



Estd.1917

पटना विश्वविद्यालय

PATNA UNIVERSITY

NAAC Accredited B+

Letter No. Acad/ 9511

Dated: 05-12-19

To

1.The Programme Director-cum-Principal,  
Self-financing Programmes,  
Patna College, Patna University.

2.The Programme/Course Coordinator,  
Bachelor (Hons.) in Mass Communication,  
Patna College, Patna University

3.The Controller of Examinations,  
Patna University

Subject:- Regarding approval of the Syllabus under CBCS of Bachelor (Hons.)  
in Mass Communication programme.

Sir,

With reference to the letter Nos.PL-527 dated 21/08/2019 of the  
Principal, Patna College on the subject noted above, I am directed to inform you  
that the Academic Council vide its meeting dated 06/09/2019 has approved the  
syllabus under CBCS of Bachelor (Hons.) in Mass Communication programme  
.Enclosures:-Syllabus under CBCS of Bachelor (Hons.) in Mass  
Communication programme

Yours faithfully,

Deputy Registrar  
Patna University, Patna

Dated; 05-12-19

Memo No. Acad/ 9512

Copy along with its enclosures forwarded to the Incharge, Patna University  
Computer Centre for uploading on the website: [www.patnauniversity.ac.in](http://www.patnauniversity.ac.in)

Deputy Registrar  
Patna University, Patna



स्था० ९ जनवरी १८६३ ई०

# DEPT. OF MASS COMMUNICATION

## जनसंचार विभाग

PATNA COLLEGE, PATNA-800005

पटना कॉलेज, पटना-800005

PATNA UNIVERSITY, PATNA

पटना विश्वविद्यालय, पटना

H/1/1

Annexure VII

Contact/संपर्क

Ref. No./संदर्भ : PL-527

Date/तिथि : 21/8/2019

सेवा में

प्रति-कुलपति  
पटना विश्वविद्यालय  
पटना 800005

महाशय,

पत्रांक Acad/8495 दिनांक 3/8/2019

विश्वविद्यालय के निर्देशानुसार आज दिनांक 21/08/2019 को हिंदी विभाग, पटना कॉलेज में बी०एम०सी० प्रोग्राम के CBCS के तहत नये पाठ्यक्रम के निर्माण के लिए बैठक हुई। इसमें विभागीय सदस्यों के अतिरिक्त बाह्य विशेषज्ञ के रूप में दक्षिण बिहार केंद्रीय विश्वविद्यालय (CUSB), गया के मास कम्युनिकेशन एंड मीडिया विभाग के प्रोफेसर डॉ० अतीश पराशर शामिल हुए। इनके परामर्श से पाठ्यक्रम को रूप दिया गया। साथ ही उन्होंने विश्वविद्यालय को इस संबंध में कुछ अलग से परामर्श दिये। तैयार पाठ्यक्रम के साथ उनके अलग से दिये गये सुझाव भी संलग्न हैं।

- संलग्नक : 1. BMC का CBCS पाठ्यक्रम  
2. BMC के पाठ्यक्रम के विश्वविद्यालय आदेश  
3. इंडिपेंडेंट एंड रेगुलेशन फॉर BMC (B.A.) CBCS  
effective from 2019-20 Session  
Total संलग्नक पृष्ठ 14 86

Abraham  
21/08/19

बाह्य विशेषज्ञ

स्नातकोत्तर हिंदी विभागाध्यक्ष  
एवं निदेशक एम.जे.एम.सी  
पटना विश्वविद्यालय, पटना

प्राचार्य-सह-निदेशक  
बी०एम०सी०  
पटना कॉलेज, पटना

21/8/19

हिंदी विभागाध्यक्ष  
समन्वयक, बी०एम०सी०  
पटना कॉलेज, पटना

विभागीय सदस्य

विम  
21/8/19

विभागीय सदस्य

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21.8.19

जीतम कुमार  
21/8/19  
विभागीय सदस्य एम.जे.एम.सी

Date: 21/08/2019

Patna college

Minutes of the meeting on UG Syllabus  
Based on CBCS

Consequent upon the meeting called by Prof. Dr. Tarun Kumar Head, Hindi Department, Patna college on 21/08/2019 at 10:00 AM, wherein chairperson welcomed Prof. Dr. Atish Prasher, Dean, School of Media Arts & Aesthetics, CVSB as external member and Dr. Gautam Kumar as internal member.

Meeting started after the opening remarks by chairperson who put the syllabi on the table for discussion and review. Purpose of which is well defined i.e. to adopt CBCS in true spirit and sense.

Following observations were made:

1. At present syllabus does not contain objective and learning outcomes so it must be added for the ease of student who may search the course online by using a key word 'learning outcome'.
2. As per structure one has to earn 148 credit for bachelor's degree. But in case of drop out no degree is given to the student and that admission will fall into the list of dropout which may earn negative point for the department. Thus it is suggested that exit plan from the course may be offered to the students who wish to discontinue from the study.

Continued....

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# PATNA UNIVERSITY



## SYLLABUS

OF

BACHELOR IN MASSCOMMUNICATION

(HONOURS)

UNDER

CHOICE BASED CREDIT SYSTEM

(CBCS)

WITH EFFECT FROM: 2019-~~2020~~ 2022

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21/8/19

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21/8/19

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21/8/19

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21/8/19

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21/08/19

Structure Of The Bachelor In Mass Communication Programme Under CBCS Approved Vide Academic Council Resolution

Dated

SEMESTER	COURSE/ PAPER CODE	NATURE OF COURSE/ PAPER	CREDIT	THEORY	PRACTICAL/ TUTORIAL	MARKS	MARKS OF CIA	MARKS OF ESE	PASSING CRITERION
SEMESTER 1	CCBMC 1	INTRODUCTION TO COMMUNICATION	6	5	1	100	30	70	45% in CIA
	CCBMC 1	COMPUTER APPLICATIONS	6	5	1	100	30	70	45% in ESE
	GE BMC 1	RADIO PRODUCTION	6			100	30	70	45% in CIA
	AECC -1	ENGLISH/HINDI COMPOSITION	4			100	30	70	45% in ESE
SEMESTER 2	CCBMC 3	REPORTING AND EDITING FOR PRINT	6			100	30	70	45% in CIA
	CCBMC 4	ADVERTISING AND PUBLIC RELATIONS	6			100	30	70	45% in ESE
	GE BMC 2	TELEVISION PRODUCTION	6			100	30	70	45% in CIA
	AECC - 2	ENVIRONMENTAL SCIENCE	4			100	30	70	45% in ESE
SEMESTER 3	CCBMC 7	HISTORY OF PRINT & BROADCASTING IN INDIA	6			100	30	70	45% in CIA
	CCBMC 6	MEDIA ETHICS AND THE LAW	6			100	30	70	45% in ESE
	CCBMC 5	BASICS OF DESIGN & GRAPHICS	6			100	30	70	45% in CIA
	GE BMC 3	PRINT JOURNALISM AND PRODUCTION	6			100	30	70	45% in ESE
	BMC SEC - 1		4			100	30	70	45% in CIA
SEMESTER 4	CCBMC 8	MEDIA MANAGEMENT	6			100	30	70	45% in ESE
	CCBMC 9	COMMUNICATION RESEARCH AND METHODS	6			100	30	70	45% in CIA
	CCBMC 10	INTRODUCTION TO NEW MEDIA TECHNOLOGY	6			100	30	70	45% in ESE
	GE BMC 4	INTRODUCTION TO FILM STUDIES	6			100	30	70	45% in CIA
	BMC SEC - 2		4			100	30	70	45% in ESE
SEMESTER 5	CCBMC 11	PHOTO JOURNALISM	6			100	30	70	45% in CIA
	CCBMC 12	DEVELOPMENT COMMUNICATION	6			100	30	70	45% in ESE
	BMC DSE 1	INTERCULTURAL & INTERNATIONAL COMMUNICATION	6			100	30	70	45% in CIA
	BMC DSE 2	ENVIRONMENTAL COMMUNICATION	6			100	30	70	45% in ESE
SEMESTER 6	CCBMC 13	MEDIA CRITICISM	6			100	30	70	45% in CIA
	CCBMC 14	ADVANCED NEW MEDIA TECHNOLOGY	6			100	30	70	45% in ESE
	BMC DSE 3	MULTI-MEDIA JOURNALISM	6			100	30	70	45% in CIA
	BMC DSE 4	DISSERTATION / OJT / PROJECT / INTERNSHIP ETC.	6			100	30	70	45% in ESE

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A. B. Bhatnagar

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

PAPER – CCBMC 1

INTRODUCTION TO COMMUNICATION

**Unit 1- Introduction to Communication:**

Concept, nature, process and development of human communication 7 C's of effective communication  
Functions of communication  
Barriers to communication  
Verbal and nonverbal communication  
Intra-personal, inter-personal, small group, public and mass communication Public speaking

**Unit 2 Communication Models:**

Scope, functions and limitations of communication models, development of communication models from simple to complex  
Aristotle, SMCR, Shannon—Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

**Unit- 3 Communication Theories:**

Theories of direct and indirect influences,  
Hypodermic Needle or  
Bullet, Two step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.

