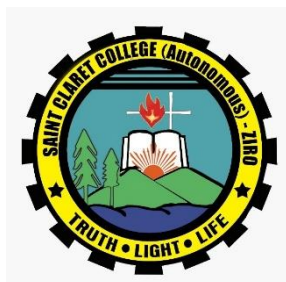


SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO

(Affiliated to Rajiv Gandhi University, Doimukh)

ARUNACHAL PRADESH



DEGREE PROGRAMME

B.A. MASS COMMUNICATION

(Offered as per NEP 2020)

SYLLABUS

(Effective from the academic year 2024 – 2025)

SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

DEPARTMENT OF MASS COMMUNICATION

BACHELORS IN MASS COMMUNICATION

COURSES OF STUDY OFFERED FOR SEMESTERS 1 AND 2

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

Subject Code	Title of Course	Credits	Total Hours				Exam Hours	Marks			
			Lecture Hours (L) Tutorial	Hours (T) Practical	Hours (P)	Continuous Internal Assessment Practical		Assessment	End Semester	Maximum	
Semester 1											
24MC/CC/IC14	Introduction to Communication	4	4	1	0	3	20	0	80	100	
24MC/MC/WM14	Writing for Media	4	4	0	0	3	20	0	80	100	
24MC/MD/MC13	Media and Cultural Studies	3	3	0	0	3	20	0	80	100	
24MC/SE/PM13	Print Media Production	3	2	0	2	3	20	30	50	100	
Semester 2											
24MC/CC/IJ24	Introduction to Journalism	4	4	1	0	3	20	0	80	100	
24MC/MC/CM24	Community Media	4	4	0	0	3	20	0	80	100	
24MC/MD/PJ23	Photojournalism	3	2	0	2	3	20	30	50	100	
24MC/SE/RP23	Radio Production	3	2	0	2	3	20	30	50	100	

SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
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BACHELORS DEGREE: MASS COMMUNICATION

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

INTRODUCTION TO COMMUNICATION

CODE: 24MC/CC/IC14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 60

COURSE OBJECTIVES:

1. To develop the knowledge of basic concepts and elements of communication and mass communication
2. To assess forms and levels of communication.
3. To analyse the effects and impacts of media in our lives.
4. To understand the models of communication and its implications.
5. To analyse the role of media in the society.

COURSE OUTCOMES: At the end of the Course the students would

1. Have acquired knowledge of media, its processes and become aware of its effects.
2. Be able to demonstrate an understanding of the key terms, models, concepts and a range of communication theories.
3. Be able to apply communication theories and models of communication in programmes.
4. Be able to test the various models and theories of communication in real-life situations.
5. Have become proficient in folk media use in development.

Unit 1 - COMMUNICATION

(15 hrs)

- 1.1 Communication,
- 1.2 Need for Communication: Communication Process,
- 1.3 Effective communication and barriers to communication

Unit 2 - COMMUNICATION AND MASS COMMUNICATION

(15 hrs)

- 2.1 Mass Communication,
- 2.2 Process, Levels of Communication,
- 2.3 Forms of Communication: Mass Communication: The Conventional View, Mass Communication: The Contemporary View

Unit 3 - MASS COMMUNICATION AND SOCIETY**(15 hrs)**

- 3.1 Direct Effects; Mass Society Theory,
- 3.2 Propaganda Limited Effects; Individual Difference Theory, Personal Influence Theory, 3.3 Role of Media in Social Construction of Reality

Unit 4 - COMMUNICATION AND RECENT TRENDS**(15 hrs)**

- 4.1 Development of Communication media, Folk media and Internet,
- 4.2 The Internet- discussion around media and everyday life,
- 4.3 Mobile Phones, Television, Ring tones, Twitter
- 4.4 Discussions around mediated and non-mediated communication.

CORE READINGS:

- 1. Fiske, J. (2010). *Introduction to communication studies*. Routledge.
- 2. Kumar, K. J. (2020). *Mass Communication in India*. Jaico publishing house.
- 3. Kumar, S., & Lata, P. (2011). *Communication Skills*. Oxford University Press.
- 4. Mc Quail, D. (1987). *Mass Communication theory: An introduction*. Sage Publications, Inc.

