

**Media Awareness**

- **Purpose of the course** – The main aim is here to produce mass media professionals with high quality competencies to work in the field of television print and other electronic media related communication that can be applied to develop and produce content for various medias, documentaries, tv programmes, advt., films and corporate videos.
  
- **Objectives of Diploma in Journalism and Mass Communication** –
  - 1) To prepare students to be able to recognize and analyze the mass problems in their localities and effectively design media strategies that will provide solution to these problems.
  - 2) To enable students use media to present plan of action that can meet the expectations of their employers or local people.
  - 3) To help the students to study and understands role of mass media in liberal democracy.
  - 4) To enable the learner writers, delivers and directs media programs for the benefits of their locality.
  - 5) To enable learners to be well grounded in the science of communication and possess the capacity to develop the human, social and technological modes of communication, for the benefits of their local community.
  
- **Teaching Methodology** –
  - 1) Teaching will be both theoretical and practical.
  - 2) **Classroom Sessions** –
    1. Teaching as per syllabus
    2. Seminars
    3. Group Discussions
    4. Project Work
    5. Presentations
    6. Support Activities (Compulsory module scripting for media)

- **Job Opportunities** – At the end of the programme the students will be well-versed with electronic and print media production and will be ready to enter in to careers’ in electronic media and other related media industries.
  1. **In the T.V. Industry** – TV news producers, Anchors, Script writer.
  2. **In the Print Industry** – Journalist, sub editor, writer, Colum writer, free lancing.
  3. **In the Radio Industry**- Radio Jockeys, Program Producers.
  4. **In the advertising, PR and corporate Industry** - Media Programmers, copy writers, creative executive, campaign planners.
  5. Freelancers for documentary film making.
- **Duration of programme** -
  1. The duration of the programme shall be of seven months.
  2. Six months classroom teaching and practicals.
  3. One month internship programme with project (Documentary, articles, advt., campaign depending upon personal interest of the students.)
- **Eligibility for admission** –
  1. Any student who has passes the 12<sup>th</sup> standard examination in any stream or equivalent is eligible for admission.

Paper	Title	Final Exam	Internal Assessment	Total Marks	Lectures
1	Introduction to Communication Principles	50	30+20 (Oral)	100	48
2	Print Journalism	50	30+20 (Oral)	100	48
3	Radio Journalism	50	30+20 (Oral)	100	48
4	TV Journalism	50	30+20 (Oral)	100	48
5	Advertising and Public Relations	50	30+20 (Oral)	100	48
6	Current Affairs	50	-	50	30
7	Internship	50	-	50	
	Total			600	270

- 3 Lectures per day (June to Nov.)

- ~~A student has to have a minimum of 50% marks separately in each head in~~ final exam and internal assessment to pass
- If a student fails in any one of the final exam papers or internal assessment, he/she can appear again for that subject.
- Students have to complete internal assessment 15 days before final exam.

(48 Lect)

## Course – 1 Introduction to communication principles

- **Unit 1** :- Communication : Definition; Nature and Scope of Communication Sociological and Psychological aspects of Communication - Level of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non verbal Communication.
- **Unit 2** :- Diffusion process; One step; Two step; Multi step flow of Information; Mass Media and Society- Mass Culture. Communication models; Definition; Scope and Purpose of Models; Shannon and Weaver, Lesswell, Osgood and Schramm, Spiral Model, Gerbner's Model, Diffusion of Innovation Model.
- **Unit 3** :- Communication Theories; Cognitive Dissonance, Normative Theories Perception and Retention, Uses and Gratification Approach, Cultivation Approach.
- **Unit 4** :- Characteristics and functions of mass communication. Importance of mass communication. Mass media- press, radio, TV, web and traditional media.
- **Unit 5** :- Communicating with the mass –Public speaking as communication- audience, structure and formality. Group dynamics – Motivation, persuasion and leadership traits. Using form of mass communication- Creative and technical presentations in various areas like graphiti, photography, PowerPoint presentations, debates and street plays.
- **Practical's** – Practical exercises on presentation skills through exercises on public speaking, graphiti /collage making, photography assignments, debates and street plays.

## Course – 2 Print Journalism

- **News paper** – Structure and working of a newspaper office, functioning of editorial department, content of news papers.
  - **Sub editor**- need of editing, proof reading, editing different copies.
  - **Copy and schedule**- style, writing lead, lead line, deadlines.
  - **News paper design** – Function, basic elements, page layout.
  - **Feature writing** – Types of features, sources and ideas, writing styles.
  - **News reporting and writing** – Inverted pyramid, focus, lead, quoting sources, style.
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- **Practical's**- Translation and editing of news,
    - 1) Writing news on various events and issues
    - 2) Writing different types of features.

