

SACRED HEART COLLEGE (AUTONOMOUS)

Department of Management

2018-19

Course Plan

Semester 5

SEMESTER 5

Sl. No	Course Code	Title of the Course	Hour/Week	Number of credits	Total hours / Semester
1	15U5CRBBA 18	Introduction to Photography	6	3	90
2	15U5CRBBA 19	Print Media & Broadcast	4	3	72
3	15U5CRBBA 20	Television Production & Planning	4	3	72
4	15U5CRBBA 21	Radio Production & Planning	5	3	72
5	15U5CRBBA 22	Journalism	4	3	72

COURSE PLAN

INTRODUCTION TO PHOTOGRAPHY

PROGRAMME	BBA INTEGRATED MARKETING AND NEW MEDIA	SEMESTER	5
COURSE CODE AND TITLE	15U5CRBBA18 - Introduction to Photography	CREDIT	5
HOURS/WEEK	6	HOURS/SEM	90
FACULTY NAME	BONEY VARGHESE P TITUS		

COURSE OBJECTIVES

At the end of the course, students will be able to:

Understand the lighting elements of photography.

Explain the types of camera, lenses and other devices used in Photography

Discuss the significance of photographic aesthetics and photography types that can be used for commercial purposes

Analyze various photo editing techniques

Analyze the study of Photography/ Cinematic frames and compositions, the study and practice of production enhance their work as film scholars.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction	Lecture/ Interaction	PPT Screening	
2	Basics of Camera	Lecture/ Interaction	PPT Screening	
3	Basics of Camera	Lecture/ Interaction	PPT Screening	
4	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practica I	PPT Screening	
5	Aperture, Shutter speed, Focal Length, F-stop, Depth of field	Lecture/Practica I	PPT Screening	
6	Camera Operations	Lecture/Practica I	PPT Screening	
7	Camera Operations	Lecture/Practica I	PPT Screening	
8	Types of Camera	Lecture/Practica I	PPT Screening	
9	Types of Camera	Lecture/Practica I	PPT Screening	
10	Visual Perception	Lecture/Practica I	PPT Screening	
11	Visual Perception	Lecture/Practica I	PPT Screening	
12	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practica I	PPT Screening	
13	Different types of cameras, lenses, filters, bellows, converters	Lecture/Practica I	PPT Screening	
MODULE II				
15	Understanding lighting-indoor and outdoor	Lecture/Practica I	PPT Screening	
16	Understanding lighting-indoor and outdoor	Lecture/Practica I	PPT Screening	
17	Exposing and Focusing	Lecture/Practica I	PPT Screening	
18	Exposing and Focusing	Lecture/Practica I	PPT Screening	
19	Types of lighting	Lecture/Practica I	PPT Screening	

20	Natural and Artificial Lights of lighting	Lecture/Practical	PPT Screening	
21	Natural and Artificial Lights	Lecture/Practical	PPT Screening	
22	Controlling lights, Exposure Meters, Differential focus	Lecture/Practical	PPT Screening	
23	Filters, Flashes - Designing with light	Lecture/Practical	PPT Screening	
CIA-1				
MODULE III				
27	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
28	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
29	Developing Process. Control Factors- Fixing, Washing, Drying	Lecture/Practical	PPT Screening	
30	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	
31	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	
32	Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger)	Lecture/Practical	PPT Screening	
33	Special effects techniques-motion pictures etc.	Lecture/Practical	PPT Screening	
34	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	
35	Special effects techniques-motion pictures etc	Lecture/Practical	PPT Screening	
36	Manipulation of image	Lecture/Practical	PPT Screening	
37	Manipulation of image	Lecture/Practical	PPT Screening	
38	Manipulation of image	Lecture/Practical	PPT Screening	
39	Manipulation of image	Lecture/Practical	PPT Screening	
40	Framing & Trimming	Lecture/Practical	PPT Screening	

