



BA (Journalism and Mass Communication)

Rules-Regulations & Curriculum

(w.e.f. 2023-24)


REGISTRAR
Sai Tirupati University
Udaipur (Raj.)


Dr. Vinay Kumar Gupta

**Venkteshwar Institute of Fashion Technology
& Mass Communication**

(A Constituent Unit of Sai Tirupati University, Udaipur)

Rules -Regulations & Scheme of Examination

Program Name

Bachelor of Journalism and Mass Communication

Admission Criteria

- He/she shall complete the age of 17 years on or before 31st December of the year of admission to the program.
- He/she has passed the senior secondary examination or the Indian School Certificate Examination, which is equivalent to 10+2 Examination, in any stream.

Duration of Program

The minimum duration of the program is three years and maximum is of six years.

Attendance Requirement

A minimum attendance of 75% is required in both theory and practical classes separately, in the absence of this, student will not be eligible for the main examination.

Scheme of Examination

- a) University Examinations are conducted on a yearly basis with two examinations in each year, one Internal and one External examination. Candidate has to pass separately in both Theory and Practical in Internals as well as External. The medium of examination will be English. For Internal Examination, the maximum marks for each course will be 30 marks & the minimum passing marks will be 12 marks and for External Examination, maximum marks 70 marks for each course and minimum passing marks will be 28 marks in each course. No candidates shall be declared passed unless he/she has secured a minimum of 40% marks separately in each Internal Examination and External Examination (Theory & Practical) and an overall aggregate of 50% or above in the year/ semester.
- b) Division/ Class will be awarded on the basis of aggregate of the university examinations regardless of the attempts as shown below: First Division – 60% and above, Second Division - 50% & above and less than 60%. Candidate securing 75% marks in a subject in first attempt will be awarded a Distinction (D) in that subject
- c) There are 5 marks for the grace. Grace marks will be applied to total marks obtained in the course and it can be applied to one course only in that exam.
- d) Revaluation / re-total as per university norms.
- e) For the failed student supplementary examination will be conducted as per the norms, the internal marks of the course will remain as earlier.

Paper Pattern

- External exam paper will be divided into 3 Sections

Section-A: It will contain 10 Questions of 1 mark each, selecting two questions from each unit. All the questions are compulsory to attend. (10X1=10)

Section-B: It will contain 10 questions, two questions from each unit. Student is required to attend one question from each unit (5X6=30)

Section-C: It will contain 4 Questions of which student has to attend any two questions. (15X2=30)



Program Scheme

First Year

S. No.	Subject Code	Subject Name	Internal	Main	Total
1	BJM 101	History of Journalism	30	70	100
2	BJM 102	Print Journalism and Technology	30	70	100
3	BJM 103	Cyber and Digital Journalism	30	70	100
4	BJM 104	Advertising and Public Relations	30	70	100
5	BJM 105	Anchoring and Communication Basics	--	--	100
6	BJM 106	Theatre and Acting Skills	--	--	100
7	BJM 107	Camera and Lighting Basics	--	--	100
8	BJM 108	Language and Writing Practice	--	--	100

Second Year

S. No.	Subject Code	Subject Name	Internal	Main	Total
1	BJM 201	Feature Writing and Editing	30	70	100
2	BJM 202	The Fundamentals of Digital Marketing	30	70	100
3	BJM 203	Introduction to Film Studies & Production	30	70	100
4	BJM 204	TV Production	30	70	100
5	BJM 205	Ad Design, Creation and Development	--	--	100
6	BJM 206	Electronic Media and Basics of Camera Shots	--	--	100
7	BJM 207	Radio Journalism and Production	--	--	100
8	BJM 208	Video Editing Techniques	--	--	100

Third Year

S. No.	Subject Code	Subject Name	Internal	Main	Total
1	BJM 301	Indian and World Politics	30	70	100
2	BJM 302	Media Law & Ethics	30	70	100
3	BJM 303	Photo Journalism	30	70	100
4	BJM 304	Magazine Journalism	30	70	100
5	BJM 305	Language Practice-II	--	--	100
6	BJM 306	Basics of Event Management	--	--	100
7	BJM 307	Advance Graphic Designing	--	--	100
8	BJM308	Internship Report	--	--	100



Detailed Syllabus



History of Journalism

(BJM 101)

Unit-1

Development of Journalism in India - Early Newspaper Publications in India - Indian Language - Press and English Press - Press and First Freedom Struggle (1857) - Press and British Rule

Unit-2

Freedom Movement and Journalism - Preliminary Challenges of Early 20th Century and Press Laws - Journalism of the Leaders of Freedom Movement - Indian Press and Social Reform Movements - Missionary and Professional Journalism

Unit-3

Journalism in Rajasthan – Development of Rajasthan Patrika – Dainik Bhaskar – Rastradoot – Navjyoti – Tarun Rajasthan – Naveen Rajasthan

Unit-4

Modernization of press - National press - regional press district and tehsil level press.