SUGGESTED READINGS:

- 1. Gupta, N. (2006). *Cultural studies*. New Delhi: World View Publishers.
- 2. Hall, S. (2018). *Essential essays, Volume 1: Foundations of cultural studies*. Duke University Press.
- 3. Straubhaar, J., & LaRose, R. (2001). *Media now: Communications media in the information age*. Duxbury.

SCHEME OF EVALUATION**CONTINUOUS INTERNAL ASSESSMENT: 20 Marks**

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 Marks**QUESTION PAPER PATTERN:**

Duration of Examination: 3 hrs

Section A-4x5= 20 Marks (4 out of 6 to be answered- 150 words each)

Section B-3x10= 30 Marks (3 out of 4 questions to be answered in 1000 words each)

Section C-2x15= 30 Marks (2 out of 4 questions to be answered in 1500 words each)

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BACHELORS DEGREE: MASS COMMUNICATION
(Effective from the academic year 2024 – 2025)
(As per NEP 2020)

WRITING FOR MEDIA

CODE: 24MC/MC/WM14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 60

COURSE OBJECTIVES:

1. Introduce students to writing for Print Media
2. To understand the principles of writing for Radio
3. To learn different styles of media writing
4. To understand the principles of writing for television
5. To understand the principles of online content writing

COURSE OUTCOMES:

1. Students will have a better understanding of writing for different types of media
2. They will be able to engage in blogging and vlogging
3. They will be able to critically analyse news
4. Students will learn the importance of objectivity in drafting any media reports
5. Learners will become efficient in multimedia content creation.

UNIT I: WRITING FOR PRINT MEDIA.

(15 hrs)

- 1.1 Introduction to writing for print media.
- 1.2 Media Literacy, rules and ethics of writing for media.
- 1.3 Forms of journalistic writing-news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.
- 1.4 Content development: Choosing a topic, identifying sources, gathering information and importance of rewriting

UNIT II: WRITING FOR RADIO (15 Lectures)

- 2.1 Introduction to writing for radio;
- 2.2 Principles and elements of scripting;
- 2.3 Aesthetics of language and grammar for radio scripting;
- 2.4 Script design and different scripts formats.

UNIT III: WRITING FOR TELEVISION

(15 hrs)

- 3.1 Basic principles and techniques of TV writing.
- 3.2 Elements of TV scripting.
- 3.3 Language and grammar; TV script formats.
- 3.4 Writing a script for entertainment programme and news.

UNIT: IV WRITING FOR NEW MEDIA

(15 hrs)

- 4.1 Introduction to writing for online media.
- 4.2 Writing techniques for new media.
- 4.3 Content writing for social media (Facebook, Twitter, LinkedIn, Instagram).
- 4.4 Introduction to blogging and current trends in Web journalism

ACTIVITY: Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts Create a Facebook page, Blog/Vlog

CORE READINGS:

- 1. George, T. J. S. (1989). *Editing: A handbook for journalists*. Indian Institute of Mass Communication.
- 2. Lippmann, W. (1998). *Public Opinion*. New Brunswick.

SUGGESTED READINGS:

- 1. Andrew, B. O. Y. D. (1994). *Broadcast journalism: techniques of radio and TV news*. Focal Press.
- 2. Manovich, L. (2001). What is new media. *The language of new media*, 6, 1-15.
- 3. Reese, S. D., & Olasky, M. (1989). Broadcast Journalism: Techniques of Radio and TV News. *Journalism and Mass Communication Quarterly*, 66(2), 487.
- 4. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 Marks

QUESTION PAPER PATTERN:

Duration of Examination: 3 hrs

Section A-4x5= 20 Marks (4 out of 6 to be answered- 150 words each)

Section B-3x10= 30 Marks (3 out of 4 questions to be answered in 1000 words each)

Section C-2x15= 30 Marks (2 out of 4 questions to be answered in 1500 words each)

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BACHELORS DEGREE: MASS COMMUNICATION

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

MEDIA AND CULTURAL STUDIES

CODE: 24MC/MD/MC13

CREDITS: 3

L T P: 3 0 0

TOTAL TEACHING HOURS: 45

COURSE OBJECTIVES:

1. To understand the definition of Culture, and its changing scope and perspective.
2. To understand the critical media industry and theories relating to its existence.
3. To understand the media's representation of diversities of the nation.
4. To understand forms of mass cultures, new cultures and cultural forms.
5. To assess the growth of popular culture and trends