**Unit —4 Media system theories:**

Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy.

**Unit —5 Media and social responsibility:**

Ethical aspects of mass media, Media and social responsibility  
Traditional Media in India: Regional diversity, relevance, future

**Books Recommended :**

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mum bai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in' Mass Communication by Agee, Ault, Emery
6. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub. Company, New Delhi.

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

**PAPER – CCBMC 1  
COMPUTER APPLICATIONS**

**Unit-1 Fundamentals of computer and Operating system**

1. History of Computers, Computer Hardware input and Output Devices, CPU, Storage Devices
2. Computer Software and their Application to
3. Functions and types of Operating System, introduction to Windows family
4. Working with Windows – Desktop Operations, Windows Explorer, Creation and Manipulation of Files and folders – Windows Accessories and Control

**Unit-2 MS Word – Creation manipulation of documents**

1. Word Processor basics. Word processing in different languages
2. Interface, Tools and Menus of MS Word
3. Page setup, Txt and Paragraph Formatting
4. Working with Tables.: Columns. Graphs and Pictures Mail Merge

**Unit-3 MS Excel – Data Analysis**

1. Spreadsheet basics, Excel Interface
2. Entering and Manipulation of data
3. Mathematical and Statistical Calculators, Excel Functions
4. Creation and Manipulation of charts and graphs.

**Unit-4 MS PowerPoint – Preparation of presentation**

1. Introduction to process of presentation, interface of powerpoint.
2. Making presentations with design templates.
3. Working with multimedia elements and using them in presentation.
4. Slide transition and custom animation

**Unit-5 Introduction to Internet**

1. History and facilities of internet.
2. Domain names, Internet Protocol
3. Website, Portals and Search Engine
4. Introduction to networks, client and server concept, browsers.
5. Sourcing content and issues

**Books for reverence:**

1. Computer Fundamentals" by P K Sinha
2. Computer Fundamentals" by Goel
3. Computer for Competitive Exams (Fundamental of Computer with MCQs):
4. Computer Fundamentals and Programming in C" by Reema Thareja
5. Fundamentals of Computer Networks" by Kundu

Manoj Kumar  
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A. Banerjee

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

PAPER – GE BMC 1  
RADIO PRODUCTION

**Unit-1 Radio as a medium**

1. Radio as a medium of mass communication in today's context
2. Characteristics of radio'
3. Limitations of radio
4. Three Modes of transmission: AM, SW and FM
5. Different types of radio stations

**Unit-2 Radio Formats**

1. Why formats?
2. Simple announcements
3. Radio talks/commentaries/comments.
4. Radio interviews.
5. Radio discussions.
6. Radio features and documentaries.
7. Radio play
8. Radio running commentaries
9. Radio ads/commercials
10. Phone ins and radio bridges
11. Music on radio
12. Radio News-Radio News defined
13. Main characteristics of Radio News as against news in other media

**Unit-3 Writing for the Ear**

1. Introduction
2. Characteristics of spoken word
3. Knowing your audience
4. Developing your style
5. Writing, for different formats and messages
6. Dramatizing messages

**Unit-4 Radio Production**

1. Introduction
2. Elements of radio productions
3. Acoustics
4. Perspective
5. Sound effects
6. Music
7. Distort/Filter
8. Different types of microphones
9. Recording
10. Editing

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

**Unit 5 Community Radio Stations**

Community Radio Movement in India, Community radio in North East India, Community radio policies in India, Acquiring license for community radio station in India, Setting up of a community radio Station, Role of community Radio in empowering community

**Suggested Readings:**

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press
4. McLeish, R., & Link, J. (2015). Radio production. CRC Press.
5. Priestman, C. (2002). Web radio: radio production for internet streaming. Gulf Professional Publishing.
6. Pavarala, V., & Malik, K. K. (2007). Other voices: The struggle for community radio in India. SAGE Publications India.
7. Archer, G. L. (1971). History of Radio to 1926. Arno Press.
8. Singhal, A. (2013). Indias communication revolution: From bullock carts to cyber marts.

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

**PAPER – GE BMC  
WRITING FOR MAGAZINE**

**Unit-1 Understanding Magazine**

1. Definition: Newspaper supplements and Magazines, History of Magazines
2. Types of Magazines
3. New Trends like Glossy magazines, Online & Web magazines

**Unit-2 Content Management**

1. Understanding the target audience and positioning of the Magazine
2. Choosing interesting subjects, imaginative selection of topics, Converting innovative
3. Ideas to articles
4. Cover story, Deciding the thrust areas, series and columns, planning special issues

**Unit-3 Writing for Magazine**

1. Difference between Magazine story and Newspaper reporting
2. Creative writing, Crisp language special skills for specialized areas
3. Effect of new media on writing style, Visual versus Verbal, Freelance writing, Online writing skills

**Unit-4 Editing a Magazine**

1. Editorial objectives, workflow
2. Content study: Balancing content, creativity in editing, evaluation of manuscripts, correction and verification, writing effective bites
3. Photos, Illustrations and other graphics

**Unit-5 Magazine Management**

1. Structure of editorial department
2. Magazine Production-Layout and design, Master pages and Templates, Style sheet, special effects like Bleed and Trims
3. Economics-Sales and Subscription, Production cost and Pricing Distribution networks, Magazine Promotions

**Suggested Reads:**

1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave
2. Macmillan.
3. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
4. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
5. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
6. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
7. Raman, Usha (2009), Writing for the Media, OUP.
8. Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting.
9. Lang Publishing.
10. Foust James, (2005), Online Journalism – Principles and Practices of News for the Web,
11. Holcomb Hathaway Publishers, Scottsdale, AZ.

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

PAPER – GE BMC  
COMMUNICATION TECHNOLOGY

**Unit 1 - Introduction to technologies of Mass Communication**

- 1 Printing, Photography
- 2 Audiography, Videography
- 3 Cinematography

**Unit 2 - Television Technology**

- 1 Television Broadcasting: NTSC, PAL and SECAM
- 2 Conditional Access system, Pay per view system
- 3. Set top box, Characteristics of LED, Plasma screen HDTV, LCD

**Unit 3 - Types of Radio**

- 1. FM and AM
- 2. Satellite and Web Radio
- 3.Community Radio, Mobile Radio

**Unit 4 - Media Technology**

- 1. Direct to Home (DTH), Benefits of Fiber optics cable. ....
- 2. Convergence. Media...
- 3. World Wide Web

**Unit 5 - Sound Technology**

- 1. Microphones: Techniques & Types
- 2. Sound Mixing Machines
- 3. Process of Satellite signal

**Suggested Read**

- 1. Robert Mc Liesh Radio Production, Focal Press
- 2. James R. Alburger The Art of Voice Acting, Focal Press
- 3. McLeish, R., & Link, J. (2015). Radio production. CRC Press.
- 4. Shook, F., Larson, J., & DeTarsio, J. (2009). Television Field Production and Reporting. Boston: Allyn & Bacon.
- 6. Block, M. (2010). Writing broadcast news: Shorter, sharper, stronger: A professional handbook. Washington, DC: CQ Press.
- 8. Burrows, Thomas D., et.al. (2000) Video Production: Disciplines and Techniques. McGraw-Hill
- 9. Zettl, H.(2006) Handbook of Television Production, wadsworth.
- 10. Compesi, Ronald J,et.al (1997) Video field Production and Editing, Allyn& Bacon

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 1

PAPER - AECC -1  
ENGLISH

**Objectives:**

The objectives of English subject is to enable students fo use English in day-to-day communication, to encourage the students to speak English, to build up their confidence in usage of English, to develop their written communication competence and to prepare them for competitive examinations.

