

# **Course Structure & Syllabus**

**of**

**B. A. Media Studies**

**Centre of Media Studies  
Institute of Professional Studies  
University of Allahabad**

## Course Structure for the B.A. in Media Studies

Semester		Proposed Syllabus
<b>Semester I</b>	1.	Development of Journalism
	2.	Introduction to Mass Communication
	3.	Language skill- Hindi
	4.	Language skill- English
	5.	Fundamentals of Computer Application
<b>Semester II</b>	1.	Understanding News
	2.	Translation work (Hindi-English-Hindi)
	3.	Digital Photography
	4.	<b>Indian Society, Culture and Media</b>
	5.	Computer Softwares for Print Journalism
<b>Semester III</b>	1.	New Media and Web Journalism
	2.	<b>Radio Journalism and Audio Editing</b>
	3.	Photojournalism
	4.	Indian Government and Politics
	5.	Web Publishing & Online Media Production
<b>Semester IV</b>	1.	Advertising & Public Relation
	2.	TV Journalism
	3.	<b>Creative Media Writing</b>
	4.	Introduction to Indian Economy
	5.	Video Editing & Post Production
<b>Semester V</b>	1.	<b>Advanced reporting</b>
	2.	Media Industry & Management
	3.	Mass Media Research
	4.	Press Law & Ethics
	5.	Understanding Cinema
<b>Semester VI</b>	1.	Project work & Photo feature
	2.	Presentation and Viva-Voce
	3.	Internship

## Course Structure for the Bachelor of Arts in Media Studies

Semester		Paper	Semester Marks	Sessional Marks	Total
<b>Semester I</b>	1.	Development of Journalism	50	50	100
	2.	Introduction to Mass Communication	50	50	100
	3.	Language skill - Hindi	50	50	100
	4.	Language skill - English	50	50	100
	5.	Fundamentals of Computer Application	50	50	100
		Practical - Computer Applications	50	50	100
		Practical - Mass Communications	50	50	100

<b>Semester II</b>	1.	Understanding News	50	50	100
	2.	Translation work (Hindi-English-Hindi)	50	50	100
	3.	Digital Photography	50	50	100
	4.	Indian Society, Culture and Media	50	50	100
	5.	Computer Software for Print Journalism	50	50	100
		Practical - Computer software	50	50	100
		Practical - Digital Photography	50	50	100

<b>Semester III</b>	1.	New Media and Web Journalism	50	50	100
	2.	Radio Journalism and Audio Editing	50	50	100
	3.	Photojournalism	50	50	100
	4.	Indian Government and Politics	50	50	100
	5.	Web Publishing & Online Media Production	50	50	100
		Practical - Photojournalism & Photo Editing	50	50	100
		Practical - Radio Journalism & Audio Editing	50	50	100

<b>Semester IV</b>	1.	Advertising & Public Relation	50	50	100
	2.	TV Journalism	50	50	100
	3.	Creative Media Writing	50	50	100
	4.	Introduction to Indian Economy	50	50	100
	5.	Video Editing & Post Production	50	50	100
		Practical - TV Journalism	50	50	100
		Practical - Video Editing & Post Production	50	50	100

<b>Semester V</b>	1.	Advanced Reporting	50	50	100
	2.	Media Industry & Management	50	50	100
	3.	Mass Media Research	50	50	100
	4.	Press Law & Ethics	50	50	100
	5.	Understanding Cinema	50	50	100
		Practical - Mass Media Research	50	50	100
		Practical - Film and Documentary Making	50	50	100

<b>Semester VI</b>	1.	Project Work & Photo feature			200
	2.	Internship			100
	3.	Presentation and Viva-Voce			200

# **B.A. in Media Studies**

## **MODIFIED DETAILED SYLLABUS**

### **Semester I**

#### **1. Development of Journalism**

Concept, Evolution and development of Journalism/History of Journalism/Birth and growth of TV Journalism/Important Newspaper and News channels of India/National and International News and Photo Agencies/Media Organization - PIB, PCI, ABC, INS, RNI, Editors guild etc./Changing face of Journalism and New challenges in 21st Century.

##### **References:**

1. भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट, इण्डिया
2. पत्रकारिता तब से अब तक, धनंजय चोपड़ा, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ
3. पत्रकारिता का इतिहास, डॉ. अर्जुन तिवारी, वाणी प्रकाशन, नई दिल्ली
4. Professional Journalism, M.V. Kamath
5. India's Newspaper Revolution, Robbin Joffry, Jaico Publication, New Delhi.
6. Beginner's Guide to Journalism, Baren Roy.