LEARNING OUTCOMES:

1. CO1: The learners will be able to infer, analyse and assess the goal of communication technology, creating awareness, attitudes and knowledge into competence, and develop flexibility and adaptability of theories relating to culture.
2. CO2: Acquire a fair understanding of cultural knowledge and will be able to identify the connection of Media, Culture and its trends.
3. CO3: Acquire the ability to relate media cultures, mass culture, popular culture, subcultures with fandom.
4. CO4: Employ experiential study using the approaches to distinguish the active and passive audiences.
5. CO5: Critically analyse communication and cultural theories

UNIT I: UNDERSTANDING CULTURE

(12 hrs)

- 1.1 Mass Culture
- 1.2 Popular Culture
- 1.3 Folk Culture
- 1.4 Media and Culture

UNIT II: CRITICAL THEORIES

(11 hrs)

- 2.1 Frankfurt School.
- 2.2 Media as Cultural Industry Political Economy.
- 2.3 Ideology and Hegemony.

UNIT III: AUDIENCES**(11 hrs)**

- 3.1 Uses and Gratification Approach Reception Studies Active Audiences Sub Cultures.
- 3.2 Music and the popular, Fandom.

UNIT IV: MEDIA TECHNOLOGY**(11 hrs)**

- 4.1 Folk Media as a form of Mass Culture.
- 4.2 Media technologies; Medium is the Message.
- 4.3 Technological Determinism; New Media and Cultural forms

CORE READINGS:

- 1. Hall, S. (1980). Encoding/decoding culture. *Media, Language by S Hall, D Hobson, a Lowe and P Willis (eds) London: Hutchinson.*
- 2. Kumar, K. J. (2020). *Mass communication in India*. Jaico publishing house.
- 3. McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc
- 4. Paramāra, Ś. (1975). Traditional folk media in India.

SUGGESTED READINGS:

- 1. Fiske, J. (2010). *Introduction to communication studies*. Routledge.
- 2. Rayner, P., Wall, P., & Kruger, S. (2004). *AS media studies: the essential introduction*. Psychology Press.
- 3. Storey, J. (2021). *Cultural theory and popular culture: An introduction*. Routledge

SCHEME OF EVALUATION**CONTINUOUS INTERNAL ASSESSMENT: 20 Marks**

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 Marks**QUESTION PAPER PATTERN:**

Duration of Examination: 3 hrs

Section A-4x5= 20 Marks (4 out of 6 to be answered- 150 words each)

Section B-3x10= 30 Marks (3 out of 4 questions to be answered in 1000 words each)

Section C-2x15= 30 Marks (2 out of 4 questions to be answered in 1500 words each)

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BACHELORS DEGREE: MASS COMMUNICATION

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

PRINT MEDIA PRODUCTION

CODE: 24MC/SE/PM13

CREDITS: 3

L T P: 2 0 2

TOTAL HOURS: 60

COURSE OBJECTIVES:

1. To impart the understanding of Print media, the fundamentals of print media and its process of production.
2. To learn the intricacies of layout and designs of print media.
3. To understand various techniques and methods employed in photo editing.
4. To familiarise the learners with desktop publishing and digital printing.
5. To learn the importance of principle of design.

COURSE OUTCOMES:

1. Justify the printing methods and techniques for the production by balancing all required ingredients.
2. Describe the fundamentals of the printing methods regarding printing process and press configuration.
3. Students shall be more focused on bringing out quality print with the help of proper designated instruments.
4. Explain the different effects, steps involved in photo editing and desktop publishing.
5. Employ the principle of design in any graphic content creation.

UNIT I: FUNDAMENTALS OF PRINT MEDIA:

(15 hrs)

- 1.1 Introduction and Evolution of Print Production.
- 1.2 Design-Principles of page makeup and design - traditional, contemporary design, computer aided design (CAD).
- 1.3 Dummy preparation, pagination- use of white space, easers-colour schemes- new trends in pagination, Grids, Copy fitting-types.
- 1.4 Responsibilities of an editor and his editorial team.
- 1.5 Printing Technology and Print Production.
- 1.6 Advent and growth of printing in India.