(48 Lect)

## Course - 3 T.V. Journalism

- **Understanding the medium** – Invention and development ,strength and weaknesses of the medium, production and transmission technology.
- **Visual language** - Camera shots and angles for news coverage, types of ENG Cameras, understanding use of sounds light and color in TV news gathering.
- **Understanding news** - News sense, news values, news sources, cultivating sources, 5ws and 1 H news beats.
- **TV news reporting** – Skills of a TV reporter, information gathering and processing, sound bytes, piece to camera, interview skills, meeting deadline, use of technology.
- **Writing and editing TV news**- TV writing style, words vs visuals, writing in ‘aural’ style, content of news, anchor script, voice over script.
- **News Presentation**- Structure of a news bulletin, compilation, live feed, qualities of a news anchor.
- **Practical’s** – Watching and evaluating news bulletins, planning visuals for news stories, basic camera operations, news reading exercise.

(48 Lect.)

## Course – 4 Radio Journalism

- **Understanding the medium**- Invention and development, strength and weaknesses of the medium. Production and transmission technology.
- **Understanding news** – definition of news, purpose importance, rights and responsibilities of a reporter.
- **Radio News Reporting** – Skills of a radio reporter interview skills, sound recording & editing skills.
- **Writing radio news** – Characteristics of radio writing style, rewriting news to suit brevity and clarity in radio news, editing news, types of leads, writing lead lines.
- **Compiling a bulletin**- types of bulletins – Local to international, editing news for different bulletins using voice dispatches and other elements in a bulletin, sequencing, updating etc.
- **Other formats** – Radio report, newsreel, features, documentaries, phone in programmes.
- **Practical's** –
  - 1) Listening and evaluating news bulletin.
  - 2) Writing and compiling a bulletin.
  - 3) Radio news presentation, and interviews.

**Course – 5 Advertising and Public Relations**

- **Unit 1** :Introduction to Advertising. Definitions and Types. Structure and functioning of an Advertising Agency. Advertiser and Agency relationship. Role of advertising as marketing communication.
- **Unit 2** : Audience analysis- Personality and Consumer Behavior. Theories of personality linking to Market Segmentation, Targeting and Positioning. Understanding and measuring consumer attitudes. Audience research Psychographics vs demographics. The VALS framework for psychographic segmentation.
- **Unit 3** : Creative aspects of Advertising- Agency Brief, Advertising strategy- creative brief and creative strategy, planning advertising. Product positioning, Target Audience, tone of Voice, Brand image, the proposition- the brand positioning statement- the brainstorming and the big idea- writer and Art director collaboration.
- **Unit 4**: Art Direction – introduction to Art department in an Ad agency. Visualization and layout, visual and copy, advertising copy, long and short copy. Headline-basics of writing, functions and different forms. Slogans-necessity, characteristics and different types. Types of Copy- scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, prestige, intentional.
- **Unit 5** : PR and Advertising, the relationship. Internal and external Publics in an institution. Advertising strategies for both publics. Organizing of events for publicity via advertising. Strategies of PR, Press Release ,Press Conference and other media tools. Advertising social issues. PSMs and corporate style advertising.
- **Practical** –
  - 1) Maintain a journal with Exercises on Copy writing for Ads.
  - 2) Case Study of an Advertising Agency- National or International.



## Course – 6 Current Affairs

- Indian Constitution
- Major Political parties in India
- Election commission structure and functioning
- Current economic and social issues in India
- Regulation of media content
- Plurality diversity and objectivity in media.
- Accountability and credibility in media.
- Status of media person in India.
- Code of ethics for media person in India.
- Editor Guild of India.<sup>3</sup>
- Major current international, national regional developments during the term.
- Important issues covered by print/radio/television and new media.

## Compulsory module scripting for Media.

- **Unit 1** : Script writing as a creative enterprise, Creative thinking, The creative process, Stages in the craft of script writing, Basic story idea, Narrative synopsis outline scene breakdown and full-fledged script.
- **Unit 2** : Narrative structure - Beginning middle end, Conflict, development, climax, and denouement, Story, storyline, plot and treatment, Principles of suspense and surprise
- **Unit 3** : Elements of a narrative - Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter.
- **Unit 4** : Characterization - Character biography, tags, stereotyping, two dimensional versus three dimensional characters, guiding principles for evolving effective and credible characters
- **Unit 5** : Formats for media scripts :
  - Audio versus audio-visual scripts, shooting scripts and storyboards
  - Writing versus directing and other related areas
  - (a) Writing for current affairs for TV and radio- news, sports, cultural, documentaries
  - (b) Writing for fiction- ads, short film, converting the narrative into a video script.
- **Practical's** : The students are required to
  - 1) Build a storyline on a social theme
  - 2) Write an audio-visual script for television news or an audio script for a radio talk show
  - 3) Write a shooting script for a documentary
  - 4) Write a shooting script for a short film

~~5) Students have to maintain a journal~~

6) Extra classes will be held for viewing films reading and reviewing scripts.

