Mehta D. S.: Handbook of Public Relations in India, Allied Publishers Pvt. Ltd. Mumbai
6 Clow E Kenneth: Integrated Advertising, Promotion and Marketing Communication, New Jersy, Prentice Hall
7. Sam Black: Practical Public Relations, Universal Book Stall, Delhi
8. Suresh Gaur: Public Relation 4 You: A Guide to PR Theory & Practice

EVENT MANAGEMENT LAB

Course Code: SJJM 351   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute Programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

MEDIA RESEARCH LAB

Course Code: SJJM 353   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments

1. Using the research methodology students have to conduct a media study culminating into hard and soft copies of a report.
2. Students need to take up the following assignments as part of the media study project recommended for them.

    i. Preparing research design
    ii. Conducting survey – preparing questionnaire and schedule
    iii. Analysis of any media content
    iv. Measuring media effects and media agenda
    v. Pre-testing/evaluation tools for audio-video, print, publicity material `

TV NEWS AND PROGRAMMES LAB

Course Code: SJJM 355   **(L-0, T-0, P-4, C-2)**

Exercises/Assignments:

1. TV News
- Watching new and analyzing their script
- Writing the news script
- Writing the script of a news based Programme
- Writing the PTC

2. Video programmes
- Developing Programme brief
- Generation of idea
- Conduction research

- Writing the proposal

3. Documentary
- Watching documentaries and analyzing their script
- Writing the script of a documentary

4. Fiction
- Analysis of scripts of films and TV serials by watching them
- Writing story for making a fiction film
- Writing of scripts as per the assignment given
- Writing screenplays
- Preparing storyboard

FUNCTIONAL EXPOSURE REPORT

Course Code: SJJM 357   (L-0, T-0, P-0, C-4)

Objective of the course:
- To help the students learn hands-on while working in a media organization
- To ask them making use of their learning by documenting their training

Summer Training and Report Writing:
Soon after the End Term Fourth Semester Examination, each student will undergo Summer Training for at least six weeks in a media organization. After the training, he/she will submit Functional Exposure Report based on his/her experience and learning during media attachment.

Evaluation of Functional Exposure Report:

The Functional Exposure Report carries 100 marks. It will be evaluated in the Sixth Semester Examination by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

1	SJJM 302	Media Organization and Management	4	-	-	4
2	SJJM 304	World Media Scenario	4	-	-	4
3	SJJM 306	Personality Development	2	-	-	2
4	SJJM 352	Major Project	-	-	10	10
5	SJJM 354	Viva Voce	-	-	-	5
TOTAL			10	0	10	25

MEDIA ORGANISATIONS & MANAGEMENT

Course Code: SJJM 302   (**L-4, T-0, P-0, C-4**)

Objectives of the course:
● To help the students understand the functions and principles of management
● To explain them the planning and operation of media organizations
● To acquaint the students with behavioural and leadership aspects
● To make them understand the structure and functions of media organizations
● To teach the students the cost and revenue factors in media organizations

Unit I
Management: Functions and Principles
1.1 Management: Definition, Principles
1.2 Management: Need and functions
1.3 Responsibility, Authority and Accountability of Management
1.4 Span of control, centralization and decentralization

Unit II
Media Organizations: Planning and Operation
2.1 Establishing a media organization: Steps involved, process
2.2 Importance of entrepreneurship and sources of finance
2.3 Human Resource planning in a media organization
2.4 Leadership: Importance and major types

Unit III
Media Organizations: Structure and Functions
3.1 Media organizations: Need and importance

3.2 Structure of print media organizations

3.3 Structure of broadcast media organizations

3.4 Structure of new media organizations

3.5 Ownership patterns of media organizations

Unit IV
Economics of Media Organisations
4.1 Economics of media organizations

4.2 Sources of revenue in a newspaper/magazine

4.3 TV organization: Issues of marketing and distribution

4.4 Cost and revenue factors in web based organizations, TV channels, Radio Stations, Print Media Organizations

Text Book:

1**.** Redmond J, Trager R Media Organizations and Management Biztantra, New Delhi, 2004

2. John M Lavine, Daniel B Wackman Managing Media Organizations: Effective Leadership of the Media, White Plains, New York, Longman

Reference Books:

1. Hargie O, Dickson D, Tourish Denis Communication Skills for Effective Management Palgrave McMillan, India, 2005

2. Dr Sakthivel Murughan M Management Principles and Practices New Age International Publishers, New Delhi, 2005

3. James Redmond: Balancing on the Wire: The Art of Managing Media Organizations, Atomic Dog Publishing

WORLD MEDIA SCENARIO

Course Code: SJJM 304   **(L-4, T-0, P-0, C-4)**

Objectives of the course:
- To apprise the students with world communication during and after cold war
- To make them aware of the struggle for bridging information gaps in the world
- To explain the students the developments regarding information cooperation in the world
- To acquaint them with the contemporary trends in world media
- To sensitize the students on the benefits of the new order to India

