

**B.A. (JOURNALISM AND MASS COMMUNICATION)
IV - SEMESTER
FOURTH SEMESTER**

PAPER-1
JMC-B-401
MEDIA MANAGEMENT

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME							
			THEORY			PRACTICAL		Th	T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-401	JMC	Media Management	60	20	20	0	0	4	1	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

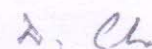
- To make the students aware about the different ownership patterns.
- To make students aware of the need and importance of Media management.
- To make students aware of the various media houses.

Course Outcomes(COs):

- Students will learn how an organization can use the media for their own advantage.
- The students should be able to analyze, enhance and evaluate performance.
- Students will understand the importance of content in any media.
- They will learn media marketing Techniques.



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Unit I

Ownership patterns in media; Inflow of capital in Indian media; Major heads of income

Unit II

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 Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 group, T.V Today Group (Aaj Tak)

Unit III

Media and content – the purpose of content in a strategic media organization
How content affects business decisions and how business decisions affect content; Ways in which content contributes or inhibits competitive advantage; Content ranges from personalised information to mass messages, and includes news, advertising and entertainment.

Unit IV

Structure and functioning of radio and television channel; Role of editorial, technical, marketing and HR sections; Recruitment, hiring and training of staff.

Unit V


Channel management, F.M channels, T.V Channels, Community Radio station
Media marketing techniques; Ad collection and corporate strategies; Space and time selling

Suggested Readings :

- Westley, Bruce. (2009). *News Editing*. Cambridge, U.S.: The Riverside Press.

University Press.

- Rivers, William. L. (2000). *The Mass Media: Reporting, Writing Editing*. Harper & Row publishers.
- Rao; Madhav, L.R. (1984). *New Assignment in Journalism*, New Delhi: Anmol Publishers.
- Chaturvedi, B.K. (2009). *Media Management*. Global Vision publishing house.
- Boguslaw, Nierenberg. (2000). *Media Management*. Jagiellonian university Press.
- Sylvie; George; wicks Leblanc ; Jan Hollifield. (2001). *Media Management*. Routledge Communication series.


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A. Ch

Web Journalism

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME							
			THEORY			PRACTICAL		Th	T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-402	JMC	Web Journalism	60	20	20	0	0	4	1	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

- Students will Know what is Web journalism.
- They will come to know of the ethics of online journalism.
- They will be able to differentiate between information and communication..

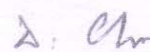
Course Outcomes(COs):

- They will be able to edit Digital Image with photoshop.
- They will have knowledgs about E Papers.
- The students will be able to work on Page Maker,Quark Express.



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Web Journalism

Unit I

What is web journalism; Communication and Information Technology; Web and its use in different media; Ethics for Online Journalism.

Unit II

Web as a medium of communication; Web as a source of information (search engines); Social impact of Web; Social networking sites.

Unit III

Process of creating pages by using page layout application; Pagemaker/Quark Express; Editing a digital image with Photoshop; Incorporating Audio/Video into Multimedia presentations.

Unit IV

The changing landscape; why newspapers and broadcast outlet are on the web; Interactivity; Hyperlinks; Weblogs and content Management systems, Citizen Journalism, social media, facebook, Twitter, LinkedIn, whatsapp etc .

Unit V

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers
Merits and Demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyber journalism, Web Radio, I.P.T.V(Internet protocol T.V)

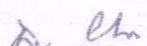
Suggested Readings :

- Callahan, Christopher. (1990). *Journalist's Guide to the Internet* Oxford press.
- Andrew, Bonim. (2000). *Web: ABC of the Internet*. Sage Publications
- Danis, P. Curtin. (2000). *Information Technology*. Sage publications.
- Madan ,Anil. (1990). *I lustrated World of Internet*. Anmol Publishers.
- Preston, Gralla. (2000). *How the Internet Works* .Oxford press.