UNIT II: LAYOUT AND DESIGN

(15 hrs)

- 2.1 Front Page, editorial page, pull-outs, special pages, supplements and weekend magazines. Introduction to Graphics and Designing, Info graphics, Cartoons and Caricatures etc.
- 2.2 Project Presentation of News Letter.
- 2.3 News Paper. Magazine Designing.

PRACTICUM: Production of Departmental newsletter/Campus Script

(30 Hours)

UNIT III: Photo Editing

- 3.1 Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-photo layout principles and types. Digital Publishing. Introduction to Adobe InDesign, Photoshop.

UNIT IV: DESKTOP PUBLISHING & PRINTING

- 4.1 Typography, Type-setting methods, Desktop Publishing.
- 4.2 Printing process-letter press, offset, gravure, silk screen, line blocks, half tones, multi-Colour. process, types of paper stocks, print size of publications, Colour.
- 4.3 Positives – Negatives.
- 4.4 Colour Separation.
- 4.5 Digital Printing, Flexography.

CORE READINGS:

- 1. Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
- 2. Stein, M. L., Paterno, S. F., & Burnett, R. C. (1998). *News writer's handbook: An introduction to journalism*.
- 3. Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. Sage.

SUGGESTED READINGS:

- 1. Allan, S. (2005). *Journalism*. McGraw-Hill Education (UK).
- 2. George, T. J. S. (1989). *Editing: A handbook for journalists*. Indian Institute of Mass Communication.
- 3. Goodwin, H. E. (1983). *Groping for ethics in journalism*.
- 4. Hodgson, F. W. (1996). *Modern newspaper practice: a primer on the press*. Routledge.
- 5. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION:

QUESTION PAPER PATTERN: (THEORY- 50 marks)

Duration 2 hrs

Section A-3x5 = 15Marks (3 out of 4 to be answered- 150 words each)

Section B-2x10 = 20 Marks (2 out of 4 questions to be answered in 1000 words each)

Section C-1x15 = 15 Marks (1 out of 3 questions to be answered in 1500 words each)

SCHEME OF EVALUATION: (PRACTICUM - 30 marks)

Full Marks : 30

Internal : 15 marks (Project Production: 10 marks, Report Writing: 5 marks)

Viva Voce : 15 marks

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BACHELORS DEGREE: MASS COMMUNICATION

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SEMESTER II

INTRODUCTION TO JOURNALISM

CODE: 24MC/CC/IJ24

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 60

COURSE OBJECTIVES:

1. To introduce the students to the basics of journalism.
2. To impart the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of journalism.
4. To understand the structure and construction of news.
5. To understand different styles of media writing.

COURSE OUTCOMES:

1. Students will be able to understand the News: meaning, definition, nature and news processes.
2. Students will be able to distinguish the different forms of News.
3. Understanding the different structure and constructions of news to become an aspiring journalist.
4. Students will be able to understand the language and principles of journalism.
5. Students will be able become content creators in various fields of communication.

UNIT I: UNDERSTANDING NEWS

(15 hrs)

- 1.1 Ingredients of News, News: Meaning, Definition, Nature.
- 1.2 The news process: from the event to the reader (how news is carried from event to reader), Hard News vs. Soft News.
- 1.3 Basic Components of a News Story, Attribution, Embargo, Verification, Balance and Fairness,
- 1.4 Brevity, Dateline, Credit Line, By-line

UNIT II: DIFFERENT FORMS OF PRINT-A HISTORICAL PERSPECTIVE (15 hrs)

- 2.1 Yellow Journalism, Penny Press, Tabloid Press, Language of News- Robert Gunning;
- 2.2 Principles of Clear Writing, Rudolf Flesch's Formula, News Writing skills

UNIT III: UNDERSTANDING THE STRUCTURE AND CONSTRUCTION OF NEWS (15 hrs)

- 3.1 Organizing a news story.
- 3.2 5W's and 1H.
- 3.3 Inverted Pyramid.
- 3.4 Criteria for newsworthiness.
- 3.5 principles of news selection.
- 3.6 Use of archives.
- 3.7 Sources of news, usage of internet.