**Unit 1**

Prose: The Bet-Anton Chekov, Socrates and the Schoolmaster--F.L.Braync,  
An Astrologer's Day R.K. Narayan,  
The Gift of the Magi-O'Henry, With the Photographer-Stephen Leacock.

**Unit 2**

Short Stories: The Axe-R.K.Narayan,  
The Refugees-Pearl Buck,  
Two Gentleman of Verona-A.J.Cronin,  
Luck-Mark Twain,  
One Thousand Dollars-O.Henry.

**Unit 3**

Grammar and Vocabulary: Articles, Prepositions, Modal auxiliaries, antonyms, synonyms, one-words substitutes, Phrases, Clauses, Sentences, Common Errors.

**Unit 4**

Written Communication: Paragraph writing, Precis writing, Letter and Application writing, Essay writing.

**Unit 5**

Spoken Communication: Meeting People, Exchanging Greetings and Taking Leave, Introduction yourself,  
Introducing People to Others, Answering the Telephone and Asking for Someone, Dealing with a Wrong Number, Taking and Leaving Messages, Making Inquiries on the Phone, Calling for Help in an Emergency.

**Text Books:**

- 1.Prism:Spoken and Written Communication, Prose&Poetry-Orient Longman.
- 2.A Handbook of Stories(Edited)-M.M.Lukose,Macmillan
- 3.A Course in English Grammar-Bakshi,R.N.,Orient Longman,
- 4.Reference Grammar for Students of English-Close,R.A.,Orient Longman.
- 5.Modem English-A Book of Grammar, Usage & Composition-Krishnaswamy, N., Macmillan India Ltd.
- 6.Advance English Gramimar-Hewings,M.1999,Cambridge University Press.
- 7.How to communicate effectively in Business-Kenneth Roman
- 8.HBR Guide to Better Business Letter-Bryan A. Garner

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DEPT. OF MASS COMMUNICATION

जनसंचार विभाग

PATNA COLLEGE, PATNA-800005

पटना कॉलेज, पटना-800005

PATNA UNIVERSITY, PATNA

पटना विश्वविद्यालय, पटना

Contact/सम्पर्क

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Ref. No./संदर्भ : .....

Date/तिथि : .....

CBCS Syllabus for AECC – I (Hindi Composition)  
Under Graduate Self Finance Programme  
w.e.f. 2019-2022 Session

Sem.	Course/Paper Code	Nature of Course/Paper	Credit	Theory	Practical	Marks	Marks of CIA	Marks of ESE	Passing Criterion	Qualifying Criterion
I	AECC1HC	English OR Hindi Composition	04			100	30	70	45% in CIA 45% in ESE	Qualifying

प्रस्तुत हिंदी रचना (Hindi Composition) पाठ्यक्रम का उद्देश्य छात्रों में हिंदी भाषा बोलने-लिखने में दक्षता और प्रवीणता पैदा करने के साथ उनकी साहित्यिक अभिरुचियों को जाग्रत कर उन्हें एक संवेदनशील और बुनियादी मानवीय मूल्यों के प्रति सजग-सचेत व्यक्ति/नागरिक बनाना है। इस पाठ्यक्रम के माध्यम से छात्र हिंदी के रोजगारोन्मुखी स्वरूप से तो परिचित होंगे ही, वे हिंदी भाषा में निहित विभिन्न प्रकार की रचनात्मकता से परिचित होकर स्वयं की रचनात्मक क्षमता के विकास में भी सक्षम होंगे।

इकाई एक : हिंदी गद्य : युवकों का समाज में स्थान-आचार्य नरेंद्र देव; नेता नहीं; नागरिक चाहिए - रामधारी सिंह दिनकर, होली और ओणम - डॉ० एन०ई० विश्वनाथ अय्यर; सरयू मैया - रामवृक्ष बेनीपुरी; सदाचार का ताबीज - हरिशंकर परसाई

(ECC में 10 अंक का एक रिफ़ेरेन्स प्रश्न इस इकाई से पूछा जायेगा)

इकाई दो : हिंदी कहानी : नैराश्य - प्रेमचंद; वह साँप - जैनेन्द्र; परमात्मा का कुत्ता - मोहन राकेश; ठेस - फणीश्वरनाथ रेणु; सपना - ओम प्रकाश वाल्मीकि।

(ECC में 10 अंक का एक रिफ़ेरेन्स प्रश्न इस इकाई से पूछा जायेगा)

इकाई तीन : व्याकरण एवं शब्द-सामर्थ्य : हिन्दी वर्णमाला :-वर्ण की परिभाषा, उसके प्रकार, उच्चारण एवं मानक वर्तनी; उपसर्ग और प्रत्यय : परिभाषा, भेद, उनसे शब्द निर्माण की प्रक्रिया; कारक: परिभाषा, भेद, कर्ता के 'नेद्ध चिह्न' के प्रयोग, वाक्य-रचना एवं उनके भेद, पर्यायवाची शब्द, श्रुति समभिन्नार्थक शब्द, अनेक शब्दों के बदले एक शब्द, विपरीतार्थक शब्द, मुहावरे एवं कहावतों की परिभाषा और उनमें अंतर तथा उनका वाक्यों में प्रयोग, अशुद्ध शब्दों या वाक्यों को शुद्ध करना।

(ECC में 10 अंक का एक रिफ़ेरेन्स प्रश्न इस इकाई से पूछा जायेगा)

इकाई चार : भाषा-कौशल : निबंध-लेखन (Essay Writing), पल्लवन (Expansion), संक्षेपण (Precis Writing), अवबोध (Comprehension), पत्र-लेखन (Letter Writing)

(ECC में 10 अंक का एक रिफ़ेरेन्स प्रश्न इस इकाई से पूछा जायेगा)

इकाई पाँच : व्यावहारिक एवं राजभाषा हिंदी : किन्हीं दस शब्दों का शब्दकोश के हिसाब से क्रम लगाना, सरकारी या कार्यालयी पत्र एवं टिप्पण और प्रारूपण, अंग्रेजी से हिंदी में 10 पारिभाषिक शब्दों या एक छोटे अनुच्छेद (Paragraph) का अनुवाद, राजभाषा हिंदी और उसकी संवैधानिक स्थिति, 1976 का राजभाषा अधिनियम, सरकार की वर्तमान भाषिक शैक्षिक नीति, विज्ञापन-कला

(ECC में 10 अंक का एक रिफ़ेरेन्स प्रश्न इस इकाई से पूछा जायेगा)

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DEPT. OF MASS COMMUNICATION

जनसंचार विभाग

PATNA COLLEGE, PATNA-800005

पटना कॉलेज, पटना-800005

PATNA UNIVERSITY, PATNA

पटना विश्वविद्यालय, पटना

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पाठ्यपुस्तकें

1. गद्य गाथा : सं० डॉ० वीणा अग्रवाल -- अरुणोदय प्रकाशन -- 21-ए, अंसारी रोड, दरियागंज, नई दिल्ली -- 110002
2. कथा यात्रा : डॉ० माधव सोनटक्के -- वाणी प्रकाशन, 4695, 21-ए, दरियागंज, नई दिल्ली -- 110002

सहायक पुस्तकें

1. अच्छी हिंदी (उच्चस्तरीय कक्षाओं के लिए) -- रामचंद्र वर्मा
2. शुद्ध हिंदी -- हरदेव बाहरी
3. प्रयोजनमूलक हिंदी -- विनोद दोगरे
4. पत्र-व्यवहार निर्देशिका -- प्र०सं० डॉ० भोलानाथ तियासी
5. हिंदी शब्दानुशासन -- किशोरी दास वाजपेयी
6. हिंदी व्याकरण -- वासुदेव नंदन प्रसाद
7. पारिभाषिक शब्दकोश -- हरदेव बाहरी
8. व्यावहारिक हिंदी और रचना -- कृष्ण कुमार गोस्वामी

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BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 2

PAPER – CCBMC 3  
REPORTING AND EDITING FOR PRINT

**UNIT 1** Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports;

**UNIT 2** Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

**UNIT 3** The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

**UNIT 4** Trends in sectional news Week-end pullouts,

Supplements, Backgrounders columns/columnists

**UNIT 5** Understanding media and news

Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.