#### **2. Introduction to Mass Communication**

Concept and definitions of Communication/Forms of Communication/Tools of Communication/Models of Communication/Mass Communication and Mass Media Role and functions of Mass Communication/Theories of Mass Communication

##### **References**

1. McQuail's Mass Communication Theory, Denis McQuail, SAGE Publication, New Delhi
2. The Media : An Introduction, edited by Adam Briggs & Paul Cobley, Pearson Education.
3. Mass Communication in India, Keval J. Kumar, Jaico Publication.
4. सम्प्रेषण विद्या, दयाराम विश्वकर्मा
5. संचार सम्प्रेषण की रूपरेखा, प्रेमचंद पातंजलि

#### **3. Language skill - Hindi**

हिन्दी भाषा और उसका शब्द समूह/देवनागरी लिपि और वर्णमाला/व्यावहारिक व्याकरण विराम चिह्नों का प्रयोग/वर्तनी : शब्द शुद्धि और वाक्य शुद्धि के नियम/हिन्दी भाषी क्षेत्र की बोलियां/मुहावरे और लोकोक्तियां

##### **References**

1. प्रयोजनमूलक हिन्दी, प्रोफेसर राम किशोर शर्मा,
2. हिन्दी भाषा और उसका विकास, डा. हरदेव बाहरी
3. हिन्दी व्याकरण, कामता प्रसाद गुरु
4. भाषा और समाज, डा. राम विलास शर्मा
5. हिन्दी शब्दानुशासन, आचार्य किशोरी दास वाजपेयी
6. प्रयोजनमूलक हिन्दी, रमेश जैन

#### **4. Language skill - English**

Functional grammar/Vocabulary building/Compositional and comprehension skills/Introduction to various forms of English literature.

(This paper is designed on a predominantly communicative or interactive approach to learning of English. This approach has been aimed at an integrated development of the four basic skills – listening, speaking, reading and writing.)

##### **References:**

1. A Practical English Grammar, Oxford India
2. Usage and Abusage : A Guide to Good English, Eric Partridge, Hamish Hamilton
3. Functional English, Usha Ram
4. Fluency in Functional English, Prof. Kev Nair
5. How to Write Correct English, R. P. Sinha

## 5. Fundamentals of Computer Application

Introduction to the Windows/Preparation of documents with MS Word/Making presentations using MS PowerPoint/Uses of MS Excel.

### References:

1. Introduction to Computer, Peter Norton, TMH
2. Computer Fundamental, B. Ram, New Age
3. Foundation of Computing, Sinha & Sinha, BPB
4. Fundamental of Computer, V. Rajaraman, PHI
5. Comdex Computer Course Kit, Vikas Gupta, Dreamtech
5. Office XP Complete, Microsoft, BPB
6. Mastering Office XP, Microsoft, BPB

### Practical

1. Mass Communication
2. Computer Applications

## Semester II

### 1. Understanding News

Concept & definition of News/News versus Information/Elements of News/Source and gathering of News/Classification of News/Organs of News body/Press activities/Writing of News/Presentation of News/ Interviews

#### References:

1. समाचार लेखन के सिद्धान्त और तकनीक, संजीव मानावत
2. समाचार पत्र एवं समाचार, शिव अनुराग पटैरिया
3. सिर्फ समाचार, धनंजय चोपड़ा
4. News Writing and Reporting, M. Neal, Surjeet Publication
5. News Writing, George A. Hough

### 2. Translation work (Hindi-English-Hindi)

अनुवाद का अर्थ – परिभाषायें व सिद्धान्त/अनुवाद के प्रकार/अनुवाद के उपकरण और समस्याएं/पत्रकारिता में अनुवाद/अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी में अनुवाद

#### References:

1. अनुवाद के सिद्धान्त, समस्यायें और समाधान, राचभल्लू रामचन्द्र रेड्डी
2. अनुवाद कला, विश्वनाथ अय्यर
3. पत्रकारिता में अनुवाद की समस्यायें, डा. भोलानाथ तिवारी
4. How to Translate Into English, R. P. Sinha

### 3. Digital Photography

Fundamentals of photography/Basic theory and art/Analogue and Digital camera, parts, functions and features/Image making process in Digital camera/Camera support system, Types of lenses and uses/Assessment of exposure and basic technique of taking picture/Fundamentals of light, Functions of studio lighting equipments/Understanding Digital imaging process/Understanding art of photography, composition and anatomy of a good picture/Image downloading and processing on computer

#### References:

1. Digital Camera Techniques, Tout Tarrant
2. An Introduction to Photography, Michael Freeman
3. Creating Digital Photography, Michael Pusselle

