

2023-26: 17th Batch

## 3yr. Diploma in Mass Communication

Specialization In Any One Stream : Either Print Journalism OR Advt. & PR

SYLLABUS



JIMMC-K

*JAGRAN INSTITUTE OF MANAGEMENT & MASS COMMUNICATION, KANPUR*

# 3 yr. Diploma in Mass Communication

17th Batch : 2023-26 / First year : 2023-24

**Semester I : 16th Aug. 2023 to 31<sup>st</sup> Dec. 2023**

<b>Paper Code</b>	<b>Subjects</b>	<b>MM</b>
<b>DMC -101</b>	Communication & Mass Media	100
<b>DMC -102</b>	Computer Application & Skills	100
<b>DMC -103</b>	Fundamentals of Journalism	100
<b>DMC -104</b>	Reporting	100
<b>Total</b>		<b>400</b>

**Semester II : 1<sup>st</sup> Jan. 2024 to 31<sup>st</sup> May 2024**

<b>Paper Code</b>	<b>Subjects</b>	<b>MM</b>
<b>DMC -201</b>	Editing	100
<b>DMC -202</b>	Magazine Journalism	100
<b>DMC -203</b>	Online Journalism	100
<b>DMC -204</b>	Mobile Journalism	100
		<b>400</b>

2nd year : 2024-25

**Semester III : 1<sup>st</sup> July 2024 to 31<sup>st</sup> Dec. 2024**

<b>Paper Code</b>	<b>Subjects</b>	<b>MM</b>
<b>DMC -301</b>	Advertising Principles	100
<b>DMC -302</b>	Public Relations	100
<b>DMC -303</b>	Corporate Communication	100
<b>DMC -304</b>	Event Management	100
		<b>400</b>

<b>Semester- IV: Specialization Module</b>					
<b>Exam: Specialization In Any One Stream : Either Print Journalism OR Advt. &amp; PR</b>					
<b>1<sup>st</sup> Jan 2025 to 31<sup>st</sup> May 2025</b>					
Paper Code	Subjects	MM	Paper Code	Subjects	MM
	<b>Print Journalism Specialization</b>		<b>OR</b>	<b>Advertising &amp; PR Specialization</b>	
<b>DMC-401</b>	Reporting & Editing for Online Journalism	100	<b>DMC-401</b>	Digital Advertising & Creativity	100
<b>DMC -402</b>	Specialized Reporting	100	<b>DMC -402</b>	Marketing & Brand Management	100
<b>DMC -403</b>	History of Media	100	<b>DMC -403</b>	Media Planning	100
<b>DMC -404</b>	Media Portfolio - I	100	<b>DMC -404</b>	Media Portfolio- I	100
		<b>400</b>			<b>400</b>

**3<sup>rd</sup> year : 2025-26**  
**Common to both Streams**  
**Semester V : 1<sup>st</sup> July to 31<sup>st</sup> Dec. 2025**  
**Semester VI : 1<sup>st</sup> Jan 2026 to 31<sup>st</sup> May, 2026**

<b>Semester V : 1<sup>st</sup> July 2025 to 31<sup>st</sup> Dec. 2025</b>			<b>Semester VI : 1<sup>st</sup> Jan 2026 to 31<sup>st</sup> May, 2026</b>		
Paper Code	Subjects	MM	Paper Code	Subjects	MM
<b>DMC-501</b>	Basics of Camera & Video Editing	100	<b>DMC-601</b>	Media Content Writing	100
<b>DMC -502</b>	TV Journalism	100	<b>DMC-602</b>	Media Laws & Ethics	100
<b>DMC -503</b>	New Radio	100	<b>DMC-603</b>	Communication Research	100
<b>DMC -504</b>	Media Portfolio- II	100	<b>DMC-604</b>	News & Current Affairs	100
		<b>400</b>			<b>400</b>

**Personality and Soft skills Development**  
**(Grade A : Excellent, B: Very Good, C: Good, D: Satisfactory)**

## Dear Students,

You are advised to pursue BA with your own time management alongwith this autonomous Diploma as any UGC recognised university degree will make you entitled for higher education in Mass Communication or in any other field.

For better prospects of placement, you are also advised for followings.

- Two prominent newspapers, English & Hindi each and one Business newspaper daily.
- Any two magazines on Sports/Business/Politics/Career/Film & Entertainment/ Life Style etc.
- Year Book. Dictionary: English-Hindi, Hindi-English and Urdu-Hindi. Grammar Book: Hindi & English.