Unit I
World Communication during Cold War
1.1 Trends in World communication: An overview since World War II
1.2 Cold War Days. Emergence of Third World countries and the Non-Aligned Block
1.3 Use of media by power blocs, super powers
1.4 Integration between information, armament/military and media

Unit II
Struggle for Bridging Information Gap
2.1 Domination of the transnational news agencies
2.2 Barriers to the flow of news
2.3 Struggle for news between developed and developing countries
2.4 Demand for new world information and communication order

Unit III
Era of Information Cooperation
3.1 Bilateral, multilateral and regional information cooperation
3.2 Role of International organizations – UN resolutions on Media related issues
3.3 International practices on visual coverage and regulation in media exchange
3.4 Benefits of information cooperation to India

Unit IV
Contemporary Trends in World Media
4.1 The Gandhian approach
4.2 International Mergers/Media Moghuls
4.3 Presence of international media organizations in India
4.4 Role of Indian media in raising issues of the third world

Text Book:
1. Sean Mc Bride: Many voices one world, UNESCO Publications, 1986

Reference Books:
1. Kaarle Nordenstreng: Politics of News
2. Cees Hamelink: Trends in World Communication
3. Mediated Thomas D Zenqotita: How the Media Shapes US Our World and the Way We Live in It

PERSONALITY DEVELOPMENT

COURSE CODE: SJJM 306   **(L-2, T-0, P-0, C-2)**

Objectives of the Course

On completion of this course, the student should be able to:
- Define basics of Personality Development
- Understand listening, speaking & writing etiquettes
- Utilize knowledge gained in developing a positive personal attitude

Unit I
Personality Development and Understanding the Self

1. Meaning, Definition and Basics of Personality, Types of Personality
2. Models of Self Introspection: Johari Window, SWOT Analysis
3. Development of Positive Personal Attitude

Unit II
Communicative Persona & Communication

1. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes
l2. Decision Making, Problem Solving Techniques and Supportive Supervision
3. Managing Peer Relationships and Non-Violent Conflict Resolution

Unit III
Social Behavior and Attitude

1. Art of Negotiation
2. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions
3. Stress Management

Unit IV
Learning through Practice

1. Making a speech: Welcome Speech, Introductory Speech, Vote of Thanks & Farewell Speech, etc.
2. Role Play in diverse situations to build confidence.
3. Mock Interview sessions, Group Discussions

Text Book:

1. Singh, Abha (2012). Behavioral Science: Achieving Behavioral Excellence for Success: Wiley India Private Limited.

Reference Books:

1. Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur
2. Hurlock, E. B. (1973). Personality Development, New York: McGraw-Hill.
3. Sharma, S. (2013). Body language and Self-Confidence, Jaipur: Sublime Publications.
4. Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi

MAJOR PROJECT

Course Code: SJJM 352   **(L-0, T-0, P-0, C-10)**

Students have to undertake a major project. The project can be based on research study or production work.

Research Based Study:
- **Selection of Topic**: The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.
- **Significance of Study**: They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.
- **Writing the Report**: The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

Production Based Project:

The students need to produce video films as group work, with the approval and under supervision of a faculty member.

Production:

The students can produce in group any of the following work.
- **Short Film**: A group can decide to produce a short film with the prior approval of the concerned faculty member. The duration of the short film may be 1 to 5 minutes.
- **Documentary**: A group can produce a documentary on a topic of social relevance approved by the concerned faculty. The duration of the documentary may be 10 to 20 minutes.
- **Fiction Film**: A group can produce a short fiction film with the prior approval of the concerned faculty member. The duration of the fiction film may be up to 10 minutes.

Course Code: SJJM 354 (L-0, T-0, P-0, C-8)

Objective of the course:
- To provide the students an opportunity of getting functional exposure in a media organization.
- To ask them to do the documentation of their functional exposure by submitting a report.

Viva Voce and Power point Presentation:

There shall be a comprehensive Viva by a panel comprising all the faculty members of the school and an external member may be invited. The students will present a power point presentation in which they will show what they have learnt from the course and their participation and contribution in different curricular and co-curricular activities. They will also highlight their achievements during the course. (i.e Publication, Participation in various programmes, Newspaper publication etc.) The panel will ask questions from the syllabus of three year course and the presentation given by the student.