41	Framing & Trimming	Lecture/Practical	PPT Screening	
42	Framing & Trimming	Lecture/Practical	PPT Screening	
43	Framing & Trimming	Lecture/Practical	PPT Screening	
MODULE 4				
45	Photo-features	Lecture/Practical	PPT Screening	
46	Photo-features	Lecture/Practical	PPT Screening	
47	Photo-features	Lecture/Practical	PPT Screening	
48	Photo-features	Lecture/Practical	PPT Screening	
49	Photo-features	Lecture/Practical	PPT Screening	
50	Photo-features	Lecture/Practical	PPT Screening	
51	Photo-features	Lecture/Practical	PPT Screening	
52	Photo - essays	Lecture/Practical	PPT Screening	
53	Photo - essays	Lecture/Practical	PPT Screening	
54	Photo - essays	Lecture/Practical	PPT Screening	
55	Photo - essays	Lecture/Practical	PPT Screening	
56	Photo - essays	Lecture/Practical	PPT Screening	
57	Photo - essays	Lecture/Practical	PPT Screening	
58	Photo - essays	Lecture/Practical	PPT Screening	
59	Writing captions	Lecture/Practical	PPT Screening	
60	Writing captions	Lecture/Practical	PPT Screening	
61	Writing captions	Lecture/Practical	PPT Screening	

62	Writing captions	Lecture/Practical	PPT Screening	
63	Writing captions	Lecture/Practical	PPT Screening	
64	Writing captions	Lecture/Practical	PPT Screening	
65	Visual story telling	Lecture/Practical	PPT Screening	
66	Visual story telling	Lecture/Practical	PPT Screening	
67	Visual story telling	Lecture/Practical	PPT Screening	
68	Visual story telling	Lecture/Practical	PPT Screening	
69	Visual story telling	Lecture/Practical	PPT Screening	
CIA 2				
MODULE 5				
70	Candid Street	Lecture/Practical	PPT Screening	
71	Candid Street	Lecture/Practical	PPT Screening	
72	Candid Street	Lecture/Practical	PPT Screening	
73	Candid Street	Lecture/Practical	PPT Screening	
74	Candid Street	Lecture/Practical	PPT Screening	
75	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
76	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
77	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
78	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
79	Celebrity and Secret Photography	Lecture/Practical	PPT Screening	
80	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	

81	Documentary Photography, Subminiature Photography	Lecture/Practical	PPT Screening	
82	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
83	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
84	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
85	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
86	Documentary Photography Subminiature Photography	Lecture/Practical	PPT Screening	
87	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
88	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
89	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	
90	Closed circuit of Television & Major Concerns of Photojournalism	Lecture/Practical	PPT Screening Workshop	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	14/08/2018	Black & White Photography
2	18/09/2018	Photo story

References

- Don Livingston. *Film and the Director*, Macmillan; First Edition edition (1953).
- V.I. Pudovkin *Film Technique and Film Acting* Read Books (15 March 2007)
- Spottis Woode. *Technique of Film*, University of California Press. (1970)

PROGRAMME	BBA INTEGRATED MARKETING AND NEW MEDIA	SEMESTER	5
COURSE CODE AND TITLE	15U5CRBBA19: PRINT MEDIA AND BROADCAST	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SUJITH NARAYANAN		

COURSE OBJECTIVES
Understand the origin, historic growth and changing dynamics of print and electronic media
Contrast the different forms of print and electronic media
Create the awareness of the role and impact of Public Service Broadcasters (All India Radio & Doordarshan) in our society
Understand the role and significance of community radio in development support communication
Understand the effects of mass media on culture and society in order to make responsible personal and professional decisions

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction – Communication	PPT/Lecture	Video	
2	History of Printing - Invention of Printing	PPT/Lecture	Video	
3	Printing – Growth and Development in India	PPT/Lecture		
4	Early Communication Systems in India	PPT/Lecture	Video	
5	Early Communication Systems in India	PPT/Lecture	Video	
6	Development of Newspapers & Magazines in India	PPT/Lecture		
7	Development of Newspapers & Magazines in India	Lecture		
8	Indian Press and National Movement	Lecture		
9	Vernacular Press	Lecture		
10	Social movements and Press	Lecture		
11	Social movements and Press	Lecture		
12	Press after Independence	Lecture		
13	Press after Independence	Lecture		
14	Society and Press	Lecture		
15	Student Seminar	PPT/Lecture		
16	Student Seminar	PPT/Lecture		
17	Student Seminar	PPT/Lecture		
18	Revision	PPT		
MODULE II				