### Self Study:

- Mass Communication studies include a vast area of General Knowledge and Current Affairs. So, you must read thoroughly English & Hindi newspapers, magazines, e-newspapers relevant books and watch news & business channels regularly for news update, content analysis and enhancement of GK.
- Translation from English to Hindi and vice-versa is quite essential to be a successful Media person. Profile of prominent personalities including Senior journalists and other Media persons, Newspapers, Magazines, News Channels, FM Channels, Ad. & PR Agencies and Corporate Houses will also help. Apart from hardcore regular work on Computer, you must also practice on various media softwares, SEO and Video- shooting news story from Smart Phone. and submit assignments in time regularly to ensure a place in the Media Industry.

### Examination :

- Examination pattern include Written Papers and Class Tests / Assignment / Internal Assignment. Allocation of 100 marks will be as under :
- Semester end exam papers :60
- Class Test / Assignments / Internal Assignment. : 40
- 35% marks in each paper, class test Assignment internal Assignment and an aggregate of 40% is required to be declared pass. No further chance will be given for class test.

### Attendance:

- 80% attendance is MUST for Sem Exam, Internship & Placement Assistance. Institute may give relaxation in the attendance upto 15% only including genuine medical ground.
- Students reporting late by more than 10 minutes may be detained at the Main Gate. They may also be detained if not in prescribed uniform.
- Students will be given only TWO CHANCE to clear Back Paper/s after which admission may be cancelled.
- Back Paper reference will be mentioned in the Marksheets and Diploma.
- Internship is essential for the award of the Diploma.

### Discipline

You will not indulge in any activity legally defined as **RAGGING**. If found guilty, you will be liable for punishment which may be to the extent of your expulsion and initiation of legal criminal proceedings against you.

# 3Yr. Diploma in Mass Communication

(Specialization In Any One Stream: Either Print Journalism OR Advertising and Public Relations)

14th Batch : 2023-26 / First year : 2023-24

Semester I : 16th Aug. 2023 to 31<sup>st</sup> Dec. 2023

## DMC 101: COMMUNICATION AND MASS MEDIA

**UNIT 1: Communication** : Concept , Definitions, Nature & Scope. Functions.

Types of Communication : Intrapersonal, Interpersonal, Group, Mass Communication, Non-Verbal  
History of Communication  
Indian approach to Communication. Elements, Process and Barriers of Communication.  
7Cs of Communication  
Media Audiences: Meaning. Concept of Target Audience.

**UNIT 2: Important Models of Communication**

Laswell, Shanon - Weaver, Osgood, Schramm & Gate keeping.

**UNIT 3: Theories of Communication- I**

- a) Hypodermic or Bullet Theory,
- b) Psychological or Individual Difference Theory.
  - i. Selective Exposure,
  - ii. Selective Perception.
- c) Personal Influence Theory
  - i. Two-step Flow,
  - ii. Multi-step Flow.

**UNIT 4: Theories of Communication- II**

**a) Sociological Theories of Mass Communication**

- i. Cultivation Theory,
- ii. Agenda Setting Theory,
- iii. The Uses and Gratification Theory,
- iv. Dependency Theory.

**b) Normative Theories of Mass Media**

- i. Authoritarian Theory,
- ii. Free Press Theory.

**UNIT 5: International Communication**

NWICO/NIEO,  
Global Village,  
MacBride Report.

## **DMC 102: COMPUTER SKILLS & APPLICATIONS**

### **UNIT 1:**

Information Technology: Introduction. Concept.  
Operating System: Windows, MAC, Linux.  
Introduction to Network.  
Microsoft Office: Microsoft Word, MS Power Point Presentation, Excel etc.  
Cloud integration: Google Docs, Google Drive, Google Form etc.  
Introduction to Internet, Web 2.0.  
Introduction to AI & its Applications in Media.  
IT Terminology used in Media.

### **UNIT 2:**

Social Media: Types and Uses.  
Anatomy of Website. Managing Website: SEO and SEM.  
File Formats and resolution.  
Networking, ISP and Browsers.  
Video Conferencing, Web Casting, Web Publishing, Podcast.  
Internet TV and Radio.

### **UNIT 3:**

Design: Principles and Elements.  
History , Platform, Key Features & usages of Adobe Photoshop, Adobe Premier Pro, Final Cut ProX (FCP), Adobe Premiere Elements, Pinnacle Studio, Adobe Premiere Rush, Adobe Illustrator, Adobe InDesign, CorelDRAW & QuarkXPress.  
Design Terminology.

### **UNIT 4:**

Adobe Photoshop : Cropping and Transformations; Ruler Tool; Use of Red Eye.  
Dodge/burn and selection tools.  
Layers and the Adjustment Panel.  
Image Correction with Curves; Colour Correction.  
Masking; Filters for image manipulation; Blending Modes; Combining Multiple Images.  
Creating text and shape layers; Transformation of Smart Objects; Liquify.