Unit-5

Brief introduction of representative papers: Anand Bazar Patrika, Enadu, Navbharat Times, Janasatta, Malayalam Manorama, Nai Duniya, Bhaskar, Punjab Kesari, The Hindu, The Times of India, and Outlook, India today etc.

Reference Books:

Press Freedoms -Louis Edward Engelhard, Greenwood press. Law to the press – D. D. Basu. Journalism in India - Rangaswamy parthsarathy, Sterling Publishers pvt. Ltd., New Delhi.

Print Journalism and Technology

(BJM 102)

Unit-1 Print Journalism: Introduction, meaning and definition of journalism, journalism in India.

Unit-2 Role of journalism, society and economic role, glossary of journalism terms, trends in modern journalism.

Unit-3 Definition of news, types of news, news structure, elements of news, functions of news, news sources, scope of news.

Unit-4 Lead: definition, how to write lead, types of lead, headlines: definition, types of headlines, types of news writing – inverted pyramid.

Unit-5 News room structure, Desk management, Editor: role and responsibilities, Sub-editor/copy editor, Journalist: roles, ethics and standards, Qualities of journalist. Magazine journalism-meaning

Reference Books:

- News Reporting- B N Ahuja and S Schhabra.
- News Editing & Reporting - MadhurSelvaraj, Dominant Publishers and Distributors, New Delhi.
- Professional Journalism - M.V. Kamath, Vikash Publishers House Pvt Ltd, New Delhi
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Cyber and Digital Journalism

(BJM 103)

Unit-1

Introduction to New Media. Development of the new Media. Internet Terminology Concept of Netizens. Online Newspapers, Online Magazines, Blogs. Cyber Crime and Cyber Laws. Internet and its Functions. Major News Portals. Newspapers, Magazines and their E- Paper, E-Books on Internet.

Unit-2

The: Websites, E-mails, SMS, MMS, VOIP, BLOG, Video Conferencing, internet telephony- their role and significance in context of time-cost-quality. Tools of multimedia journalist. Basic rules do's and don'ts of web media.

Unit-3

Web Journalism: Definitions. Characteristics and feature of online media/journalism. Advantages, Limitation and Risk factor involve in new media.

Unit-4

Introduction to Front Page. Tools, Menu and Interface of Front Page.

Unit-5

Reading online newspaper: basic features, menu, tool, tags etc. list of online newspaper in India. Social Networking Sites.

Reference Books:

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Advertising & Public Relations

(BJM 104)

Unit-1

Advertising: Definition and Concept of Advertising. History Growth and Development of advertising in Indian context. Types of Advertising. Functions of Advertising.

Unit-2

Various Media of Ad: Print Media (Newspaper, Magazine), Electronic (TV, Radio, FM), outdoor media, direct mail, promotional media and others media vehicles.

Unit-3

Advertising, Propaganda, Publicity and PR. Ad Agency- Structure and function. USP, Advertisement Layout and elements, Copy writing for Print, Radio and T.V. Advertisement.

Unit-4

Public Relations: Definition and Concept of PR. Role and functions of PR.

Various types of public Relation activities.

Unit-5

PR campaign planning. Tools of PR for external and internal communication. Skills and Qualities of PRO. Corporate Communication. Lobbying, Public opinion.

Reference Books:

Advertising Principles & Practices- WellsWilliams

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Anchoring and Communication Basics
(BJM 105)

TV Anchoring, Stage Anchoring, Public Speaking

Presentation Skills (Kinesics & Proxemics, Pronunciation, Pitch, Mannerisms)

One on One Communication, Group Discussion

Business Communication; Means & Needs of communication - Requirements of effective written communication - Oral communication - Visual communication - Audio Visual Communication – Non-Verbal communication - Process of Communication – Barriers - Principles of effective communication



Theatre and Acting Skills

(BJM 106)

Introduction to theatre, Dramatic forms and styles, Theatre architecture, History of Indian Theatre, Indian folk and Street plays, Indian theatre to films.

Components of theatre: space, time, audience, performance.

Activities: Reading and analysis of one act play for theme, plot, structure and characterization. Acting exercises for body and movement, Voice and speech. Creating a performance of a story based on student's own experiences. Video recording of activities.