19	History of Radio	PPT/Lecture	Audio Presentation	
20	Radio in India	Lecture		
21	Radio in India	Lecture		
22	Radio in India	Lecture		
23	Radio - Propaganda, Technology, Innovations	Lecture		
24	Radio – Technology	Lecture		
25	Radio – Innovations	Lecture		
26	Radio and Community Development	Lecture		
27	Radio and Community Development	Lecture		
28	Emergence of All India Radio	PPT/Lecture		
29	Emergence of All India Radio	Lecture		
30	Commercial Broadcasting	PT/Lecture		
31	FM Radios	PPT/Lecture		
32	Radio and Social Development in India	PPT/Lecture	Group Discussion	
33	Radio and Social Development in India	Lecture		
34	Radio Today	Lecture		
35	Recent trends in Radio Broadcasting	Lecture		
36	Student Seminar	PPT/Lecture		
37	Student Seminar	PPT/Lecture		
38	Student Seminar	PPT/Lecture		
39	Revision	PPT/Lecture		
CIA-1				
MODULE III				
40	Television – History	PPT/Lecture	Video	
41	Television – History	PPT/Lecture		
42	Development of Television in India	PPT/Lecture		
43	Development of Television in India	PPT/Lecture		
44	SITE – Satellite Instructional Television Experiment	PPT/Lecture	Video	
45	SITE – Satellite Instructional Television Experiment	PPT/Lecture		
46	Satellite and Cable Television in India	Lecture		
47	Regional and local Channels	Lecture		
48	Impact of Television in Society	PPT/Lecture	Group Discussion	
49	Impact of Television in Society	PPT/Lecture		
50	Television – Today	PPT/Lecture		
51	Television – Today	PPT/Lecture		
52	Students Seminar	PPT/Lecture		
53	Students Seminar	PPT/Lecture		
54	Students Seminar	PPT/Lecture		
55	Revision	PPT/Lecture		
MODULE – IV				

56	Media as a Social Institution Media Influence and Socialization	Lecture	Group Discussion	
57	Media and the political system of the Society	Lecture		
58	Media and the economic system of Society	PPT/Lecture		
59	Media Psychology	PPT/Lecture		
60	Media, Culture and Society	PPT/Lecture		
61	Revision	PPT/Lecture		
CIA – II				
MODULE – V				
62	Cross Media System -	Lecture		
63	Mass Media - Production and Distribution	Lecture		
64	Media Conglomeration	Lecture		
65	Global issues in Mass Communication	Lecture	Group Discussion	
66	Globalization, Cultural and Media Imperialism	Lecture		
67	International Media Organizations	Lecture		
68	Media Monopoly & Ethical Concepts	Lecture		
69	Revision	Lecture		
70	Revision	Lecture		
71	Revision	Lecture		
72	Revision	Lecture		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/07/2018	The contribution of Indian television in spreading the message of socio-economic development in post-independent India.
2	11/08/2018	The programme format of a private FM radio with AIR programmes.
3	18/09/2018	Evolution of Broadcasting

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	09/08/2018	“Whoever controls the media controls the mind” justify this statement. (Group Discussion)
2	20/09/2018	How did the printing press change the world communication? (Group Discussion)

References

- Wilbur Schram, Mass Communication.
- Keval J Kumar, Mass Communication in India.
- Rivers, W L Mass Media.
- Fedler F, Introduction to Mass Media.
- Bitner J, Mass Communication- An Introduction.
- Subir Ghosh, Communication in India.
- Schram Wilbur, Men, Messages and Media.
- Gupta, Handbook of Mass Communication and Journalism

PROGRAMME	BACHELOR OF COMPUTER APPLICATIONS	SEMESTER	5
COURSE CODE AND TITLE	15U5CRBBA20: Television Production and Planning	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	JEEVA K J		

COURSE OBJECTIVES
Understanding about the working of a television studio and out door
Understanding about post production
Understanding and applying the techniques of audio production in the field of sound and picture
Understand about different sound recording methods
Understanding about television production planning