### **UNIT 5:**

Adobe InDesign : Master Pages, Rulers and Guides.  
Tracking kerning and leading.  
Placing text and graphics on the document pages.  
Developing paragraph, character and object styles.  
Wrapping text around a graphic.  
Exporting to a Flash Player or an Adobe PDF (interactive).

### **UNIT 6:**

Adobe Premier Pro : Importing video, audio and still – images.  
Creating sequences and choosing correct sequence preset.  
Changing audio levels and using audio clip mixer.  
Automation: sequencing speech analysis and Adobe story.  
Audio editing and mixing.  
Adding effects like video transitions, rendering, real time effects etc.

### **UNIT 7:**

Adobe Dreamweaver.  
Adobe Flash Professional.

## **UNIT 8: QuarkXpress**

An overview of QuarkXPress.

Runaround, Inset

Box colour and Tone

Frame, Linking, Shortcuts and Keys

Colour palate and Measurement bar

Colour correction.

## **DMC 103: FUNDAMENTALS OF JOURNALISM**

### **UNIT: 1**

Evaluation of Journalism. Concept of Free Press. The Press as the Fourth state. Freedom of Speech and Expressions in Article 19 of the Indian Constitution.

Role of Media in a Democracy. Media in One Party / Dictatorship Rule.

Forms of Mass Media: Gazettes and Bulletins. Folk Media. Wall Papers. Newspapers. Magazines, Film, Radio, Advertising and Public Relations Agencies, TV, FM Radio, Mobile, Internet, e-newspapers & Social Media.

### **UNIT: 2**

Media in Everyday life : WhatsApp, Twitter. Facebook and Instagram in the life of users.

Influence of Media on Society, Culture, Politics, Economy and Government.

Media Terminology.

### **UNIT: 3**

Comparative study of Print Journalism with Radio Journalism, TV Journalism Digital Journalism & Social Media.

Preferences of Audiences. Readership Surveys. TRP.

Understanding Journalism : Meaning. Definitions of various scholars.

Basic Principles of Journalism: Truth, Accuracy, Credibility, Accountability, Fairness, Public Interest and Humanity.

### **UNIT: 4**

Major Functions of Journalism: To Inform, Educate, Entertain, Create Awareness and Build Public Opinion.

Role as a Watch-dog Agency.

Issues relating to Agenda setting and Media Trail. Media as an Agent of Social Change, Media Vs Social Activism and Media Vs Consumerism Market Driven Content. Paid News. Impact Features/ Promotional Content and Advertorials.

### **UNIT: 5**

Types of Newspapers & News Channels on the basis of Reach, Content & Language. Brief Profile of Prominent Newspapers/ News Channels, Senior Journalists, News Portals, Social Websites and Advertising & PR Agencies.

Major issues like Credibility & Accountability of Media and Govt. interference.

Journalism : Challenges and Opportunities.

## **DMC 104 : REPORTING**

### **UNIT : 1**

News : Meaning. Definitions. News in a form of information & knowledge. Elements of speed in news coverage.

Importance of News. Quality Control.

Difference between information, news and publicity., between journalism and advertising & public relations. between reporting and advocacy., reporting and propaganda and between Journalism & Yellow Journalism. Fake News.

Types : Hard & Soft News and difference between both.

News Values : Timeliness, Proximity, Novelty, Currency, Controversy / Drama & Conflict, Relevance, Human Interest, Familiarity, Unexpectedness, Negativity and Consequences etc.

## **UNIT : 2**

Structure of the Reporting Section. Qualities, Responsibilities and Ethics of a Reporter & Chief Reporter. Who makes a good Reporter. The way Reporting Section works. Coordination with the News Room. Approaching a news story. News Sense : Meaning and Importance. News Source : Meaning, Purpose & Types. Importance and Confidentiality of News Sources. News Angle : Meaning & Purpose. Importance of News Angles & its Applications. Basics of Reporting. 5Ws+H and their Applications. Structure of News : Intro, Body & Conclusion. Intro : Meaning, Purpose & Features. Techniques of Intro- writing. Fact first. News- writing style : Inverted Pyramid. Story- line. Prioritize key facts and News Angle. Active Voice. Keep it simple, short and direct. Innovation Vs Tradition. Reporting Techniques : Nose for News, Observation : listening, seeing, gathering information and verifying it.

## **UNIT: 3**

Beat. Meaning, Advantages of Beat Reporting. Types : Accidents, Fire & Disasters. Crime. Police. Courts. Politics. District & Local Administration. Power Supply. Public Transport. Public Health. Education. Arts & Culture, Sports. Business. Industries. Labour. Fashion Life Style. Religion. Festivals & Fair. Dharna - Pradarshan, Public Meetings & Rally. School/ College Functions. Seminars.