Forms and styles of theatre: Comedy and Tragedy; Solo performance, Mime, Melodrama, Musical Theatre, Realism, Symbolism, Ballet and Dance, Street Play, Folk theatre etc.

Viewing films and videos to identify and discuss theatrical styles, storytelling.

Designing sets, costumes, lighting and sound for the chosen play, rehearsals and production design.



Camera and Lighting Basics

(BJM 107)

Various camera shots and angles for news coverage, writing for television, TV news room, basics of news reading and anchoring and documentaries.

Types of camera lenses - telephoto, zoom, macro, normal - Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters.

View-finders and focusing systems - Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, colour correction filter.



Language and Writing Practice

(BJM 108)

Writing Blog, Article, News, Caption & Heading Writing, Hindi & English Writing concept.

Content Writing: for articles, Videos, Projects. Writing for motivational and other speakers.





Feature Writing and Editing (BJM 201)

Unit-1

Feature – meaning & definitions, scope, types, elements qualities.

Unit-2

Techniques of feature writing, Difference between feature and news report (Compare with examples), title, body, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, teaser lead, question lead.

Unit-3

Freelancing writing, writing for corporate/industry, writing for agriculture, writing for child, writing for film, news features, historical features, scientific features, human interest features.

Unit-4

Review: meaning & definitions – theatre review, film review, art review, books review.

Unit-5

Materials for feature pages – collecting, editing and presentation.

Reference books

Emery, Adult & Ages: Reporting and writing the News
John Hohenberg: The professional journalist

The Fundamentals of Digital Marketing

(BJM 202)

Unit-1 Introduction to Digital Marketing, Difference between Traditional and digital marketing

Planning and creating a website, Search engine optimization- introduction and uses, Search engine marketing- introduction, webpage on Google search results (SERP); paid search advertising

Unit-2 Social media marketing- introduction, using different social media platforms (Facebook/ Instagram/ Twitter) to connect with the audience & convert them to a call of action.

Affiliate Marketing- Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.

Unit- 3 Web analytics- Analyzing the behavior of visitors to a website through reports based on traffic source, referring sites, page views, and conversion rates of that website.

E-mail marketing- Introduction, creating and tracking e-mailers, email marketing platforms, open rates and CTR of e-mailers.

Unit-4 E-commerce- Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.

Internet marketing- Introduction & Advantages of Internet Marketing in Business, AdWords, SEO & Keyword Research, The Importance of Branding, B2B Relationships

Unit-5 Content Strategy- Blogging, CTC via content, guest blogging, article making, promotions, content marketing tools

Reference books

Dr Rajendra Nargundkar: Digital Marketing in India

Dr. Ujjwal Chugh: Digital Marketing Dictionary

Introduction to Film Studies & Production

(BJM 203)

Unit-1 Understanding Hindi Cinema: Phalke and Puranic films, Gandhian Era, Nehruvian Era. Realism to Romanticism; V. Shantaram, Bimal Roy, Gurudutt, Raj Kapoor, B. R. Chopra, Shashdhar Mukherjee. 70's; Hrishikesh Mukherjee, Ramesh Sippy, Manmohan Desai. 80's; Yash Chopra, Subhash Ghai, Ketan Mehta, Kundan Shah. 90's; Rajkumar Santoshi, Shekhar Kapoor, Aditya Chopra, Karan Johar. Post 90's; Vishal Bhardwaj, Anurag Kashyap, Diwakar Benerjee, Abhishek Choubey, Manish Mathur.

Unit-2 Introduction to Cinema of other Indian languages: Bengali: Ritwik Ghatak, Mrinal Sen, Satyajit Ray. Marathi: Jabbar Patel, Dada Kondke, Post 90's Socially Committed Cinema.

Malyalam: John Abraham, Adoor Gopalakrishnan, 50's Realism & 70's Awakening.

Unit-3 Understanding Film Production: Pre-Production; Concept, Story, Script, Screenplay, Dialogue & Lyrics. Production; Direction, Music Direction, Lyrics Writing, Cinematography, Production Controlling, Other Technicians (Stunt man, Make-up man, Extras & Spot-boy) Post-Production; Editing, Dubbing, Background Score & Special Effects

Unit-4 Politics of Cinema: Politics of On-Screen and Off-Screen Image. Synchronization with Socio-Political Scenerio; 70's Melodrama, Politics of Nationalism and Jingoism. Politics of Oscar & other Awards. Agenda of James Bond Series. Politics of State-sponsored Documentaries.