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Aspects of TV production	PPT/Lecture/discussions	video	
2	Aspects of TV production,	PPT/Lecture/discussions	video	
3	Types	PPT/Lecture/discussions	video	
4	Formats and classifications	PPT/Lecture/discussions	video	
5	Formats and classifications	PPT/Lecture/discussions	video	
6	Formats and classifications	PPT/Lecture/discussions	video	
7	Electronic Field Production	PPT/Lecture/discussions	video	
8	Electronic Field Production	PPT/Lecture/discussions	video	
9	Electronic Field Production	PPT/Lecture/discussions	video	
10	Electronic News Gathering	PPT/Lecture/discussions	video	
11	Electronic News Gathering	PPT/Lecture/discussions	video	
12	Electronic News Gathering	PPT/Lecture/discussions	video	
13	Preparation and methods	PPT/Lecture/discussions	video	
14	Preparation and methods	PPT/Lecture/discussions	video	
MODULE II				
15	Editing	PPT/Lecture/discussions	video	
16	Editing	PPT/Lecture/discussions	video	
17	linear	PPT/Lecture/discussions	video	
18	Non-linear editing	PPT/Lecture/discussions	video	
19	Non-linear editing	PPT/Lecture/discussions	video	
20	On-line	PPT/Lecture/discussions	video	
21	On-line	PPT/Lecture/discussions	video	
22	off-line concept in linear non-linear editing	PPT/Lecture/discussions	video	
23	off-line concept in linear non-linear editing	PPT/Lecture/discussions	video	
24	Concepts – montage	PPT/Lecture/discussions	video	
25	Concepts – montage	PPT/Lecture/discussions	video	
26	CIA-1			
27	Time, space, continuity	PPT/Lecture/discussions	video	
28	Time, space, continuity	PPT/Lecture/discussions	video	
29	Time, space, continuity	PPT/Lecture/discussions	video	
30	Concepts in digital effects,	PPT/Lecture/discussions	video	
31	Concepts in digital effects,	PPT/Lecture/discussions	video	
32	Concepts in digital effects,	PPT/Lecture/discussions	video	
MODULE III			Video	
33	Principles of sound	PPT/Lecture/discussions	video	
34	Principles of sound	PPT/Lecture/discussions	video	
35	Principles of sound	PPT/Lecture/discussions	video	
36	Techniques – perception of sound	PPT/Lecture/discussions	video	
37	Devices for sound recording	PPT/Lecture/discussions	video	

38	Devices for sound recording	PPT/Lecture/discussions	video	
39	Devices for sound recording	PPT/Lecture/discussions	video	
MODULE IV				
40	Location recording	PPT/Lecture/discussions	video	
41	Location recording	PPT/Lecture/discussions	video	
42	Pilot track	PPT/Lecture/discussions	video	
43	Pilot track	PPT/Lecture/discussions	video	
44	Direct sound- sound mixing	PPT/Lecture/discussions	video	
45	Direct sound- sound mixing	PPT/Lecture/discussions	video	
46	Direct sound- sound mixing	PPT/Lecture/discussions	video	
47	Direct sound- sound mixing	PPT/Lecture/discussions	video	
48	Editing,	PPT/Lecture/discussions	video	
49	Editing,	PPT/Lecture/discussions	video	
50	Editing,	PPT/Lecture/discussions	video	
51	Editing,	PPT/Lecture/discussions	video	
52	Editing,	PPT/Lecture/discussions	video	
53	Editing,	PPT/Lecture/discussions	video	
54	Editing,	PPT/Lecture/discussions	video	
55	Single and multi-track recording	PPT/Lecture/discussions	video	
56	Single and multi-track recording	PPT/Lecture/discussions	video	
57	Single and multi-track recording	PPT/Lecture/discussions	video	
58	Single and multi-track recording	PPT/Lecture/discussions	video	
59	Components of sound track in television	PPT/Lecture/discussions	video	
60	Components of sound track in television	PPT/Lecture/discussions	video	
61	Components of sound track in television	PPT/Lecture/discussions	video	
62	Components of sound track in television	PPT/Lecture/discussions	video	
CIA – II				
63	Role of functionaries	PPT/Lecture/discussions	video	
64	Role of functionaries	PPT/Lecture/discussions	video	
65	Planning studio program	PPT/Lecture/discussions	video	
66	Cue's and commands	PPT/Lecture/discussions	video	
67	Multi - camera shooting	PPT/Lecture/discussions	video	
68	Video formats, lens	PPT/Lecture/discussions	video	
69	Video formats, lens	PPT/Lecture/discussions	video	
70	Basic lighting principles	PPT/Lecture/discussions	video	

71	Techniques and accessories, Studio lighting.	PPT/Lecture/discussions	video	
72	REVISION	PPT/Lecture/discussions	video	

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	21/08/2018	Director of a programme ,duties and responsibilities
2	19/07/2018	Sound

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	20/8/2018	Microphones

References

- Keval J. Kumar, Mass Communication in India, Jaico Publishing House; Fourth edition, 1994
- Jean Folkerts, Stephen Lacy, The Media in Your Life: An Introduction to Mass Communication, Pearson; 2 editions, 2000.
R. Srinivas Melkote,
- Communication for Development in the Third World: Theory and Practice for Empowerment, Sage India; Second edition, 2001

Web resource references:

<https://www.britannica.com/>

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	5
COURSE CODE AND TITLE	15U5CRBBA21 : Radio Production and Planning	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	MAMTHA JOSEPH		

COURSE OBJECTIVES
The difference and similarities between print and broadcast journalism.
Radio news production; know it's definition and contribution to local broadcast journalism.
Know how to use remote equipment, especially the audio tape recorder.
Know the technique of mixing audio sources.
Know the techniques of audio tape editing, especially for use in radio news.