## **UNIT: 4**

Interviewing : Meaning Purpose and Types. Preparing for the Interview. How to conduct interviews. Press Conference & Press- Release: Meaning & Purpose. Preparation for covering a Press Conference. Rewriting Press- Releases. Importance of Twitter for Journalists.

## **UNIT: 5**

News Agency Journalism: Importance. History of National & International News Agencies. Structure of a News Agency and the way it Work. News Sources. News Distribution System.

## **UNIT: 6**

Emerging trends in News Reporting. Impact of Technology on News Coverage. Problems in News Reporting.

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## **SEMESTER II**

### **DMC 201: EDITING**

#### **UNIT:1**

Mass Communication: Meaning & Definitions. Characteristics. Journalism: Concepts, Growth, Objectives & Functions. Principles of Journalism: Objectivity, Accuracy, Clarity, Independence, Impartiality and Fairness. Functions of Journalism: To Inform, Educate, Persuade & Entertain. Surveillance.

#### **UNIT:2**

Tools of Mass Communication, Traditional & Folk Media, Newspapers, Magazines, Radio, TV., Films, Mobile, Internet.



### **UNIT:3**

Editorial Set up of a daily newspaper.

Functions & responsibilities of the Editor, News Editor, Chief Sub Editor and Sub Editor/Copy Editor.

News Room: Structure & the way it work. News Desk: Need. Edition-wise Planning, Copy Management with latest update.

Coordination: News Room Vs Bureau, Reporting and Production.

### **UNIT:4**

Understanding of Media Language. Basics of English & Hindi Grammar. Vocabulary Building.

Copy Testing and selection.

Editing: Concept & Need. Basic Principles. Making copy more reader friendly by keeping it Accurate, Credible, Simple and short. Integrating the stories from different sources.

Photo Caption Writing. Proof- reading symbols.

Headlines: Principle, Types. Basic Skills for Head-line writings. Head-line typography. Style book.

Newspaper Terminology.

### **UNIT:5**

Photo Journalism: Concept, Purpose & Importance of Pictures.

News value for pictures. Essential qualities for Photo journalism.

Photo features.

Cartoon.

Profile of Prominent Photo Journalists & Cartoonists.

### **UNIT: 6**

Page Layout & Make up: Concept & Meaning. The Modular system. Difference between Newspaper and Magazine layout.

The Front Page, Inside Pages Make – up using pictures, graphics & cartoons.

Type and type faces: Intros, Drop letters and Column rules.

Working with Dummy. Positioning of news. Deciding weightage and possible impact of stories. Balancing News and Make – up requirements.

## **DMC 202: MAGAZINE JOURNALISM**

### **UNIT 1**

Definition, Growth & Importance of Magazine Journalism. Difference from other formats of media.

Types of Magazines:

General interest magazines. Special interest Magazines: Political, Women, Sports, Business, Personal Finance, Stock

Prominent Indian magazines. Market, Health, Career, Lifestyles, Online & Consumer Magazines .

### **UNIT:2**

Writing for a Magazine: Turning ideas into stories. Researching. News Angles & Structure. Playing with words. Keeping it simple, involving the reader. holding some thing back.

Week-end Pull-out, Supplements and Sunday Magazines.

Freelancing. Advertorial trends.

### **UNIT:3**

Feature: Concept, Definition & Elements. Structure: The Lead, Body and Conclusion.

Types of Feature Leads. Creative Leads. Other approaches.

Difference between News and Features.

Types: News & Non-news, Human interest, Travel & Profiles. Features on Rural Issues.

### **UNIT:4**

Developing ideas, Researching & Skills for feature writing.

Interviews. Columns. Review of Books, Films and Cultural Events.

Gossip write-ups. Syndicated Features.

Current trends & the future.

### **UNIT:5**

Magazine Production: Planning, Content and Copy-editing.

Min. 5 issues of Local reporting based magazines of 30 pages on A3 Size Sheets. Layout and Make-up.

## **DMC 203: ONLINE JOURNALISM**

### **UNIT: 1**

Concept of Online Journalism. Devices and Platforms. Online Journalism Terminology.

Using internet to find sources of news. Online journalism Vs Print, TV and Radio and Citizen Journalism.

The rising phenomena of audiences producing/publishing their own content.

Changing concept of news and news cycle. Emerging news delivery vehicles.

### **UNIT:2**

Personality of internet as a journalistic tool.

Responsibilities of Online journalists.

Future & impact of Online journalism. Career in Online journalism.