#### **4. Indian Society, Culture and Media**

Concepts of Society, Community, Association, Institution & Group/Definition and typology of culture, components of culture, Culture variables, Culture studies, Mass culture/Religions and Caste System of India, Joint family, Hindu & Muslim Marriage/Sanskritization, Westernization, Modernization, Secularization/Media and its impact on Society

##### **References:**

1. Handbook of Indian Sociology, edited by Veena Das, Oxford University Press.
2. Handbook of Poverty in India, Radhakrishna Ray, Oxford University Press.
3. समाजशास्त्रीय सिद्धांत, जे.पी. सिंह
4. समाजशास्त्र विचारधारा, रवीन्द्रनाथ मुखर्जी
5. समाजवाद, डा० रघुवंश

#### **5. Computer Software for Print Journalism**

Page Layout and Design Software (QuarkExpress, PageMaker etc.)/Computer Graphic Design & Photo editing Software (CorelDraw, Illustrator, Dream Weaver etc.)/Graphic file formats for various purposes.

##### **References:**

1. Training Guide CorelDraw, Shashank Jain, BPB
2. Adobe Photoshop CS4 Bible, Fuller & Fuller, Winley
3. Quark Express Bible, Winley
4. Illustrator CS4 Bible, Alspach, Winley
5. Flash CS4 Bible, Reinhardt Dowt, Winley
4. Comdex DTP Course Kit, Vikas Gupta, Dreamtech

##### **Practical**

1. Computer Software
2. Digital Photography

### **Semester III**

#### **1. New Media and Web Journalism**

Concept and definition of New Media/Tools of New Media/Introduction to Web Journalism/Power of Web Journalism/Web Newspaper of India/Gathering and writing of Web news/ Ethics of Web news/News and entertainment on Web Presentation of Web content, Blogging.

##### **References:**

1. Interactive Design for New Media and the Web, Juppa
2. Online News gathering : Research and Reporting, Quinn & Lamble
3. Convergent Journalism : An Introduction, Quinn & Filak
4. Journalism in the Digital Age, Herbert

#### **2. Radio Journalism and Audio Editing**

Overview of broadcast technology/Concept of medium wave, short wave transmission and AM & FM techniques/Origin and development of Radio in India/Writing for Radio - Radio talk, Radio interview, Radio drama, Radio documentary and other Radio formats/Role of Announcer, Presenter and Comparer/Know your voice - Pronunciation and Articulation/Radio news format/Presentation techniques/Basics of audio editing/Software of audio editing & practices of audio editing.

##### **References:**

1. Basic Radio Journalism, Focal Press : Paul & Peter.
2. Handbook of Radio, TV & Broadcast Journalism : R.K. Ravindran
3. शब्द के सारथी : केशव चन्द्र वर्मा

### **3. Photojournalism**

History of Photojournalism/Concepts and definition of Photojournalism/Ethics of Photojournalism/News Photography, Types of News Pictures/Technique and art of Photography for various kind of news photography/Preparing photo feature : Concept and making of photo feature/Equipments for News photography/New trends in Photojournalism/Stock and News Photo Agencies/Rules and art of caption writing.

#### **References:**

1. फोटोपत्रकारिता के मूल तत्व, शशिप्रभा शर्मा
2. Photojournalism, Kobre
3. Digital Camera Techniques, Tout Tarrant
4. An Introduction to Photography, Michael Freeman
5. Creating Digital Photography, Michael Pusselle

### **4. Indian Government and Politics**

Fundamental rights and directive principles - their role in creating a social welfare state-constitutional amendments and social change/Government institutions and their working/The central Executive and Legislature - A study of the working relationship between the President, the Prime Minister, Cabinet and Parliament/Nature of the administration, and its role in the political and development process/Nature of the party system/A study of the major national parties and some of the more important regional parties, and their social base/The electoral system - Election Commission, general election, mid-term & bye-election/Contemporary political issues/Opinion and Exit poll.

#### **References:**

1. भारत का संविधान – डी.डी. बसु
2. भारत का संविधान – सुभाष कश्यप
3. भारतीय शासन एवं राजनीति – पुखराज जैन, बी.एल. फाडिया, साहित्य भवन, आगरा
4. Constitution of History of India.

### **5. Web Publishing & Online Media Production**

Introduction to the Internet and web and web publishing overview, web site creation methodology. Logical organization and Navigation of web Sites; Basic HTML, building a web page, establishing links; Development of news web sites, Learning a web editor; Preparing images for the web; Introduction to working with Adobe Flash CS5: Flash fundamentals- Timeline, frames, symbols, the Motion Editor, Working with sound & video in Flash, creating packages for news stories.