UNIT IV: DIFFERENT MEDIA-A COMPARISON (15 hrs)

- 4.1 Language and principles of writing:
- 4.2 Basic differences between Print, Electronic and Online Journalism.
- 4.3 Citizen Journalism
- 4.4 *Creative writing: Understanding pre-writing; Brainstorming; Free Writing*
- 4.5 **Practical:** *Development of a 3000-word Portfolio drawn from creative writing*

ACTIVITY: Presentations / Letter to editor/ Articles/ features in Local/Regional/ National dailies. *Debates on Contemporary trends and issues in media.*

CORE READINGS:

- 1. Bro, P. (2018). *Models of Journalism: The functions and influencing factors.* Routledge.
- 2. Raghavan, G. N. (1994). *The press in India, a new history. (No Title).*
- 3. Sharma, S. K. (Ed.). (2006). *Press in India: Documents (Vol. 2).* Vista International Publishing House.
- 4. Sheridan Burns, L. (2018). *Understanding Journalism.*

SUGGESTED READINGS:

- 1. Itule, B. D., Anderson, D., & Simon, J. (2006). *News writing and reporting for today's media.* Simon, James.
- 2. Reeves, I., Keeble, R., & Keeble, R. (2015). *The newspapers handbook* (p. 202). London, England: Routledge.
- 3. Stein, M. L., Paterno, S. F., & Burnett, R. C. (1998). *News writer's handbook: An introduction to journalism. (No Title).*

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 Marks

QUESTION PAPER PATTERN:

Duration of Examination: 3 hrs

Section A-4x5= 20 Marks (4 out of 6 to be answered- 150 words each)

Section B-3x10= 30 Marks (3 out of 4 questions to be answered in 1000 words each)

Section C-2x15= 30 Marks (2 out of 4 questions to be answered in 1500 words each)

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BACHELORS DEGREE: MASS COMMUNICATION

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

COMMUNITY MEDIA

CODE: 24MC/MC/CM24

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 60

COURSE OBJECTIVES:

1. To understand the term community media and its roles in a society
2. To learn the evolution of Community Media
3. To analyse various community media initiatives
4. To examine the importance of theatre in community development
5. To introduce students to the nuances of theatrical community media

COURSE OUTCOMES:

1. CO1: Understand the role of community media in the socio and political development of a community
2. CO2: Examine theoretical approaches to community media
3. CO3: Develop creative initiatives using community media
4. CO4: Critically analyse the usage of community media
5. CO5: Initiate participatory community media programmes.

UNIT I: UNDERSTANDING COMMUNITY MEDIA

(15 hrs)

- 1.1 Defining 'Community'-- What is a 'community', Characteristics of Communities, Different types of communities.
- 1.2 Public Sphere and Media.
- 1.3 The Public Sphere, 'Feudalization' of the Public Sphere.
- 1.4 Role of Media in creating an alternative public sphere.
- 1.5 Media Plurality, Participatory Communication.
- 1.6 Defining Community Media-- Characteristics of Community media, Objectives of Community media, Different forms of Community Media

UNIT II: EVOLUTION OF COMMUNITY MEDIA

(15 hrs)

- 2.1 History of Community Media.
- 2.2 International Perspectives.
- 2.3 The Beginnings in the 1940s.
- 2.4 Rise during the 1970s and 80s.
- 2.5 Community Media in India-- Beginning of the Community Radio movement during the 1990s.
- 2.6 Rise of Community Radio Post 2000, Community Media Pioneers –Voices, Drishti, etc,
- 2.7 Community Media in North East India.
- 2.8 Community Radio Understanding Community Radio, Characteristics of Community Radio, Principles of Community Radio

UNIT III: INITIATIVES IN COMMUNITY MEDIA

(15 hrs)

- 3.1 Participatory Video-- Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video.
- 3.2 Community Newspapers and Magazines Characteristics of Community newspapers/ magazines, Puppetry.
- 3.3 What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India

UNIT IV: THEATRE FOR SOCIAL CHANGE

(15 hrs)

- 4.1 Theatre as a medium for Social Change and encouraging community participation.
- 4.2 Theatre of the Oppressed, Street theatre, Street theatre and social activism in India

CORE READINGS:

- 1. Atton, C. (Ed.). (2015). *The Routledge companion to alternative and community media* (pp. 48-56). London: Routledge.
- 2. Carpentier, N., Lie, R., & Servaes, J. (2007). Multitheoretical approaches to community media: capturing specificity and diversity. In *The power of global community media* (pp. 219-235). New York: Palgrave Macmillan US.
- 3. Deuze, M. (2006). Ethnic media, community media and participatory culture. *Journalism*, 7(3), 262-280.
- 4. Fuller, L. K. (2007). Community and media. *The Blackwell Encyclopedia of Sociology*, 1-4.