Objectivity and politics of news Neutrality and bias in news

**Readings**

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication

Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications

News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press The Newspaper's Handbook, Richard Keeble, Routledge Publication

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**PATNA UNIVERSITY**  
**BACHELOR IN MASS COMMUNICATION (BMC)**  
**SEMESTER 2**

**PAPER - CCBMC 4**  
**ADVERTISING AND PUBLIC RELATIONS**

**Unit 1-** Introduction to Advertising Meaning and history Advertising Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and New trends

Economic, cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

**Unit 2-** Advertising through Print, electronic and online media Types of Media for advertising Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions Advertising Budget

Campaign Planning, Creation and Production

**Unit-3** Public Relations-Concepts and practices Introduction to Public Relations

Growth and development of PR Importance, Role and Functions of PR Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy. PR in govt. and Private Sectors Govt's Print, Electronic, Publicity, Film and Related Media Organizations

**Unit 4-PR-Publics and campaigns**

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

**Unit 5 – Social Media Marketing**

Social Media Technologies and Management Integrated Marketing Communication Developing Social Networks

Social Media Strategies, Tactics and Ethics Social Media Tools

Measurement Strategies and ROI

Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications, 7. Dennis L. Wilcoose & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

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**PATNA UNIVERSITY**  
**BACHELOR IN MASS COMMUNICATION (BMC)**  
**SEMESTER 2**

**PAPER - GE BMC 2**  
**TELEVISION PRODUCTION**

**Unit-1 : TV Production Process**

1. TV as a medium of Communication, Types & Programs
2. Television Production : Meaning and scope
3. Video Production Process : Pre Production, Production, Post Production

**Unit-2 : Production Team**

1. Production Personnel and their duties and responsibilities
2. Key persons in Technical team
3. Production team, Management team

**Unit-3 : TV Script**

1. Script Writing - Characteristics of a good script
2. Story Board - Types of TV script
3. Writing Voice Over

**Unit-4 : Camera and Lighting**

1. Components of Video Camera
2. Basic shots and their Composition
3. Lighting equipments and control

**Unit-5 : Video Editing**

1. Editing - concept and significance
2. Grammar and aesthetics of Editing
3. Editing equipment, introduction to Non Linear Editing

**Suggested Readings :**

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.
6. Ralph Donald and Thomas Spann Fundamentals of Television Production Surjeet Publications, New Delhi.
7. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
8. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
9. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
10. Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
11. Neill Hicks Screen Writing, Michael Wiese Productions
12. Thomas D Burrows, Lynne S Gross Video Production, Mc Graw Hill

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SEMESTER 2

PAPER - GE BMC  
CONTEMPORARY ISSUES

**Unit-1 Indian Foreign Relations**

1. India's Foreign Policy
2. India's relations with its neighbours especially Pakistan, Sri Lanka, Bangladesh and Nepal
3. India and NAM
4. India and SAARC
5. India and UN
6. India and ICTs

**Unit-2 India and Major Concerns**

1. Rapid Urbanization
2. Major poverty alleviation programs
3. Food Self-Sufficiency
4. Indian Industry: An Overview
5. Disinvestment and BPOs
6. Indian Sports Scenario

**Unit-3 Security Concerns**

1. India as a Nuclear Power
2. India's Defence
3. Criminalization of Politics
4. Naxalism

**Unit-4 Global Issues**

1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues
4. Consumerism

**Unit-5 Discussions, Debates, Interviews, Presentation, Seminars, Workshops on above Units.**

**Suggested Readings:**

- |                              |  |
|------------------------------|--|
| 1. Tapan Biswal              | Human Rights Gender and Environment,<br>Vina Books                                     |
| 2. Prof. S.D. Muni           | Indian and Nepal ,Konark Publisher,  |
| 3. Madan Gopal               | India through the Ages, Publication Division   |
| 4. Muchkund Dubey            | Political Issues   |
| 5. Prakash Chander           | International Politics   |
| 6. R.S. Yadav (ed.)          | India's Foreign Policy: Contemporary Trends  |
| 7. J.N. Dixit                | Assignment Colombo   |
| 8. I.K. Gujral               | Continuity and Change: India's Foreign<br>Policy (Mac Millan, India)                   |
| 9. Rajan Harshe & K.N. Sethi | Engaging the World: Critical Reflections on<br>India's Foreign Policy (Orient Longman) |

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**SEMESTER 2**

**SOCIO-ECONOMIC & POLITICAL SCENARIO**

**Unit-1 Indian History, Culture and Heritage**

1. India that is Bharat.
2. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)
4. Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)

**Unit-2 Indian Economy: Issues and Concerns - 1**

1. Nature of Indian Economy (reasons for underdevelopment)
2. India's planning for development (5-year plans)
3. Figures Speak: Ground realities of Indian Economy based on HDI
4. Explanation of economic concepts and terminologies
5. Mixed Economy: Public Sector Undertakings and Private Enterprises

**Unit-3 Indian Economy: Issues and Concerns - 2**

1. Globalization and opening up of Indian Economy
2. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)
3. Foreign trade and balance of payment.
4. Indian industry: an overview.
5. Disinvestment and FDI
6. Bops: An era of outsourcing

**Unit-4 The Indian Polity**

1. Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles
2. Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system
3. Centre-State Relations : Issues of Regionalism
4. Decentralization of Power
5. Legislative Procedures-From Bill to Act.
6. Indian Judicial System : Judicial Activism
7. General Elections : Electoral Reforms, Politics of Vote Bank
8. Major National and Regional political parties in India and their changing trends

**Unit-5 Major Issues and Concerns**

1. Population Explosion
2. Corruption
3. Illiteracy
4. Public Health and hygiene
5. Poverty
6. Caste Conflicts
7. Communal tensions
8. Gender Inequality
9. Reservation Issues

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**PATNA UNIVERSITY**  
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**SEMESTER 2**

**Suggested Readings:**

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I & B Facts about India
9. Pandit Jawahar Lal Nehru The Discovery of India
10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
11. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
12. Jhabvala, Noshirvan H The Constitution of India, C Jammadas and Co., Mumbai, 2003
13. D. D. Basu An introduction to the Constitution of India
14. J.C. Johri Indian Political System

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SEMESTER 2

4. Eidon Enger and Bradley Smith, Environmental Science: A Study of Inter relationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.  
5. Daniel D. Chiras, Environmental Science: Creating a sustainable future, Jones & Bartlett Publishers; 6th edition, 2006.  
6. Karpnagaig, M and Geetha Jaikumar, Green Management, Theory and Applications, Anc Books Pvt. Ltd., 2010.  
7. Batas Krishnamoorthy, Environmental Management, PHI learning PVT Ltd, 2012.

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SEMESTER 3

PAPER - CCBMC 5  
BASICS OF DESIGN & GRAPHICS

**Unit-1 Principles of Design & Graphics**

1. Basics of Design and Graphics
2. Elements of design and graphics, visualization, convergence and divergence
3. Conceptualization, functions and significance,
4. fundamentals of creativity in Art, Logic- style-value-
5. Tools of art- illustrations, Graphs

**Unit-2**

1. principles of design
2. Typography : Physical form, aesthetics and classifications, point system – measurements and spacing
3. Colour : Physical forms, psychology, colour scheme and production

**Unit-3 Layout**

1. Components of layout and layout planning
2. Advertisement layout
3. Broadsheet and Tabloid layout
4. Magazine & Book Layout

**Unit-4 Visuals and Design**

1. Visuals : Physical forms, functions & editing
2. Poster Design
3. Logo Design
4. Brochure Design

**Unit- 5 DTP & Printing**

1. Basics of Desktop Publishing
2. Printing Process
3. Printing Methods - Letter Press, Screen, Offset,
4. Paper and finishing

**Suggested Readings:**

1. K.S. Duggal
2. A.K. Dhar
3. N. N. Sarkar
4. N.N. Sarkar

Book Publishing  
Printing and Publishing  
Art and Production, Sagar Publishers,  
New Delhi, 2001  
Designing Print Communication,  
Sagar Publishers, New Delhi, 1998

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SEMESTER 3

PAPER – CCBMC 6  
MEDIA ETHICS AND THE LAW

**Unit-1 Ethical Framework And Media practice**

Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander Issues of privacy and Surveillance in Society  
Right to Information  
Idea of Fair Trial/Trial by Media Intellectual Property Rights  
Media ethics and cultural dependence Student Presentations-  
Photocopied material for Study Packs in India; Aaron Swartz. Attack on Freedom of artists and authors

**Unit 2 Media Technology and Ethical Parameters**

Live reporting and ethics  
Legality and Ethicality of Sting Operations. Phone Tapping etc  
Ethical issues in Social media ( IT Act 2000, Sec 66 A and the verdict of The supreme court )  
Discussion of Important cases-eg- Operation Westend  
Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines  
Student Presentations- Tehelka's Westend .  
School Teacher Uma Khurana case

**Unit 3- Representation and ethics**

Advertisement and Women Pornography  
Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc

**Student Presentations-**

Students will submit on above mentioned topics.