Unit-5 Prominent Figures of Indian Films: Dada Saheb phalke, Sulochana, Ardeshir Irani, Devika Rani, Himanshu Rai, Prathmesh Barua, K L Saigal, Nadia, Motilal, Ashok Kumar, Sohrab Modi, V shantaram, Noorjahan, Suraiyya, Raj Kapoor, Dilip Kumar, Devanand, Bimal Roy, Balraj Sahni, Gurudutt, Rajesh Khanna, Pran, Sanjiv Kumar, Hrishikesh Mukherjee, Amitabh Bachchan, Shyam Benegal, Naseeruddin Shah, Irfan Khan, Nawazuddin Siddiqui.

Reference books

Jill Nelmes: Introduction to Film Studies

Erik Barnouw and S Krishnaswamy: Indian Film and Cinema

Television Production

(BJM 204)

Unit-1 Programming – Two Production Categories - Advertising types of programs - Programs by content - Format – Music and Drama types – program scheduling terms

Unit-2 Pre-Production Perspective – The Producer – The Writer – Scripts, step by step – Plot development language – Miscellaneous Terms – TV commercial terms

Unit-3 Live TV Production – Advantages of Live TV – Control room personnel – The studio floor crew – Behind-the-scenes personnel – Equipment and terms – Production steps – words of command, jargons – visual signals

Unit-4 The Language of Lighting – Fundamental objectives – Types of lighting – Lighting equipment – Miscellaneous terms

Unit-5 The Camera – Terms of film camera mechanism – The lens – Camera movement – types of camera shots – Film camera speed and tricks – camera terms

Reference Books:

Television Production by Harry Wayne McMahan



Ad Design, Creation and Development

(BJM 205)

Advertising – Objectives, Ad & Communication process, Ad a part of marketing communication, Ad spiral (product life cycle), Types of Ads, economic, social, ethical and regulatory aspects of advertising. Advertising & consumer behavior: Importance of consumer behavior in Ad, motivation analysis & its techniques, 7 M approach.

Media strategy and advertising effectiveness, Media strategy, factors influence selection of media, budgeting media planning & buying, brand identity positioning, brand image & personality. Ad creativity, Ad message, recall attitudes, emotions & feelings, message tactics, copywriting, creative approaches and art work in CW, qualities a good copy writing process. Advertising design - meaning, Importance of design and layout, making of advertisement, background, body copy, slogans, and taglines.



Electronic Media and Basics of Camera Shots

(BJM 206)

Historical perspective and development of television, Cable & DTH network and major News Channels in India. Working of a TV camera: various camera shots and angles for news coverage, writing for television, TV news room, basics of news reading and anchoring, interview, discussions and documentaries.

Television program production and techniques— Pre- Production, Production & Post Production, budget making, shooting formats. Types of camera lenses - telephoto, zoom, macro, normal - Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters. View-finders and focusing systems - Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, colour correction filter.



Radio Journalism and Production (BJM 207)

Brief history of broadcasting in India –characteristics of radio – objectives of radio – AIR code – stages in programme production – writing for radio – news features – interviews – audience profile – special audience programmes - women – children – youth – industrial workers – farm and home programmes.

Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques –AM and FM broadcasting. Audition – microphone talents – mikes – Outdoor broadcast – Covering special events –Festivals – Sports - Radio Bridge

Who is who in radio – station director - Asst. Station Director – Programme Executive– Transmission Executives – Announcer – Another crew. Autonomy – Prasara Bharathi – commercial broadcasting – Non-lapsable Fund (NLF) –local Radio concept – Radio and the people - Change agent.



Video Editing Techniques

(BJM 208)

History and Types of editing, post-production, and related terminology, Introduction to linear and non-linear editing systems, international schools/ models of editing, Concepts of Continuity, Pace and Rhythm, Computer Technology, Documentaries and their history, Schools of Thinking, and Documentary Movement, Various editing scenarios like movies, weddings, casual, social media, etc., Graphics and Compositing, Sound Designing, Playback, Short Film Editing, etc.

Introduction to Video Equipment and Macintosh Basics, Basic Editing Techniques in Final Cut Pro, Adding Video Effects, Rendering, various software learning





Indian and World Politics

(BJM 301)

Unit-1

Awakening & Protest Against feudalism. Rise of Democracy. American & French revolution. Birth of Nation States. Current Political Scenario in India.

Unit-2

Political & Economic mile stones of Indian History: 1857 Revolt & contribution of Rajasthan. Gandhian Era. Non-Co- operation Movement. Quit India Movement. Partition of India.