Value Added Courses syllabus

SJBJ 351A	FILM APPRECIATION	VAC

Overview:

In this course, we will explore the aesthetics of cinema, the concepts behind storytelling and various elements of a film. Students will discover the elements of what makes a 'good' film and understand the role movies play in our daily lives and in society. The course will also focus on the vital roles that directors and critics play in the movie making process.

Objective and Expected Outcome:

Through this course, student will be able to recognize the types of films, their impact on society, and their roles in daily lives. Students will discuss the concepts behind storytelling, cinematography and identify ways sound contributes to movies. Students will get to know the various types of movie genres and Elements of a Film. Book adaptation into films and journey of cinema from theatre to Netflix and i-phones will be discussed.

Literacy elements in Film, themes and symbolism, metaphor and allegory, irony and how storytelling makes the audience care about movies will be essential part of the course

Various movie genres like mysteries and film noir, horror, fantasy and science fiction, romantic comedy, musicals and documentaries will be taught. The role of the director as facilitator, auteur theory will be discussed.

The course will make students critically interpret films and clearly express those interpretations orally and in writing. They will demonstrate knowledge of the historical development and cultural impact of film as an art form.

VAC102	**PREPARING STUDENTS FOR FUTURE ROLES**	VAC

Overview:

The Value-Added Courses on 'Preparing Students for Future Roles' aim to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students.

Objective and Expected Outcome:

The main objectives of the program are to provide students an understanding of the expectations of industry, to bridge the skill gaps and make students industry ready and provide an opportunity to students to develop inter-disciplinary skills.

The course will prepare students in following areas:

1. Developing Sense of Identity
2. Time Management
3. Making Career Choices
4. The Importance of Four Skills Reading, Speaking, Writing, Listening
5. Workshop on Gender Sensitization
6. Developing Leadership and Motivational skills
7. Creativity and Designing Workshop
8. Stress Management
9. Group Discussions
10. Personal Interviews

DISASTER MANAGEMENT

Course Code: SJDM301A   **(L-3, T-0, P-0, C-3)**

COURSE OBJECTIVE: The objective of the course is to create awareness about various types of disasters and to educate the learners about basic disaster management strategies. The course examines disaster profile of our country and illustrates the role played by various governmental and non-governmental organizations in its effective management. It also acquaints learners with the existing legal framework for disaster management.

LEARNING OUTCOME:

The course will -

1. Provide students an exposure to disasters, their significance and types.
2. Ensure that the students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.
3. Provide the students a preliminary understanding of approaches of Disaster Risk Reduction (DRR)
4. Develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity.

UNIT I - Introduction to Disasters
Concept and definitions-Disaster, Hazard, vulnerability, resilience, risks.
Different Types of Disaster: Causes, effects and practical examples for all disasters.

- Natural Disaster: such as Flood, Cyclone, Earthquakes, and Landslides etc.
- Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.

UNIT- II
Disaster Preparedness and Response Preparedness
- Disaster Preparedness: Concept and Nature
- Disaster Preparedness Plan
- Prediction, Early Warnings and Safety Measures of Disaster.
- Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.
- Role of IT in Disaster Preparedness
- Role of Engineers on Disaster Management.
- Relief and Recovery
- Medical Health Response to Different Disasters

UNIT III- Rehabilitation, Reconstruction and Recovery
- Reconstruction and Rehabilitation as a Means of Development.
- Damage Assessment
- Post Disaster effects and Remedial Measures.
- Creation of Long-term Job Opportunities and Livelihood Options,
- Disaster Resistant House Construction

- Sanitation and Hygiene
- Education and Awareness,
- Dealing with Victims' Psychology,
- Long-term Counter Disaster Planning
- Role of Educational Institute.

UNIT IV- Disaster Management in India

- Disaster Management Act, 2005
- Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority

Liability for Mass Disaster

- Statutory liability
- Contractual liability
- Tortious liability
- Criminal liability
- Measure of damages

Epidemics Diseases Act, 1897: Main provisions, loopholes.

Project Work: The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

Reference Books:

- Government of India, Department of Environment, Management of Hazardous Substances Control
- Act and Structure and Functions of Authority Created Thereunder.
- Indian Chemical Manufacturers' Association & Loss Prevention Society of India, Proceedings of the National Seminar on Safety in Road Transportation of Hazardous Materials: (1986).
- Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
- Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.
- Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
- J. P. Singhal Disaster Management Laxmi Publications.
- Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
- C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication
- Indian law Institute (Upendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986)
- Indian Law Institute, Upendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
- Asian Regional Exchange for Prof. Baxi., Nothing to Lose But our Lives: Empowerment to Oppose
- Industrial Hazards in a Transnational world (1989)
- Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
- Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.