**Unit 4- Media and Regulation**

Regulatory bodies, Codes and Ethical Guidelines  
Self Regulation  
Media Content- Debates on morality and Accountability: Taste, Culture and Taboo  
Censorship and media debates

**Unit 5- Media and Social Responsibility Economic Pressures**

Media reportage of marginalized sections- children, dalits, tribals, Gender

Media coverage of violence and related laws - inflammatory writing (IPC 353), Seditious- incitement to violence, hate Speech.

Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists

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SEMESTER 3

**Essential Reading list:**

- Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India - Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

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PATNA UNIVERSITY  
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SEMESTER 3

PAPER – GE BMC 3  
PRINT JOURNALISM AND PRODUCTION

**Unit 1: Specialized Reporting Business/economic**

Parliamentary  
Political

**Unit 2: Trends in Print journalism**

Investigative journalism/ Sting operations and related case studies Impact of Technology on newspapers and Magazines  
Ethical debates in print journalism: ownership and control.

**Unit 3: Production of Newspaper**

Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design)  
Handling text matter (headlines, pictures, advertisements)  
Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

**Unit 4 Technology and print**

Modern Printing Processes  
DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.)  
Picture Editing and Caption Writing.

**Unit 5: Advanced Newspaper and Magazine Editing Classification of Newspapers and Magazines**

Current trends in Newspapers and Magazines with respect to content Photographs and Cartoons in Newspapers and Magazines

**Suggested Readings**

1. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
2. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. Professional Journalism, by M.V. Kamath, Vikas Publications
4. Groping for ethics in Journalism, by Eugene H. Goodwin, Iowa State Press
5. Journalism: Critical Issues, by Stuart Allan, Open University Press
6. Modern Newspapers practice, by Hodgson F. W. Heinemann London, 1984.
7. Principles of Art and Production, by N.N. Sarkar, Oxford University Press

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PATNA UNIVERSITY  
BACHELOR IN MASS COMMUNICATION (BMC)  
SEMESTER 3

PAPER – GE BMC  
MEDIA AND SOCIETY & CULTURE

**Unit-1 Media and Society-I**

1. Relationship between Media and Society
2. Role and importance of Media in Democracy
3. Concept of Media Literacy and its significance
4. Concept of 'Mass' and characteristics of Mass Communication

**Unit-2 Media and Society-II**

4. Introduction to current Media Issues
5. Media Accountability ;
6. Media and Societal needs
7. Market-driven Media and Society

**Unit-3 Media and Culture-I**

1. Cultural impact of Media
2. Television and children
3. Truth and Media
4. Ideology and effects

**Unit-4 Media and Culture-II**

1. Diversity in media
2. Civil society and Citizen Journalism
3. Popular culture and Mass media
4. Pressure group and Dynamic of Interest

**Unit-5 Public Sphere**

1. Status of Women and Women issues
2. Culture of the State
3. Concept of Public Sphere
4. Public Sphere in different Media

**Suggested readings:**

1. Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader, Wadsworth.
2. Ravindran, R.K. (1999). Media and Society, Commonwealth.
3. Price, Stuart. (1998). Communication Studies, Longman.
4. Curran, James. (2000). Mass Media and Society, Arnold.
5. Caldwell'(eds) Production Studies: Cultural Studies of Media Industries. NewYork: Rouledge.
6. Livingstone, (2006). 'The Changing Nature of Audiences:From the Mass Audiene to the Interactive.

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SEMESTER 3

PAPER – GE BMC  
GLOBAL MEDIA

**Unit-1 Introduction to Global Media**

1. Introduction to main International Newspapers
2. Major International Television Channels
3. BBC, CNN, NHK, IBN
4. Major International Radio channels: BBC, Voice of America

**Unit-2 Media Scenario**

1. Introduction to Major Global Media Companies
2. Present media scenario in Asia
3. Special reference to SAARC countries
4. Concept of Media Imperialism

**Unit-3 Media Reports**

1. New world communication order
2. Mac Bride Commission Report
3. International flow of communication
4. Cross culture communication — Problems among nations

**Unit-4 Media and Market Forces**

1. Misinformation and Information war
2. Role of media in promoting Humanity and Peace
3. Market forces and Media
4. Transnational Media Ownership

**Unit-5 Global Technology**

1. Global Satellite System
2. Global Internet Service
3. IPTV
4. UNESCO Mass Media Declaration

**Suggested Readings:**

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.

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PAPER – CCBMC 8  
MEDIA MANAGEMENT

**Unit-1 Ownership and Income of Media**

1. Ownership patterns in Media
2. Inflow of capital in Indian Media
3. Major heads of Income
4. Importance of Management in Media

**Unit-2 Introduction to Media Houses**

Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Panorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group, PrasarBharti, Zee networks, Star India, NDTV group, Sun Network, TV18 group

**Unit-3 Structure & Functions of Media**

1. Structure and functioning of Radio and Television channel
2. Role of Editorial, Technical, Marketing and HR sections
3. Recruitment, Hiring and Training of staff
4. Interpersonal relations

**Unit-4 Media Marketing**

1. Characteristic of different Media
2. Media Marketing techniques "
3. Advertisement collection and Corporate Strategies
4. Space and Time selling

**Unit-5 Research in Media management**

1. Use of Research in Media Management
2. Use of Feedback in Media Management
3. Readership Management System
4. ABC, NRS, INS, RNI

**Suggested Readings:**

1. Hargie O, Dickson D, Tourish Denis Communication Skills for Effective Management, Palgrave Macmillan, India
2. Dr. SakthivelMurugan M Management Principles & Practices, New Age International Publishers, New Delhi
3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
4. Albarran, Alan B Media Economics, Surjeet Publication, New Delhi

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PAPER – CCBMC 9  
COMMUNICATION RESEARCH AND METHODS

**Unit 1 – Introduction to Research**

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

**Unit 2 – Methods of Media Research**

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods; Experimental Studies, Case Studies,

Narrative Analysis, Historical research.

**Unit 3 – Sampling**

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

**Unit 4-** Methods of analysis and report writing Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research;

Working with Internet as a source; Writing Citations, Bibliography Writing the research report

**Unit 5 -** Ethnographies and other Methods Readership and Audience Surveys

Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

**Readings:**

-Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.

-Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.

-John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

-David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon,2002.

-Kothari, C.R. Research Methodology: Methods and Techniques, NewAge International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

-Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

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PAPER – CCBMC 10  
INTRODUCTION TO NEW MEDIA TECHNOLOGY

**Unit 1 Key Concepts and Theory**

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer- mediated-Communication (CMC), Networked Society.

**Unit 2 Understanding Virtual Cultures and Digital Journalism**

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

**Unit 3 Digitization of Journalism**

Authorship and what it means in a digital age. Piracy, Copyright, Copyleft and Open Source. Digital archives, New Media and Ethics

**Unit 4 Overview of Web Writing**

Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

**Unit 5 Visual and Content Design**

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

**Suggested Readings:**

Vincent Miller. Understanding digital culture. Sage Publications, 2011.

Lev Manovich. 2001. —What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.

Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.

Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3. Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.

O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>

Grossman, —Iran Protests: Twitter, the Medium of the Movement I Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.