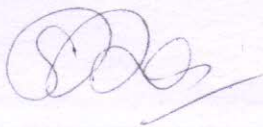
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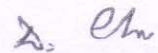


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- Sussex. (2010). *Web Journalism, A New form of Journalism*. Routledge Press.
- Stovall, G. James .(2000). *Web journalism, Practice and promise of a New Medium*. Oxford press.
- Craig, Richard. (2008). *Online Journalism, Reporting, Writing and Editing for New media*. Pearson Education



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			THEORY			PRACTICAL		Th	T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
JMC-B-403	JMC	Advertising	60	20	20	0	0	4	1	C

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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Course Educational Objectives (CEOs):

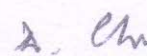
- The students will have knowledge of Advertisements appearing in different Media.
- They will know about the various type of Advertising.
- They will come to know of the structure of Ad Agency.

Course Outcomes(COs):

- They will be able to differentiate between advertising, Public Relations, Publicity and Propaganda.
- The students will come to know of the various Theories of Advertising.
- They will be able to write effective copy in Advertisements.



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Unit I

Introduction to Advertising; Origin and growth of advertising; Types of advertising; Print, Electronic and Web media of advertising. Functions of advertising;

Unit II

Advertising as a business; Origin & growth of Ad-agencies; Various departments of Ad-agency and their functions; Advertising and PR.

Unit III

Theories of advertising: Motivation theory, DAGMAR, hierarchy-of-effects AIDA, Consumer behavior; Advertising appeals and objectives; Planning an ad campaign; brand management; logo , packaging , brand image , slogan trademark .

Unit IV


planning of advertising. Product positioning, Target Audience, tone of Voice Brand image, the proposition- the brand positioning statement, Advertising and marketing mix.


Unit V

Characteristics of effective ad copy, Copy writing for Print, Television and Radio; Elements of an ad; Creative ad copy; Ethics in advertising. Role of creativity in advertising

Suggested Readings:

- Wright; Winter; Zeigler. (2000). **Advertising**. Sage publishers.
- Moriarty; Sandra, E. (2003). **Creative Advertising**. Oxford Press.
- Chunawala and Sethia. (2003). **Advertising Principles & Practice**. Oxford press.
- Kumar Kewal, J. (2003). **Mass Communication in India**. Jaico Publishing House.
- Max, Suther, Land. (2000). **Advertising in the Mind of Consumer**. Sage publishing.


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- David, A. Parker ; Baira, Rajiv. (1980). *Advertising Management* Practice Hall.
- Bellur, V.V. (2003). *Reading in Advertising*. Mumbai: Himalay Publishing.



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SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME						
			THEORY				PRACTICAL		Th
			END SEM University Exam	Two Term Exam	Teacher's Assessm	ent*	END SEM University Exam	Teacher's Assessm	
JMC-B-404	JMC	Professional Photography	60	20	20		0	0	4

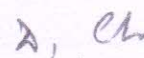
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

- The students will come to know of the History of Photography.
- The students will come to know of the legal and Ethical aspects of Photography.
- They will come to know of the types of films, Filter and lenses.
- **Course Outcomes (COs):**
- The students will be able to know the basic principles of photography.
- The students will have knowledge about the different types of light.
- The students will come to know cropping and editing of Photograph.
- The students should be able to differentiate between the shutter speed, film speed.



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Professional Photography

Unit I

History of photography; Picture appreciation; Legal and Ethical aspects of Photography; Digital Camera: Components and types of Camera ;Types of photo Lens; Types of Filters .

Unit II

Principles of Photography; Understanding the working of a professional camera Types of still camera;Point and shoot, Compact or Auto-focus, Polaroid Traditional SLR,DSLR, still, professional camera;

Unit III

Sources of Light;Natural and Artificial; Technique and skill of using various light sources and elements to create special effects; Depth of Field and Depth of focus; Relationship between shutter speed, film speed and aperture for different genres of photography.

Unit IV

Principles of photo composition;Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Unit V

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance.

Suggested Readings :

- Sullivan, 'O' Tim; Brian, Dutton; Rayner, Philip. (2003). *Digital Photography*. Sage publications.
- Rice, John. (2003). *Creating Digital Content*. Tata Mcgraw Hill.
- E.Reese, David; Mary, E.Beadle ; Alan, R. Stephenson. & Bria Mckernan.(2010). *Studying the Media 100 Ways to Take Better Photographs*. Tata Mcgraw Hill.