### **UNIT: 3**

Identify news and current affairs topics for websites aiming at diverse target audiences.

Basic rules of Online Reporting & Editing. Don't manipulate images. Verifying Web sources.

Structure of Web News Room. News process. Specific usage of language. Writing effective headlines.

Content editing, updating and posting.

Presentation and layout of Web newspapers and magazines. Advertising on the web.

News-based Indian Websites.

### **UNIT: 4**

Digital Photography basics. Basic technical knowledge for Editing and Uploading Photographs.

Framing, Composition and the Rule of thirds.

Thinking visually; telling stories with pictures.

Shooting, Editing and Storing photos in folder (JPG format).

Story Board, Multimedia editing and AV presentation.

Audience contributions: Eye witness report, Video uploads, Participatory journalism.

Twitter, Facebook & LinkedIn.

### **UNIT: 5**

#### **ASSIGNMENT MODULE**

Power Point Presentation on advantages and disadvantages of Social Media.

Select a news website and pick up a multimedia story.

Select a story to cover and gather all the elements- photos, videos, audio and data needed for a story.

Design a blog for doing public relations for your company.

## **DMC 204 : MOBILE JOURNALISM**

### **UNIT 1**

Understanding Mobile Journalism and it's relevance in Today's times. Meaning . Definitions. Purpose.

Advantages of Mobile Journalism : Low Cost. Mobility. Safety. 4K Quality. Live Stream. Makes job efficient.

The way to approach the story . Research. Create a rough Story board.

Understand how YouTube and Instagram can be used.

Shooting & edit Video packages with Smartphone. Strong visuals and shots, Clear scripts for digital audiences.

Differentiate content and learn narrative and visual styles suitable for each platform. Understand that each Social

platform is a separate and unique Online Community. Mobile application for media, Working of Smartphone,

Development of Smartphone Operating system. News gathering Apps. , Open source softwares and application of MOJO.

## **UNIT 2**

The work flow. Planning : Story angle. Potential Sources, Interviews. Shots & Script Ideas.

News Gathering : Research, Find Sources, Collect and Verify data. Shooting, Scripting & Editing. Shoot Still Photo/ Video, Extract Stills from Video footage, Capture Audio, Write for pic/ video Format files.

Share, publish or Broadcast on Digital Platforms.

Tips for Mobile Journalism : Simple words, very short sentences. Basic rules of News photography. Shoot the motion. Mindset of Adapting to and embracing the fast changing mobile technology environment.

## **UNIT 3**

Limitations of MOJO : Quality of Smartphone, the Light conditions, Lense quality. Managing Smart phone limitations. Learn to record, edit and broadcast high quality videos with a smart phone. Apps that support MOJA. Get well versed with these Apps. Practice the use of your phone and hardware.

Equipments : Smartphone, External Power, Tripod, Monopod and Selfie sticks, Mount. Microphones, ; Smartphone head set, Clip microphone dual adaptor, Dual-head Clip- mics, Audio mixers, Extension Cards. External Lenses. Simple Social Video Editing Apps.

Fake News & Post- Truth.

Origin and evolution of fake news.

Different types of Fake News.

Fake News, Legitimate News, Free Speech, Controversy Theory.

Real News: verification, accountability, independence, multiple perspectives.

Dangers and Consequences of Fake News.

## **Unit 4:**

Web Of Fake News :Misinformation, Disinformation, Mal- Information and Disinformation Campaign.

Social Media and Fake News.

Spread of Fake News: Google, Facebook, Whatsaap, YouTube and Online Advertising; memes.

Filter bubble and Agenda Project.

Media and Information Literacy (MIL).

## **Unit 5:**

Spotting Fake News: Identification of Fake News and Legitimate News.

Fact checking using various Fact checking Network.

Identifying examples of Fake News in different media.

Artificial Intelligence and Fake News.

AI-powered Deepfake.

## **Unit 6: ASSIGNMENT MODULE**

Discussion and familiarization of students to following resources:

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

<https://www.factchecker.in/>

<https://www.poynter.org/ifcn>

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**2<sup>nd</sup> year : 2024-25**  
**SEMESTER III**

**DMC 301: ADVERTISING PRINCIPLES**

**UNIT: 1**

Advertising: Concept & Definition.

Evolution of Advertising: Origin, Growth & Need .

Process of Advertising: Advertising as a Communication, Business, Marketing & Brand Building process.

Types of Target Audience & categories.

**UNIT: 2**

Types of Advertising Mediums: Print, Electronic, Web, Outdoor & Indoor.

Types of Advertising, Function & it's effects.

**UNIT: 3**

Advertising Agencies : Role & Functions. Types of advertising Agencies-Full Service, Creative Boutiques & Media Buying etc.