The New Yorker, August 7. Available at [http://www.newyorker.com/archive/2006/08/07/060807fa\\_fact1](http://www.newyorker.com/archive/2006/08/07/060807fa_fact1)

Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

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PAPER – GE BMC 4  
INTRODUCTION TO FILM STUDIES

**Unit 1 -Language of Cinema I**

-Language of Cinema I - Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Genre and the development of Classical Hollywood Cinema

**Unit 2 - Film Form and Style**

German Expressionism and Film Noir Italian Neorealism

French New-Wave

**Unit 3 - Alternative Visions**

Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

**Unit 4 - Hindi Cinema**

Early Cinema and the Studio Era

1950s . Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave

Globalisation and Indian Cinema Film Culture

**Unit 5: Art of film review**

**Recommended Screenings or clips**

- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- Pather Panchaliby Satyajit Ray
- The hour of the Furnaces by Fernando Solanas
- Unit IV
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- Pyaasaby Guru Dutt

**Suggested Readings:**

- Andre Bazin, —The Ontology of the Photographic Image from his book What is Cinema Vol. I
- Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, —A Dialectic Approach to Film Form from his book Film Form: Essays in Film
- Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt

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- Brace Jovanovich, Publishers: 1977, 45-63
- Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in
- Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990,
- 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
- Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.
- Paul Schraeder —Notes on Film Noir in John Belton ed. Movies and Mass Culture New Brunswick,
- New Jersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
- Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford : Blackwell
- Publishers: 2000, 83-91 & 123-129.
- Richard Dyer —Heavenly Bodies: Film Stars and Society in Film and Theory: An Anthology
- Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood by Anandam P. Kavoori and Aswin Punanambekar Eds. New York: New York University Press. 2008

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PAPER – GE BMC  
WRITING FOR MASS MEDIA

**Unit 1** - Principles of media writing

What is media writing? Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings. Revision of grammar, syntax and style. Drafting and revising

**Unit 2** - Types of writing

Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction,. Engaging the reader

Descriptive writing; Explanatory writing; Persuasive writing

**Unit 3** - News writing

What makes a good introduction or lead to a story? Engaging the reader: The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations and back grounding,

**Unit 4** - Writing for print

Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film

reviews, writing columns. Stylebook,

Writing for magazines - Writing for broadcast: Writing for eyes and ears,

**Unit 5** - Writing for web

Writing for Web: Characteristics of web writing, technical writing, blogs, online Journalism.

Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting,

Reviews, Press Release, blogs and twitter posts

**Suggested reading:**

1. Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
2. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
3. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
4. Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
5. Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
6. Raman, Usha (2009), Writing for the Media, OUP.
7. Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting. Lang Publishing.
8. Foust James, (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.

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PAPER – GE BMC  
CURRENT AFFAIRS MEDIA ISSUES

**Unit-1 : Introduction of Indian Social and Political System**

1. Indian Social system
2. Indian Political system
3. Indian Election system

**Unit-2 : Intro to Indian Economic & Education System**

1. Indian Economic system
2. Indian Educational system
3. Landmarks of Social Economic Development in India

**Unit-3 : Issues in Health, Entertainment & Sports**

1. Current Issues in Health
2. Indian culture — diversity & unity
3. Current issues of Entertainment and Sports

**Unit-4 : Internal & External Security**

1. Current Issues of Internal security
2. Current Issues of External security
3. Media & Violence

**Unit-5 : Human Rights**

1. Current Issues of Women and Child Rights
2. Media and Marginalized groups
3. Human Rights issues

**Suggested Readings:**

1. National and International Newspapers and magazines
2. Specialized magazines (Human Rights, Defense and Security, health, Entertainment, Sports)
3. Yojna, Krushetra, Bharat, India (Published by Information and Broadcasting division)

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SEMESTER 5

PAPER - CCBMC 11  
PHOTO JOURNALISM

**Unit 1 - Photojournalism**

Brief history of Photojournalism, Elements of Visual, news story telling, developing eye for news photos, Role of photojournalists in journalism, principles, ethics and laws of photojournalism, Photo feature story, Photo Story, Photo essay Caption writing

**Unit 2 - Introduction to Photography**

History and principles of photography, parts of DSLR camera and basic operations of camera, types of camera, analogue VS. Digital, point and shoot, Exposure control, Aperture, Shutter speed and ISO, Other modes for Exposure.

**Unit 3 - Lenses and its uses**

Lenses and Focal Length, types of Lenses, normal or standard lens, prime lenses wide angle Lens, Zoom Lens, telephoto lens and Macro Lens.

**Unit 4 - Composition**

Photograph Framing, rule of the third, depth of field, perspective and viewpoint, understanding- lines, shapes, patterns, colors, balance etc.

**Unit 5 - Lighting for Photography**

Characteristics of Light, natural and artificial Lights, reflection and Refraction of lights, Basic three Point Lighting, flash lights, flash sync, and flash exposure, exposure metering.

**Practical-**

- Hands on understanding of DSLR camera
- Producing a Photo story
- Conducting Photography Exhibition
- Understanding the basics of Adobe Photoshop

**Suggested readings:**

1. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.
2. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
3. Krages, Bert. (2005). Photography the art of composition, Allworth Press
4. Child, John and Galer, Mark. (2008). Photographic Lighting Essential Skills, Focal Press
5. Hurter, Bill. (2008). Existing Light Techniques for Wedding and Portrait Photography, Amherst Media
6. Wittwer, Jürg and Holom, Jessica (2016). Talking through Pictures: A Beginner's Guide to Photojournalism, CreateSpace

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PAPER - CCBMC 12  
DEVELOPMENT COMMUNICATION

**Unit-1 Concept of Development Communication**

1. Development Communication : Concept, Evolution, Historical Perspective," Debates
2. Models of Development: Capitalist Model, Neo-liberal Model, Socialist Model
3. Alternative Modes of Development
4. Development and Marginal Communication : Women, Dalit, Tribes, Minorities LGTBs

**Unit-2 Theories of Development**

1. Mass Media and Modernization
2. Prominent theoreticians : Daniel Lerer, Eerett Rogers, Wibur Schramm"
3. 3 Media & National Development
4. 4 Experiences from developing countries with special emphasis on India

**Unit-3 Development support communication**

1. International Development Agencies
2. MDG's and SDGs
3. Role of Civil Society and Government in development communication
4. Role of Media in development

**Unit-4 Participatory Approaches to Development**

1. Concept of Participatory of Development Communication
2. Knowledge generation and knowledge sharing
3. Bottom up and dialogic communication process
4. Participatory Communication Process, Planning, Designing, Implementation and M & E

**Unit-5 Case studies**

1. Satellite Instructional Television Experiment (SITE)
2. Kheda Communication Project (KCP)
3. Jhabua Development Communication Project (JDCP)

**Books For Reference**

1. Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage.
2. Servaes, J (Eds. 2008). Communication for Development and social change. New Delhi: Sage.
3. Wilkins, KG. (Ed.) (2000). Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers.
4. McPhail, T. L. (2009). Development communication: Reframing the role of media. UK: Wiley Blackwell.

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PAPER -BMC DSE 1  
INTERCULTURAL & INTERNATIONAL COMMUNICATION

Unit-1

1. Definition, concept and scope
2. Relationship between culture and communication
3. Basic understanding of culture as a social institution – values systems
4. Inter-Cultural communication
5. Modern mass media as vehicles of inter- cultural communication

Unit-2

1. Barriers in inter-cultural communication
2. (Reference to Religious, political and economic pressures, inter-cultural conflicts and communication)
3. Impact of new technology on culture
4. Globalization effects on culture and communication
5. Mass media as a culture manufacturing industry
6. Culture, communication and folk media
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Unit-3

1. Definitions and issues in International Communication
2. Political, economic and cultural dimensions of international communication
3. Communication and information as a tool of equality and exploitation

Unit-4

1. International news agencies and syndicates, their Organizational structure and functions
2. Critique of western news values. Information- prompted Cultural imperialism
3. Impact of new communication technology on news flow - satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations

Unit-5

1. International news flow imbalance
2. International, regional and internal disparities in media growth
3. Communication as a human right
4. Effects of globalization on media systems and their functions
5. -NWICO, Major players in international communication

Books Recommended;

1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub.
2. India Pvt., New Delhi.
3. Handbook of International & Interlaectural Communication, Willam .GudykunstellaMody, 2002, Sage Pu. India Pvt., NewDelhi.
4. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a NewWorld Information and Communication Order by Cresskill, NJ; HamptonPress.