SUGGESTED READINGS:

- 1. Howley, K. (Ed.). (2010). *Understanding community media*. Sage.
- 2. Pavarala, V., & Malik, K. K. (2007). Other voices: The struggle for community radio in India.

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component : Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 Marks

QUESTION PAPER PATTERN:

Duration of Examination: 3 hrs

Section A-4x5= 20 Marks (4 out of 6 to be answered- 150 words each)

Section B-3x10= 30 Marks (3 out of 4 questions to be answered in 1000 words each)

Section C-2x15= 30 Marks (2 out of 4 questions to be answered in 1500 words each)

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BACHELORS DEGREE: MASS COMMUNICATION

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(As per NEP 2020)

PHOTOJOURNALISM

CODE: 24MC/MD/PJ23

CREDITS: 3

L T P: 2 0 2

TOTAL HOURS: 60

COURSE OBJECTIVES:

1. To course will help learners understand the concepts, origin, and importance of photography.
2. To understand the types of lighting and equipment's required in different types of photography.
3. To understand the techniques and photo editing software's employed in editing process.
4. To understand the detailed processes and new digital trends of photography.
5. To understand the purposes and functions of photojournalism

COURSE OUTCOMES:

1. Create masterpieces employing various techniques, methods, and rules of photography.
2. Identify the right equipment for any kinds of photography.
3. Students with invested interest will become employable as professional photographers.
4. Students with knowledge of currents trends and software can excel in the field.
5. Explain the importance of photographs in journalism.

UNIT I: HISTORY OF PHOTOGRAPHY

(10 hrs)

- 1.1 Photography: Meaning and definition of Photography.
- 1.2 Photography - its origin and history.
- 1.3 The birth of Camera and its evolution.
- 1.4 Photography: Early and Modern Cameras, Modernization of Photography and invention of Digital Photography in Mass Media.
- 1.5 Role of Photographic Image in Visual Communication.

UNIT II: APPLICATIONS OF CAMERA

(10 hrs)

- 2.1 Different parts of camera and their basic functions.
- 2.2 Camera Accessories and Attachments.
- 2.3 Different Types of Camera Lens and its use.
- 2.4 Exposer Triangle and its control.
- 2.5 Composition: Aesthetic Arrangement.

- 2.6 Types of Cameras: Classification of cameras - Focusing arrangements- SLR, DSLR, TLR, Controls on a camera: Digital Camera: Process of digital imaging - Types of digital cameras - Menu operations of Digital cameras.
- 2.7 Introduction to colours, Techniques.
- 2.8 Types of Photographic Cameras Elements of Photography.
- 2.9 Camera Angles and Operations

UNIT III: PHOTO-JOURNALISM

(10 hrs)

- 3.1 Introduction to Photo Journalism.
- 3.2 Concept, Importance, Requirements, Nature, Objectives.Purpose & Functions Syndicates Photography – Elements and principles – visual language
- 3.3 meaning – photographer’s jargon.
- 3.4 Photographing people portrait and still.
- 3.5 Types of photography: wildlife; environment; sports; landscape; industrial disasters, etc. Photography for advertising; conflicts – war – political and social photography.
- 3.6 News values for pictures – photo-essays-photo features.
- 3.7 Qualities essential for photo journalism.

UNIT IV: PRACTICAL: LIGHTING AND PHOTO EDITING

(30 hrs)

- 4.1 Basic Lighting and Flash, the different types of lighting, the reflection of light.
- 4.2 Introduction to indoor and outdoor lighting in Photography, Recommended equipment for outdoor and indoor lighting,
- 4.3 Different types of Photos editing software, correcting imperfect images; Picture orientation, Cropping, Levels, Altering brightness and contrast.
- 4.4 Basics of Photoshop- Photo Manipulation.

ACTIVIY:

1. Basic camera operation such as holding the camera firmly, - Setting exposure a focusing frames and composition etc.
2. To shoot Indoor and outdoor shoot, candid shots, outdoor with Basic Lighting Angles - Studio flash features and accessories such as umbrellas.
3. Coverage of College events/programme.