Structure of a Typical Full service Ad. Agency.

Functions of different departments of an Advertising Agency.

Workflow in Ad. Agency.

Agency Compensation Methods.

Advertising Ethics. – The Advertising Standards council of India. (ASCI) Code, AAAI. Advertising Standard Authority.

Advertising Agencies Association of India.

Models of Advertising : AIDA & DAGMAR.

**UNIT: 4**

Concept of Advertising Campaign, It's Functions & relevance of a campaign.

Campaign planning process.

Showcasing of Campaigns.

**UNIT: 5**

Creativity in Advertising.

Designing & Layout in Advertising.

Copy-writing in Advertising.

**UNIT: 6**

**ASSIGNMENTS MODULE**

- i. Creative Analysis of Ads.
- ii. Study news and advertisements in business pages of newspapers. Are some of the reports are result of Advertisement. How does the content of ads. differ from that in the news report.
- iii. Misleading & deceptive advertising. Regulations of Advertising in India. Self –regulatory advertising.

## **DMC 302 : PUBLIC RELATIONS**

### **UNIT: 1**

Public Relations: Meaning and Definition. Importance of PR.  
Genesis & Growth  
Tools of PR.  
Publics In PR.

### **UNIT: 2**

PR Writing Skills: Effective writing skills for PR.  
Inverted Pyramid style.  
Writing for various Media.  
Media Invitation, Press Releases, Backgrounder & Corporate Brochure.

### **UNIT: 3**

Use of Photography in PR.  
Use of Radio and TV for PR.  
PR Practiced in Govt., & Private Public Sector.

### **UNIT: 4**

Digital PR : Scope and challenges.  
PR Tools of internet.  
Online PR strategies.  
Relationship building in Internet age.  
Crisis Management CSR.  
Various news media for internet

### **UNIT: 5**

Case studies.

## **DMC 303: CORPORATE COMMUNICATION**

### **UNIT 1:**

Defining Corporate Communication.  
Various Kind of Org. Communication.  
Elements of corporate Communication. Trade media and its release.  
Press Release – major announcement.  
Crisis Communication.  
Investor relations.

### **UNIT: 2**

Business Communication.  
Evaluate & apply CC strategic Planning model.  
Assess the value and efficacy of Corporate Communication.  
Discuss how companies manage through ethical CC practices.

### **UNIT: 3**

PR Campaign: Meaning and its' Importance., Managing PR Campaign.  
Importance of Planning. Approaches to Planning – Management by Objective, Strategic Planning Model.  
Elements of a Program Plan: Situation.  
Objectives, Audience, Strategy & Tactics, Budget.  
Evaluation - Objectives & Methods.

Case Studies.

#### **UNIT 4:**

PR Tactics.

Press Releases. Media Alerts & Fact Sheets. Backgrounders. Pitch Letters. Media Kits.

Use of Print, Radio, T.V, Web & Mobile.

Press Conferences & Speeches.

Promotion in Entertainment, Sports & Travel.

Case Studies

#### **UNIT 5: Assignment Module**

Design & Content of a Corporate Brochure.

Design & Content of a House Journal.

Script of a Corporate Film.

Five Press releases. Briefing of the events will be provided in the class room.

### **DMC 304 : EVENT MANAGEMENT**

#### **UNIT: 1**

Event: Concepts & Objectives.

Types of Event: Exhibitions, Shows, Contest and Competitions.

Advantages of Events: Brand Building. Continuity. Repeat Returns. Compilations of Data base.

Event Management Scenario in India.

#### **UNIT: 2**

Event Planning.

Customer Service Theme: Business, Educational, Cultural, Religious, Sporting, Tourism, Wedding.

Cause: Professional, Promotional, Social & Charitable etc.

Costing and Budgeting. Sponsorship and Subsidies. Major participants

Registration. Seating arrangement. Documentations.

Celebrities.

#### **UNIT: 3**

Event Marketing: Meaning and Components of Conference/Conventions and Exhibitions.

Choosing the right exhibitions. Meeting. Incentives.

Advertising and PR Techniques as promotional tools. Print & Display material.

Effective Communication and Creative writing.

Media Planning and Coverage.

#### **UNIT: 4**

Management of Event at the site of conference, Tradeshows, Exhibitions, Contest and Competitions and Inter-related venues.

Conventions/Exhibitions facilities.

Role of Travel agencies in organizing a conference.

Time Management. Damage Control. Post-event activities: Gauging cost effectiveness.

#### **UNIT: 5**

Case studies of major events at Kanpur.

Event Terminology.