#### **References:**

1. Adobe Flash Professional CS5 Classroom in a Book
2. Adobe Photoshop CS4 Bible, Fuller & Fuller, Winley
3. How To Publish and Promote Online by M. J. Rose and Angela Adair-Hoy
4. Editing and Post Production, McGrath
5. Color Correction for Video, Nullfish & Fowler
6. Pre Production Planning for Video film and Multimedia, Cartwright

#### **Practical**

1. Photojournalism & Photo editing
2. Radio Journalism & Audio editing

## **Semester IV**

### **1. Advertising & Public Relation**

Definition & concept of advertising/Types of advertisement/History, growth and development - advertising in India/Organization : Advertising Department Vs. Advertising Agency/Functions and role of advertising agency/Copy writing of advertisements for various medium/Definition and concepts of public relation/Public relation Vs. Publicity/Public relation tools and techniques; news release, press release, events, House Journal, annual report, speech writing etc./Different types of PR practices, Corporate PR, Government PR, NGOPR, PR consultancy, PR in public sector, PR in research & educational institutions/PR campaign

#### **References:**

1. आधुनिक विज्ञापन, कृष्ण कुमार मालवीय
2. आधुनिक जनसम्पर्क, कृष्ण कुमार मालवीय
2. Effective Public Relation, Centre and Cultip
4. Advertising and Public Relation, B.N. Ahuja & SS Chhabra.
5. जनसम्पर्क सिद्धांत और व्यवहार, डा० सुशील त्रिवेदी व शशिकांत शुक्ला

### **2. TV Journalism**

Concept of TV Journalism/Scripting for electronic media/Techniques of taking visual for TV News/Writing for TV news/Sound bites/Voice-overs/Live reports/Types of TV news stories/Packaging/Interviews and news room setup.

#### **References:**

1. खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
2. टेलीविजन की कहानी, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
3. एंकर रिपोर्टर, पुण्य प्रसून वाजपेयी, राजकमल प्रकाशन
4. ब्रेकिंग न्यूज, पुण्य प्रसून वाजपेयी, वाणी प्रकाशन

### **3. Creative Media Writing**

Cultural and Literary Reporting for newspaper/Feature and Column writing/Editorial Articles/Film and Book Reviews/Writing for Magazines/Documentary Writing/Writing for Digital Media/Blog Writing/News Diary Writing for print and television

#### **References:**

1. समाचार, फीचर लेखन व सम्पादन कला, हरिमोहन
2. रूपक लेखन, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी
3. आदमी बैल और सपने, राम शरण जोशी
4. हिन्दी पत्रकारिता और साहित्य, राम अवतार शर्मा

### **4. Introduction to Indian Economy**

Economic fundamentals : Meaning of economy, nature of Indian economy, public sector in economic development, economic planning in India, GDP as indicator of development, Infrastructure development/Financial sector : Indian financial system, RBI, Public Sector, Private, Co-operative and Regional Rural Banks, Reforms in Banking sector, Inflation and monetary policy/Revenue and Taxation : Different sources of revenue for public sector, classification of taxes, Tax reforms, An overview of budget, Disinvestment policy.

#### **References:**

1. Indian Economy - R. Datt & KPM Sundaram
2. Understanding of the problems of Indian Economy - Uma Kapila
3. Proboems of Indian Economy - S.K. Mishra & V.K. Puri



## 5. Video Editing & Post Production

Basics of Video editing/Sequence editors/Time line editor/Trim editor/Special function and audio post production/DVD Authering.

### References:

1. Visual Effects Cinematography, perisic
2. Editing and Post Production, McGrath
3. Location Lighting for Television, Bermingham
4. Visual Effects for Film and Television, Mitchell

### Practical

1. TV Journalism
2. Video Editing and Post Production

## Semester V

### 1. Advanced Reporting

Concept of advance reporting/Regular reporting and exclusive reporting/Political & Legislative reporting/Financial reporting/Art & Culture reporting/Sport reporting/Crime reporting/Parliamentary reporting/War reporting/Campaign Journalism/PR Journalism/Edit page - its structure and purpose/Magazine Journalism/Tabloid Journalism/Special articles/Week-end pull-outs/Supplements.

### References:

1. राजनैतिक मीडिया लेखन, ओम गुप्ता, कनिष्का पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
2. खेल पत्रकारिता, सुशील दोषी, मा.च.रा.प.वि.वि. भोपाल
3. सांस्कृतिक पत्रकारिता, डॉ. टी.डी.एस. आलोक, हरियाणा, साहित्य अकादमी, पंचकूला
4. Financial and Economical Journalism, Analysis Interpretation and Reporting, Kriseh Donald, New York University.
5. Advanced Reporting skill for professional, Bruce Garrison, Lawrence Eribam Associates, Publishers, Hillsdale, New Jersey.
6. News Reporting and Editing, K.M. Shrivastav.