CORE READINGS:

1. Blaney, A., & Shah, C. (2018). The Aesthetics of Contemporary Indian Photography in an “Incredible India”. *Photography and Culture*, 11(1), 3-18.
2. Hoy, F. P. (1986). Photo journalism: the visual approach.
3. Modrak, R., & Anthes, B. (2011). *Reframing photography: theory and practice*. Taylor & Francis.

SUGGESTED READINGS:

1. Freeman, M. (2017). The Photographer's Eye Digitally Remastered 10th Anniversary Edition: Composition and Design for Better Digital Photos. Routledge.
2. Kobre, K., & Brill, B. (2004). *Photojournalism: The professionals' approach* (Vol. 5). Burlington, MA: Focal Press.

3. *All about Photography* by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.
4. *Practical photography* by O.P. Sharma HPB/FC (14 March 2003.
5. *The Photographer's Guide to Light* by Freeman John Collins & Brown, 2005.

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

END SEMESTER EXAMINATION:

QUESTION PAPER PATTERN: (THEORY- 50 marks)

Duration 2 hrs

Section A-3x5 = 15Marks (3 out of 4 to be answered- 150 words each)

Section B-2x10 = 20 Marks (2 out of 4 questions to be answered in 1000 words each)

Section C-1x15 = 15 Marks (1 out of 3 questions to be answered in 1500 words each)

SCHEME OF EVALUATION: (PRACTICUM - 30 marks)

Full Marks : 30

Internal : 15 marks (Project Production: 10 marks, Report Writing: 5 marks)

Viva Voce : 15 marks

SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

BACHELORS DEGREE: MASS COMMUNICATION

(Effective from the academic year 2024 – 2025)

(As per NEP 2020)

RADIO PRODUCTION

CODE: 24MC/SE/RP23

CREDITS: 3

L T P: 2 0 2

TOTAL HOURS: 60

COURSE OBJECTIVES:

1. To provide the students with an understanding of the evolution and growth of radio.
2. To equip the students with basic knowledge of sound and its components required for production of various radio programme.
3. for production of various radio programme.
4. To understand different techniques and tools used in any form of sound production.
5. To learn about different radio programme formats
6. To analyse the importance and use of creative audio production

COURSE OUTCOMES:

1. Acquire knowledge of sound equipment, production techniques and processes.
2. Understand the usage of various software's for radio formatting.
3. Demonstrate designs, plan, and organise radio station formats.
4. Develop PSA for any issues.
5. Produce any radio programme.

UNIT I: SOUND, RADIO & TECHNOLOGY

(15 hrs)

- 1.1 Radio Production Techniques,
- 1.2 Types and functions,
- 1.3 Roles and rules of the Production process.

UNIT II: PRODUCTION

(15 hrs)

- 2.1 Pre-Production – (Idea, Research, Radio script),
- 2.2 Production–Creative use of Sound; Listening, Recording, using archived sounds (execution, requisite, challenges),
- 2.3 Editing, Creative use of Sound Editing. Production Control Room & Studio, acoustics, input and output chain, studio console: recording and mixing

UNIT III: PRACTICAL: RADIO PROGRAM FORMAT

(30 hrs)

- 3.1 Group A: Spoken word- Talk show/ Radio Drama
- 3.2 Group B: Music and commercials, sig tunes, jingles, PSA (only one format) live shows

CORE READINGS:

1. Fleming, C. (2009). *The radio handbook*. Routledge.
2. James R. Alburger, (2010) *The Art of Voice Acting*, Focal Press
3. Nisbett, A. (1994) *Using Microphones*, London: Focal Press.
4. Robert Mc Liesh, (2015) *Radio Production*, Focal Press
5. Srivastava, M. K., & Sekhar, P. C. (2017). Innovations in educational broadcasts by All India Radio. Conference Paper. <https://www.researchgate.net/publication/316700981>.

SUGGESTED READINGS:

1. Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
2. McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
3. Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.

SCHEME OF EVALUATION

CONTINUOUS INTERNAL ASSESSMENT: 20 Marks

Written Test : 20 Marks

Duration of Test : 1 Hour

Third Component: Assignment/Quiz/ Seminar/ Project work, etc. (Any one only)

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SCHEME OF EVALUATION: (PRACTICUM - 30 marks)

Full Marks : 30

Internal : 15 marks (Project Production: 10 marks, Report Writing: 5 marks)

Viva Voce : 15 marks