## Semester- IV

Exam: Specialization In Any One Stream: Either Print Journalism OR Advt. & PR

### SPECIALIZATION IN PRINT JOURNALISM

#### DMC 401: REPORTING & EDITING FOR ONLINE JOURNALISM

##### **UNIT: 1**

Basic rules of Online Reporting & Editing.

Identify news and current affairs topics for websites aiming at diverse target audiences.

Using internet to find sources of News.

Breaking News Vs. Fake News.

Online Propaganda.

Credibility & Rule of Second.

Responsibilities of Online journalists.

##### **UNIT: 2**

Elements and Basics of Multitasking.

Choosing a story.

Creating a Storyboard.

Multidimensional Vs. Nonlinear elements.

Tracking previous stories.

Conducting preliminary interviews, Effective interviews on e-mail.

Collecting contents & supportive visuals.

Identify the media: Video, Audio, Text, Photographs, Graphics & Maps.

Reporting with Multimedia.

##### **UNIT: 3**

Structure of Web News Room.

News process.

Real Time, Shifted Time, Multimedia and Interaction.

Specific usage of language. Writing effective headlines.

Content editing, updating and posting.

Presentation and layout of Web newspapers and magazines. E- magazine production.

Advertising on the web.

##### **UNIT: 4**

Technical knowledge for Editing and Uploading Pictures.

Thinking visually; telling stories with pictures.

Shooting, Editing and Storing pictures in folder (JPG format).

Multimedia editing and AV presentation.  
Audience contributions: Eye witness report, Video uploads.  
Participatory journalism, Crowd sourcing.

#### **UNIT: 5**

Elements of the news package.  
Structure, leads, elements.  
Producing news summaries, Producing Bulletins, Producing News Magazines, Producing News Documentaries.  
Assembling the news package, Putting all the pieces together in one package.  
How to bundle story pieces effectively.  
Testing a package before launch.

#### **UNIT: 6**

Class and Field Assignments.  
Discussion and Dissection of at least 1 news package from a reputed website on weekly basis.  
E- magazine production as class room assignment.

### **DMC 402: SPECIALIZED REPORTING**

#### **SECTION: 1**

##### **POLITICAL JOURNALISM**

Political Reporting: It's role in India. Political system from Gram Panchayat to parliament.  
Nature of the Party System. The major national and regional political parties and their social base. Effect of division/ split of the parties. Civil Society.  
The Electoral System: Union Election Commission. State Election Commission. Election Process for MPs & MLAs. Notification, Model Code of Conduct, Nomination, With draws of nomination, Poll campaign, Opinion poll, Voting, Exit poll, Counting and Declaration of results. Formation of Government. Election process for President & Vice President of India.  
Coverage of Nagar Nigam, Development Authority, Political Meets, Rallies, Dharna, Pradarshan & Political Movements,. Privileges of Parliament & Assemblies. Precautions to be observed while reporting for Parliament/Assembly.

#### **SECTION: 2**

##### **MEDICAL AND HEALTH JOURNALISM**

###### **UNIT-1**

Medical & Health Journalism: Introduction.  
Medical Education in India. Common Practices. Diploma/ Under-graduate and Post- graduate Courses. Specialities.  
Regulatory Bodies. Role of National Medical Commission. Leading Organizations in Medical & Health- care Sector.

###### **UNIT-2**

Health: Meaning . Definitions, Dimensions and Indicators.  
Basics of Human Anatomy & Physiology.  
Diseases : Meaning, Important definitions relevant to Communicable & Non Communicable Diseases (NCD). Epidemic and Pandemic. its' Transmission, Intervention and Immunity.  
Epidemiology: Definition and its' significance. Research Methods for Epidemiological studies.  
Important Disease- elimination and eradication programmes in India.  
Public Health- care Delivery system in India.

###### **UNIT-3**

Impact of Mass Media on Govt. Policy- makers, Medical and Health- care professionals & Common public.  
Types of Medical & Health- care News. Barriers in Health Reporting.  
Qualities and Responsibilities of a Medical & Health Reporter. Common Medical & Health terminology used in Media.

###### **UNIT-4**



Journalistic Skills. of Medical & Health Reporter. Common errors while reporting, writing and editing.  
Important Laws relevant to Medical and Health- care sector. Ethical Considerations.

### **SECTION: 3**

#### **SPORTS JOURNALISM**

Concept. Need of specialisation.

Major Games and Sports: Outdoor & Indoor. Basic rules, Dimensions, measurements and specification of ground/court: Cricket, Hockey, Football, Volleyball, Badminton, Table Tennis & Lawn Tennis.

Understanding of scoring system and score-sheet of cricket match. Analyzing statistics.