Session	Modules and Topics	Learning Resources	Value Addition	Remarks
Module 1				
1	Radio Programme	Discussion based Learning , ppt		
2	Production process	Discussion based Learning , ppt		
3	Techniques	Discussion based Learning , ppt		
4	Aspects of sound recording part 1	Discussion based Learning , ppt		
5	Aspects of sound recording part 2	Discussion based Learning , ppt		
6	Aspects of sound recording part 3	Discussion based Learning , ppt		
7	Types of microphones	Discussion based Learning , ppt		
8	Microphones and their uses	Discussion based Learning , ppt		
9	Field recording skills session 1	Discussion based Learning , ppt		
10	Field recording skills session 2	Discussion based Learning , ppt		
11	Field recording skills session 3	Discussion based Learning , ppt		
12	News production	Discussion based		

		Learning , ppt		
13	News production 2	Discussion based Learning , ppt		
14	Radio lives	Discussion based Learning , ppt		
Module 2				
15	Writing for Radio I	Discussion based Learning , ppt	Seminar	
16	Writing for Radio II	Discussion based Learning , ppt	Seminar	
17	Writing for Radio III	Discussion based Learning , ppt	Seminar	
18	Spoken language writing	Discussion based Learning , ppt	Seminar	
19	writing for various programmes	Discussion based Learning , ppt	Seminar	
20	commercials	Discussion based Learning , ppt	Seminar	
21	commercials	Discussion based Learning , ppt	Seminar	
22	commercials	Discussion based Learning , ppt	Seminar	
Module 3				
23	Using sound bites and actualities	Discussion based Learning , ppt	Seminar	
24	Using sound bites and actualities	Discussion based Learning , ppt	Seminar	
25	Using sound bites and actualities	Discussion based Learning , ppt	Seminar	
26	formats of radio programs	Discussion based Learning , ppt	Seminar	
26	formats of radio programs	Discussion based Learning , ppt	Seminar	
28	formats of radio programs	ACTIVITY BASED LEARNING	Quiz	
29	studio interviews Part I	ACTIVITY BASED LEARNING	Quiz	
30	studio interviews Part II	Discussion based Learning , ppt		
31	studio interviews Part III	Discussion based Learning , ppt		
32	studio I	Discussion based Learning , ppt		
33	studio II	Discussion based Learning , ppt		
34	Phone-in programs I	Discussion based Learning , ppt		

35	Phone-in programs II	Discussion based Learning , ppt		
36	phone-in programs III	Discussion based Learning , ppt		
37	documentaries I	Discussion based Learning , ppt		
38	documentaries II	Discussion based Learning , ppt		
Module 4				
39	effective use of voice	ACTIVITY BASED LEARNING		
40	effective use of voice II	Discussion based Learning , ppt		
41	Flow	Discussion based Learning , ppt		
42	flow II	Discussion based Learning , ppt		
43	pronunciation I	Discussion based Learning , ppt		
44	pronunciation II	Discussion based Learning , ppt	Oral test	
45	pronunciation III	Discussion based Learning , ppt	Oral test	
46	modulation I	Discussion based Learning , ppt	Oral test	
47	modulation II	Discussion based Learning , ppt	Practical	
48	Radio – Production approaches	Discussion based Learning , ppt	Practical	
49	Radio – Production approaches	Discussion based Learning , ppt	Practical	
50	Radio – Production approaches	Discussion based Learning , ppt	Practical	
Module 5				
51	SFX	Discussion based Learning , ppt		
52	SFX	Discussion based Learning , ppt		
53	SFX	Discussion based Learning , ppt		
54	Audio aids.	Discussion based Learning , ppt		
55	Audio aids.	Discussion based Learning , ppt		
56	Research and Budgeting.	Discussion based Learning , ppt		