Unit-3

Post Independence History. Kashmir Crisis, China War, Pakistan War (1965 & 1971). Naxalism. JP Movement, Emergency period, Assassination of Indira Gandhi & Rajiv Gandhi. Globalization Policies. Ram Mandir Movement. Mumbai riots. Kargil War. Emergence of Modi.

Unit-4

Post First World War scenario. Emergence of Adolf Hitler. Second World War. Formation of UNO. Cold War. Vietnam War.

Unit-5

Soviet-Afghan War. Collapse of Berlin Wall. Soviet Russia Collapse. September 11 Crisis. American Invasion on Iraq & Afghanistan. Arab Spring, Capture Wall Street Movement.

Reference Books:

Reetika Sharma, Vivek Mishra: India and the Dynamics of World Politics: A Book on Indian Foreign Policy, Related Events and International Organizations

Media Law & Ethics **(BJM 302)**

Unit-1 Specified press laws; history of press laws in India – contempt of Court Act 1971 – civil and criminal law of defamation, Official Secrets Act 1923, Press and Registration of Books Act 1867, Cinematography Act 1953, Copyright Act.

Unit-2 Indian constitution - Fundamental rights – Article 19 (1) (A) - freedom of the press freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media, Parliamentary privileges and media.

Unit-3 Cyber Law, Prasar Bharti Act, Press council of India, Election Commission guidelines, cable television network regulation Act 1995, rules 1994, NBA.

Unit-4 Right to information: 2005, Defamation, right to education.

Unit-5 RNI, Working Journalists and other Newspaper Employees (conditions of Service & Miscellaneous Provisions) Act 1955, Media case study.

Reference Books:

Media Law and Ethics: Readings in Communication Regulation, Kiran Prasad.

Indian Cyber Laws, Umesh Arya.

Photo Journalism

(BJM 303)

Unit- 1 Journalism: Introduction of Photo Journalism, Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions.

Unit –2 History of Photo Journalism, Photography for newspaper & Magazine

Unit -3 Different types of photographs – Action Photography, Food Photography, art photography Documentary Photography, Syndicates, wildlife, Environment, Sports, landscape, Industrial disasters, War, Political and Social photography.

Unit- 4 Photo editing, Developing technique of photographs.

Unit- 5 News values for pictures, photo features; essential qualities for photo Journalism, impact of technology.

Project Report Submission

Reference Books:

Print Journalism: A Critical Introduction

Fundamentals of Reporting and Editing

Magazine Journalism

(BJM 304)

Unit-1 Understanding Magazine: History of Magazines – Definitions - Newspaper supplement and Magazines - Types of magazines - (i) weekly/fortnightly news magazines (ii) national and regional magazines (iii) special interest magazines – women's, men's, children's, teen, cine, science and Technology, business, consumer Magazines; and academic or scholarly magazines (iv) leisure time and entertainment magazines (v) little magazines (vi) PR magazines and House journals (vii) Literary Magazines - New trends like glossy magazines - Online and Web magazines.

Unit-2 Content Management: Understanding the target audience and positioning of the magazine - Choosing interesting subjects - imaginative selection of topics - converting innovative ideas to articles. Digital Magazine- Introduction and Objectives.

Unit-3 Writing for Magazines: What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from Observation to insight, interviewing techniques, writing bright, special skills for specialized areas. Creative writing, crisp language. Writing. Types of features and leads.

Unit-4 Editing a Magazine: Editorial objectives, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Corrections and verification; writing effective titles. Photos, illustrations and other graphics.

Unit-5 Magazine Management: Structure of editorial department. Magazine Production- layout and Design.

Reference Books:

Tim Holmes: Magazine Journalism

Evan Cornog & Victor S.: The Art of Making Magazines

Language Practice-II

(BJM 305)

Writing Skills for various Media. Hindi, English and Urdu Language Practice. Observation method of learning the situations and use of language.



Basics of Event Management (BJM 306)

Introduction to Event Management: Definition of event, Categorization of events, Event management, Models of event management. Event strategies and Marketing, Process of strategy making, Strategy contents, Targets of event, Event marketing Mix, Marketing strategy.

Logistics and financing: Logistic definition and Model, Logistic management, Coordination of logistic operation, budgeting of events. Risk assessment, monitoring and evaluation: 5 steps of risk assessment, Event evaluation process, Practical Aspects of Event management.



Graphic Designing Basics

(BJM 307)

Introduction to Modern Graphic Design, Typography, Colour and Colour Theory, Layout Design and Collage, Advertisements, Publications, Photography and Visual



Internship Report

(BJM 308)

Students must join a 2 months internship in any media related organization in their desired department. All the students shall undertake a report under the supervision of a company representative and submit the report on the conduction of viva Voce Day.