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5. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
6. Herman, Edward S and Robert W. McChesney, (1997), Global Media: The new missionaries of corporate capital. London and Washington; Cassell. Kamalipour, Yahya, (2003), (ed.), Global Communication. Boulder, CO; Wadsworth.
7. Lewis, Patricia, (1993), (ed.). Alternative Media; Linking Global to the Local. Paris, UNESCO Publications.
8. Lloyd Barrett, Oliver, (1999). The Globalization of News, London; Sage. 9. McPhail, Thomas, (2002), Global Communication; Theories, stakeholders and trends, California and New Delhi, Sage.
9. McChesney, Robert, (2001). Global Media, Neoliberalism and Imperialism. Madison, WI; University of Wisconsin Press.
10. Meyer; William H. (1998). Transnational Media and Third World Development; The Structure and Impact of Imperialism, New York; Greenwood Press.
11. Mohammad, Ali (1998), International Communication and Globalization. California; Sage.
12. Perry, David K. (1987) "The Image Gap; How International News Affects Perceptions of Nations," Journalism Quarterly, Vol. 64; 3; 416-421.
13. Rantanen, Terhi (2004). The Media and Globalization. London; Sage.
14. Thussu, Daya Kishan, (2000). International Communication : An introduction. New York; Oxford University Press.

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**SEMESTER 5**

**PAPER – BMC DSE 2**  
**ENVIRONMENTAL COMMUNICATION**

**Unit 1: Media and the Environment**

1. Definition, scope and importance
2. Need for public awareness via media
3. Natural resources and associated problems:
  - i. Forest resources
  - ii. Water resources
  - iii) Mineral resources
  - iv) Food resources
  - v) Energy resources
  - vi) Land resources
4. Role of an individual and media in conservation of natural resources.

**Unit 2 Media & Ecology**

1. Concept of an ecosystem: structure and function of an ecosystem
2. Producers, consumers and decomposers.
3. Ecological succession.
4. Introduction, definition: genetic, species and ecosystem diversity.
5. Biodiversity at Global, National and Local levels.
  - i) India as a mega-diversity nation.
  - ii) Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
  - iii) Endangered and endemic species of India.
6. Media's role in disseminating of information in ecology

**Unit 3 Media & Environmental Disaster**

- Definition of environmental pollution: Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards
2. Role of an individual and media in prevention of pollution.
  3. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides
  4. Environmental ethics: Issues and possible solutions.

**Unit 4 Laws for environment protection**

1. Environment Protection Act.
2. Air (Prevention and Control of Pollution) Act.
3. Water (Prevention and Control of Pollution) Act.
4. Wildlife Protection Act.
5. Forest Conservation Act.

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**Unit 5 Communicating Human Welfare**

1. Population growth, variation among nations.
2. Population explosion—Family Welfare Programme and media awareness
3. Environment and human health.
4. Smoking and Cancer
5. HIV/AIDS.
6. Women and Child Welfare.
7. Role of Media awareness in environment and Human Health issues

**Suggested Readings :**

1. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub.  
New Delhi , ISBN 81-313-0456-3
2. Dr B. S Chauhan Environmental Studies, Laxmi Publication
3. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International

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**PAPER – BMC DSE**  
**GLOBAL MEDIA AND POLITICS**

**Unit 1:** Media and international communication: The advent of popular media- a brief overview  
Propaganda in the inter-war years: Nazi Propaganda, Radio and international communication

**Unit 2:** Media and super power rivalry:

Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America

Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor

**Unit 3 :** Global Conflict and Global Media

World Wars and Media Coverage post 1990: Rise of Al Jazeera The Gulf Wars: CNN's satellite transmission, embedded Journalism 9/11 and implications for the media

**Unit 4:** Media and Cultural Globalization

Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid

**Unit 5:** Media and the Global market

Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide

Media conglomerates and monopolies: Ted Turner/Rupert Murdoch

Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood Entertainment:

Local adaptations of global programmes KBC/Big Boss/Others

**Suggested readings:**

1. DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
2. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
3. Communication and Society, Today and Tomorrow " Many Voices One World"Unesco Publication, Rowman and Littlefield publishers, 2004.
4. Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and FrancisPublication, 2012.
5. Daya Kishan Thussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
6. Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
7. Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
8. Yadava, J.S, Politics of news, Concept Publishing and Co.1984.
9. ZahidaHussain and Vanita Ray. Media and communications in the third world countries,Gyan Publications,2007.
10. Additional Readings:
11. Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.
12. Patnaik, B.N &Imtiaz Hasnain(ed). Globalisation: language, Culture and Media.
13. Indian Institute of Advanced Studies, Shimla,2006.

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14. Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.
15. Singh, Yogendra. Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000.
16. - Lyn Gorman and David McLean. Media and Society into the 21st Century: A Historical Introduction. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

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**SEMESTER 5**

**PAPER –BMC DSE**  
**EVENT MANAGEMENT : PRINCIPLES AND METHODS**

**Unit-1 Events :Need and Management**

1. Events and Event Management : What are events, Types of Events & Event Management
2. Understanding Events
  - i. Events as a communication tool
  - ii. Events as a marketing tool
3. The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.
4. Elements of Event Management : Event Infrastructure, Organizers, Sponsors, Logistics.
- 5.

**Unit-2 Creating an Event**

1. Conceptualization and Planning
  - i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
  - ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
2. Organization
  - i. Setting up an Event Organization structure
  - ii. The Committee Systems, Committee and Meeting Management
3. Programming and Service Management
  - i. Programme Planning, The Elements of Style, Developing a Program Portfolio
  - ii. The Programme Life Cycle, Scheduling

**Unit-3 Human Resource and Revenue**

1. Human Resource Management
1. Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
2. Generating Revenue
  - i. Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship
3. Financial and Risk Management
  - i. The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk Management

**Unit-4 Evaluation and Assessment**

1. Market Research
  - i. Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys
2. Communications-Reaching the Customer
  - i. The Communication Mix, Developing and Communicating a Positive Image.
3. Evaluation and Impact Assessment
  - i. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

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**Unit 5 Event Management Lab**

**Exercises/Assignments:**

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

Note : The faculty In-Charge can ask the students to organize an event as per the guidelines given

**Suggested Readings :**

- |   |   |
|---|---|
| 1. Bruce E Skinner<br>Vladimir Rukavina | Event Sponsorship, Publisher<br>Wiley 2002, ISBN 0471126012           |
| 2. Anton Shene, Bryn Parry              | Successful Event Management<br>Thomson Learning ISBN 1844800768, 2004 |
| 3. Judy Alley                           | Event Planning, John Wiley and Sons<br>ISBN 0471644129, 2000          |

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**SEMESTER 5**

**PAPER – BMC DSE**  
**NATIONAL SECURITY AND MEDIA**

**Unit-1 National Security**

- 1- National security - Strategic Approach
2. Means of achieving National Security
- 3, Foreign Policy component of National Security, Current National Security Issues

**Unit-2 National Security Challenges**

1. India's Relationship with Neighbouring countries
- 2., India's Internal Security challenges: Terrorism, Maoism and Separatism
3. Cyber Security

**Unit-3 National Security Components**

1. Basics of National Security
2. The Military component of National Security
3. The Paramilitary component of National security

**Unit-4 War Reporting**

1. What is War? Types of Wars, War Reporting / Embedded Journalism: Concept, salient features
2. Do's and don'ts of War Reporting
3. Preparation of Defense Briefs and News Articles

**Unit-5 PR set up in Defence forces**

1. Public Relations in maintenance of Public Order and Internal Security
2. How to brief and interact with Media, Image building
3. Highlights of major projects undertaken by defense forces for strengthening
4. National Security

**Suggested Readings:**

1. Media and National Security by Rhea Abraham (Author)
2. India's National Security: A Reader (Critical Issues in Indian Politics) Hardcover – 26 Apr 2013 by Kanti P. Bajpai (Author, Editor), Harsh V. Pant (Author, Editor)
3. India's Foreign Policy and National Security Strategy Hardcover – 2019 sby C D Sahay (Author)

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**SEMESTER 6**

**PAPER – CCBMC 13**  
**MEDIA CRITICISM**

**Unit 1: Deconstructing media literacy**

Understanding Media literacy-media education-media criticism-importance, purpose and exposure to media objectivity-Approaches to evaluation of media content.