57	Research and Budgeting.	Discussion based Learning , ppt		
58	Research and Budgeting.	Discussion based Learning , ppt		
59-72	Practical Assignments Tests			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	08/08/2018	Writing for Radio
2	18/07/2018	Voice modulation Practical for a given write up
3	10/08/2018	Make phone in programme

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	21/08/2018	Make a Radio commercial in group for a given product

Learning Resources
Textbook
1. Meg Ford, Radio Production, CreateSpace Independent Publishing Platform, 2013
2. Robert McLeish, Jeff Link, Radio Production, Focal Press; 5 edition, 2005.
References
1. Usha Raman, Writing for the Media, Oxford, 2009

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	5
COURSE CODE AND TITLE	15U5CRBBA22: Journalism	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	BELBIN P BABY		

COURSE OBJECTIVES

COURSE OBJECTIVES
Become an intelligent consumer of the mass media
Have skills necessary in communicating in the print media with emphasis on writing, interviewing, reporting, reacting and synthesizing.
Understand the necessity of research to add validity, emphasis and depth to writing.
understand the legal, moral and ethical responsibilities inherent in a free press;
To have an awareness of the world around him, both social and political.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	What is Journalism	PPT	Video	
2	What is Journalism	PPT/Lecture		
3	Characteristics of Journalism	PPT/Lecture		
4	Characteristics of Journalism	PPT/Lecture	e-resource	
5	Functions of Journalism	PPT/Lecture		
6	Functions of Journalism	PPT/Lecture		
7	Principles of Journalism	Lecture		
8	Principles of Journalism	Lecture		
9	Duties & Responsibilities of Journalists	Lecture		
10	Role of Press in Democracy	Lecture		
MODULE II				
11	The different genres of journalism	PPT/Lecture		
12	The different genres of journalism	Lecture		
13	Different type of Newspapers	Lecture		
14	Different type of Newspapers	Lecture		
15	Introduction to Periodicals	Lecture		
16	Introduction to Periodicals	PPT/Lecture		
17	All about Magazine	PPT/Lecture		
18	What is New Journalism	PPT/Lecture		
19	What is Development Journalism	PPT/Lecture		
20	Community Journalism	Lecture		

21	Community Journalism	Lecture		
22	Revision			
MODULE III				
23	What is Photo Journalism	PPT/Lecture		
24	What is Photo Journalism	PPT/Lecture		
25	What is Photo Journalism	PPT/Lecture		
26	Define Cartoons	Lecture	Quiz	
27	Define Cartoons	Lecture		
28	Define Cartoons	PPT/Lecture		
29	Comic strip	PPT/Lecture		
30	Comic strip	PPT/Lecture		
31	All about News agency	PPT/Lecture		
32	All about News agency	Lecture		
33	International News Agencies	PPT/Lecture		
34	International News Agencies	PPT/Lecture		
35	Indian News Agencies	PPT/Lecture		
36	Press Organizations in India	PPT/Lecture		
37	Press Organizations in India	PPT/Lecture		
38	Revision	PPT/Lecture		
Module IV				
40	Basic steps to writing news	Lecture	Demo	
41	Basic steps to writing news	Lecture		
42	Basic steps to writing news	Lecture	Group	
43	Basic steps to writing news	Lecture		
44	The important news values	PPT/Lecture		
45	The important news values	PPT/Lecture		
46	The important news values	PPT/Lecture		
47	Which is the Source of News	Lecture		
48	Which is the Source of News	Lecture		
49	The Qualities of a Good Journalist	PPT/Lecture		
50	Revision	PPT/Lecture		
Module V				
51	News Structure	Lecture		
52	News Structure	Lecture		
53	News Structure	Lecture		
54	Newspaper Article Format	Lecture		
55	Newspaper Article Format	PPT/Lecture		
56	Newspaper Article Format	PPT/Lecture		
57	Five W and One H	Lecture		
58	Five W and One H	Lecture		
59	Five W and One H	Lecture		
60	What is Lead	Lecture		
61	What is Lead	PPT/Lecture		

62	What is Lead	PPT/Lecture		
63	Different type Headlines	Lecture		
64	Different type Headlines	Lecture		
65	Different type Headlines	Lecture		
66	Revision	Lecture		
67	Total Revision			
68	Total Revision			
69	Total Revision			
70	Total Revision			
71	Total Revision			
72	Total Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/7/2018	Prominent journalists in India(Assignment)
2	28/8/2018	Individual Presentation of one question biased on the syllabus

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	5/9/2018	Production of business newspaper

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1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. VirBalaAggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
5. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.