### 2. Media Industry & Management

Newspaper organisation : an overview/Organisation of newspaper, magazine and news agency offices/Principles of good management/Management of different sections of newspaper organization/Functioning of editorial, business and printing departments/Source of revenue - circulation and advertising/Economics and marketing of newspapers/Problems of finance, arranging equipment and personnel for new publications/Problems of small newspapers in India.

### References:

1. समाचार माध्यम, संजीव भानावत, विश्वविद्यालय प्रकाशन, जयपुर
2. समाचार-पत्र प्रबंधन, अनिल किशोर पुरोहित, आदित्य पब्लिशर्स
3. समाचार-पत्र प्रबंधन, शिवअनुराग पटैरिया, हिन्दी ग्रंथ अकादमी, भोपाल
4. News Paper Management in India, Gulab Kothari, Intercultural Open University.
5. Media Development & Management : New Horizons, Biswajeet Guha, Kanishka Publishers.
6. Media Management, K.P. Yadava, Adhyayan Publishers.

### 3. Mass Media Research

Meaning, objectives and types of Research/Research approaches - quantitative and qualitative/Research process - the steps involved/Research design - Meaning and different types/Sampling and its types/Tools of data collection/Survey and Audience research/Data analysis and report writing.

#### References:

1. Research Methodology, Methods and Techniques, C R Kothari
2. How to conduct surveys, Arlene Fink, SAGE Publications.
3. Doing Media Research, Susanna Horni Priest, SAGE Publications
4. Research and Report Writing, P. Saravana Vel
5. Mass Media Research, An Introduction, Rogers D. Wimmer
6. Introduction to Mass Communication Research, Ralph O. Nafziger
7. मीडिया शोध, डॉ० मनोज दयाल, हरियाणा साहित्य अकादमी

### 4. Press Law & Ethics

Government and independent news media/Legal rights and responsibilities of journalists/History of Press Laws in India/Major press laws before independence/Struggle against the curbs on press/Major press laws since independence/Right to information/Freedom of the press/Broadcast Bill Prasar Bharti/Media Ethics/Self-Regulation/Press Council/Editor's guild and other regulatory bodies.

#### References:

1. प्रेस विधि एवं अभिव्यक्ति स्वातंत्र्य, डा० हरबंश दीक्षित
2. पत्रकारिता की लक्ष्मण रेखा, आलोक मेहता
3. Law of the Press, Durga Das Basu
4. The Press in India : an Overview, G.S. Bhargava

### 5. Understanding Cinema

Early film history: Silent era to the birth of the Talkies, major styles, forms and trends in world cinema/Interpreting films: perspectives from structuralism, psychoanalysis, semiotics, feminism etc./Indian cinema: Natyashastra, Rasa and other theories of aesthetics and dramaturgy; song-and-dance in Indian films/Cinema as Art: Neorealism and New Wave; the cinema of protest/Cinema and other Arts: Literature, Painting, Music, Theatre, Dance etc./Documentary film/Animation film/Consumption and Entertainment in a Global World: Multiplexes and Malls/Digital cinema, 3 D cinema and beyond/Cinema, State and society.

#### References:

1. फिल्म पत्रकारिता, विनोद तिवारी, सामयिक प्रकाशन
2. सिनेमा के बारे में, जावेद अख्तर
3. सिनेमा—सिनेमा, वाणी प्रकाशन
4. सिनेमा और संस्कृति, राही मासूम रजा
5. फिल्म निर्देशन, कुलदीप सिन्हा, राधाकृष्ण प्रकाशन
6. पटकथा लेखन, मनोहर श्याम जोशी
7. Digital Cinematography : Theory and Practice, Wheeler
8. Cinematic Game Secrets for Creative Directors and Producers, Newman
9. Understanding Digital Cinema, A Professional Handbook, Swartz
10. Contemporary Cinematography on Their Art, Rogers
11. Practical Cinematography, Wheeler

### Practical

1. Mass Media Research
2. Film and Documentary making

## **Semester VI**

### **1. Project Work & Photo feature**

Each student will submit a Project Report & Photo Feature on a subject, as approved by the Centre under the supervision of a teacher assigned for the purpose.

### **2. Internship**

For a period of 8 weeks in any Media Organisation.

### **3. Presentation and Viva-voce**