**Media and its audience**

Audiences, owners and controllers of mass media-what is news?-Advertisement-Entertainment

**Unit 2: Electronic media criticism**

Electronic Media criticism: brief history and cultural functions-criticism and communication process-ethics, values and morality defined-composite criticism

**Unit 3: Media and value systems**

Media as value suppliers-access, freedom of expression and predominant value systems- The protestant ethics-Social Darwinism-Detect in programme's value systems media literacy methods-critical autonomy-Media pedagogy

**Unit 4: Media and culture**

Media awareness-information overload-media and our culture-Demystifying the media-media and sensorial appeal-de humanization through the media-media and consumerism-Media and reality and construct reality -key concepts of mass media and popular culture - forms, code, conventions-ideologies and values-consumerism

**Unit 5: Social analysis and violence in Media**

Popular culture-introducing social analysis-social analysis of media experience-mobilizing a movement-sexuality and the media-violence and the media

**Books For Reference:**

1. Introduction to mass Communication: media literacy and culture, seventh edition: Baran, Stanley 2011 McGrawHill
2. Making media: Foundations of sound and image production, Second Edition: Jan Roberts-Bresli
3. Electronic Media Criticism: applied perspectives : Peter BORlik
4. Radical Mass Media Criticism: A Cultural Genealogy: David Berry, John Theobald
5. De-Westernizing Media Studies: Myung-Jin Park, James Curran
6. Manufacturing Consent: The Political Economy of the Mass Media: Noam Chomsky. Edward S. Herman

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**SEMESTER 6**

**PAPER – CCBMC 14**  
**ADVANCED NEW MEDIA TECHNOLOGY**

**Unit-1**

1. Definition and Advantages of New Media
2. Characteristics and Technologies of New Media
3. New Media as a medium of Journalism and Communication
4. Websites of major International/National/Regional Newspapers, Magazines and Channels

**Unit-2 Introduction to Online Journalism**

1. Definition and Characteristics of Online Journalism - Immediacy, Interactivity and Universality
2. Blogs, Blogosphere, Video Blogging
3. Websites, Pod cast
4. Features of Online Journalism - Hypertext, Multimedia

**Unit-3 Online Reporting and Editing**

1. Language and Style of Online Journalism, Writing for the Web
2. Tools for News gathering
3. Dos and Don'ts of Internet Reporting
4. Editing Requirements - Content, Layout, Clarity, Style and Conciseness

**Unit-4 Ethics in Online Journalism**

1. Ethical issues in Online Journalism
2. Obscenity and Privacy
3. Copyright and Libel
4. Cyber Laws, Introduction to IT Act 2000

**Unit 5 Introduction to Web Site Designing**

1. Web site Design Concepts
2. Graphic Design for the Web
3. Navigation and Site Design
4. Introduction to Web Site Publishing

**Project and Production**

Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and Micro-blogs etc.

**Things to Do:**

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will

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experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.

3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.

4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

**Readings:**

—New Media and New Technologies by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen, J. —The People Formerly Known as the Audiencel What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.

Bosker, —Randi Zuckerberg: Anonymity online has to go away!

Negroponte, N. (1996). Being Digital. Part 3 [pp. 163 233]

Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York,

NY: NYU Press.

May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>

—Privacy vs. the Internet: Americans Should Not Be Forced to Choose! (ACLU report, 2008)

Nakamura, —Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet!

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PAPER – BMC DSE 3  
MULTI-MEDIA JOURNALISM

**Unit 1 Introduction to Multimedia**

Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

**Unit 2 Print**

Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking. Interviewing Techniques.

**Unit 3 Photograph**

Photo on Screen: Rule of thirds, focal point, Composition. Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. Placements & Visual Design

**Unit 4 Audio & Video Content**

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

**Unit 5 Mobile journalism**

Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

**Books For Reference:**

1. Bull A (2015) Multimedia journalism: a practical guide, Routledge
2. Evans, H & Crawford G (2000) Essential English for Journalists, Editors and Writers (Pimlico)
3. Harcup, T. (2015) Journalism Principles and Practice Sage
4. Hudson G. and Rowlands S. (2007) Broadcast Journalism Handbook Pearson
5. Hanna M & Dodd M (2014) McNae's Essential Law for Journalists
6. Morrison J. (2015) Essential Public Affairs Oxford
7. Mckane A (2014) News Writing, Sage

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**SEMESTER 6**

**PAPER – BMC DSE 4**  
**DISSERTATION / OJT / PROJECT / INTERNSHIP ETC.**

**UNIT-1**

Optional Dissertation or Project Work in Place of one Discipline Specific Elective Paper (6 credits) in 6<sup>th</sup> Semester

Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

Project Work/Dissertation is considered as a special course involving application of knowledge involving/analyzing/exploring a real life situation/difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

**Books For Reference:**

1. Kothari, C. R. (2012). Research Methodology, New Age International.
2. Sarangi Prashant (2010). Research Methodology, Taxmann.
3. Arora Richa (2013). Marketing Research, PHI Learning Pvt. Ltd.
4. Malhotra Dash (2015). Marketing Research, Pearson.
5. Kothari, C. R. and Garg Gaurav, Research Methodology: Methods & Techniques.
6. 3<sup>rd</sup> Edition, New Age International Publishers.
7. . Kumar Ranjit (2005). Research Methodology, Pearson Education Australia.
8. . Chawla Deepak & Sondhi Neena (2016). Research Methodology, Vikas Publishin
9. House.

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**PAPER – BMC DSE**  
**MEDIA, GENDER AND HUMAN RIGHTS**

**Unit 1 Media and the social world**

Media impact on individual and society

Democratic Polity and mass media

Media and Cultural Change

Rural-Urban Divide in India: grass-roots media

**Unit 2 Gender**

Conceptual Frameworks in Gender studies

Feminist Theory

History of Media and Gender debates in India (Case studies )

Media and Gender - Theoretical concerns.

Media and Masculinity

Media: Power and Contestation

**Unit 3 Public Sphere and its critique**

Public sphere of the disempowered?

Media and Social Difference: class, gender, race etc.

**Unit 4**

Media Genres – Romance, Television , Soap Opera, Sports

Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

**Unit 5 Media and Human Rights**

Human Rights- Theoretical perspectives. Critique

Universal Declaration of Human Rights

Human Rights and Media ( Case Studies)

Presentation: Representation of Human Rights issues and violations in International and Media

**Essential Readings**

1. Street. John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. Media theories and approaches: A global perspective. Palgrave-Macmillan. 2009 ( Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. The media reader: continuity and transformation. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert & Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press. 1-35, 111-137

Readings:

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1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomas Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.
7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004. 53-61.
9. Bannerjee, Menon & Priyameds. Human Rights, gender and Environment, Pearson & Co. 2010

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PAPER – BMC DSE  
COMMUNICATION AND CULTURE

**Unit-1 Background**

- 1. What is Culture? Its importance
- 2. Difference between Culture & Tradition
- 3. Understanding various aspects of Indian culture & their scope

**Unit-2**

Intro to various Arts

- 1. Dance, Theatre, Music, Painting, Sculpture and Literature
- 2. Different forms - Classical and Folk, Indian and Western, Fusion etc
- 3. Origin and development of these art forms and their contemporary status

**Unit-3**

Cultural Reporting

- 1. Why a Specialized Beat? Current scenario of Cultural Reporting
- 2. Difference between Reporting & Criticism
- 3. Styles of writing for different Forms

**Unit-4**

Qualities of a cultural Reporter

- 1. Requirements and expectations from a Cultural Reporter/ Critics
- 2. Qualities of an ideal Critic
- 3. Career opportunities

**Unit-5**

Covering Culture for other media

- 1. Scope and pattern of Cultural Reporting in Radio. TV
- 2. Internet, Blogging, Meeting
- 3. Mobile usage

**Books For Reference**

- 1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
- 2. Handbook of International & Interlaectural Communication, Willam .GudykunstellaMody, 2002, Sage Pu. India Pvt., NewDelhi.
- 3. Communication Between Cultures (Paperback) by Larry A. Samovar

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