Sports Competitions: Olympic, Common Wealth, Asian Games. National Games etc.

Test Cricket, ODI & T20 Cricket World Cup. Football World Cup. Grand Slam.

All time great Sports personalities & their achievements.

National Sports Awards. Sports organizations.

Qualities & responsibilities of Sports Journalists. Reporting on & off the ground.

Language and style for Sports news & features. Sports vocabulary & terminology.

Editing and Presentation of Sports news, features, Interviews, head lines & photo captions.

### **SECTION: 4**

#### **CRIME REPORTING**

Crime as defined in IPC.

Structure of Police in State; Structure of Police in Kanpur City.

Basic understanding of IPC, Cr. PC 1973 and Evidence Act with reference to media .

Reporting Crime against women. Reporting Violence, Communal clashes, Cyber crime.

Follow-up.

Central and State govts Investigative and Intelligence agencies.

Nature of criminal cases. Procedure of filing the FIR and follow up the investigation. Court proceedings. Framing charges. Trial.

Language and Style for writing crime news, Precautions while reporting sensitive cases.

Ethics of Crime Reporting.

Terminology with reference to Crime Reporting.

Case studies.

#### **DMC 403 : HISTORY OF MEDIA**

##### **UNIT: 1**

Printing Press as Mass Communication tool. Newspapers in 16<sup>th</sup> century.

##### **UNIT: 2**

Pre-independence Journalism.

William Bolt, James Augustus Hicky, Raja Ram Mohan Roy and Charles Metacalf.

Indian Social Reform Movements and the Press.

Gopal Krishna Gokhele, Bal Gangadhar Tilak and Mahatma Gandhi.

Struggle for Independence: Role of English and the language Press in Independence Movement.

##### **UNIT: 3**

Post- Independence Journalism.

Post- Independence growth of Regional Press. Pre- Emergency Press. Press during Emergency. Post- Emergency Press. Post- liberalization growth of Media.

##### **UNIT: 4**

AIR & DD. Emergence of Private News Channels in India.

##### **UNIT: 5**

Contemporary Indian Media scenario from 2001 onwards with reference to Delhi & UP.

**DMC 404: MEDIA PORTFOLIO**

ASSIGNMENTS.

DISSERTATION .

VIVA-VOCE

OR

**SPECIALIZATION IN ADVERTISING & PUBLIC RELATIONS**

**DMC 401: DIGITAL ADVERTISING & CREATIVITY**

**UNIT: 1**

Use of Digital Media in overall Marketing Mix. and Brand Building.

Online Brand Promotion.

Search Marketing : Adwords, Keywords, SEO, SEM.

Mobile Ad formats.

**UNIT: 2**

Email Marketing, CRM

Social Media Marketing, Different Social Media channels, ROI.

On page & off page optimization.

Introduction to google analytics.

**UNIT: 3**

Creative concepts & principles.

Consumer insights: Rational & Emotional.

Advertising Briefs: Client Brief. Creative Brief. Media Brief.

Advertisement effectiveness.

Visualization: Meaning. Quality of Visualizer as a part of Advertising.

Brand Personality from creative perspective. Single Minded Proposition & Unique Selling Proposition.

Concept of Ad. Campaign & Campaign Planning.

**UNIT: 4**

Copywriting: Introduction. Principles & Elements. Establishing Tone. Writing well. Punch Line.

Principles of writing Headlines, Sub Headlines and writing to visuals.

Copywriting exercises.

Scripting for Radio and TV.

Showcasing of Creative works of Advertising Stalwarts.

**UNIT: 5**

Assignment Module.

Classroom Presentations. Mock Pitching Exercises.

Writing Advertising and Creative Briefs.

Copy writing exercises.

## **DMC 402: MARKETING & BRAND MANAGEMENT**

### **UNIT: 1**

Marketing Management: Concept. Need, Want, Demand, Exchange, Customer Satisfaction

Pricing strategies.

Approaches to Marketing. Marketing Environment.

Marketing Segmentation, Targeting & Positioning.

Marketing Mix-4P's and Value chain.

Product Life Cycle.

### **UNIT: 2**

Brand: Concept. Evolution of Brands. Brands and Products.

Types of Brands. Brands and Consumers.

Brand Management.

### **UNIT: 3**

Brand Differentiation, Positioning & Segmentation - Brand Positioning: Meaning & Methods.

Brand Rejuvenation. Brand Elimination. Brand Strategies. Brand Communication.

Brand Loyalty & Equity: Meaning & Definitions.

Brand Extensions : Meaning. Line Extensions.

Brand Identity: Concept. Brand Image & Personality.

### **UNIT: 4**

Integrated Marketing Communication.

Consumer Allowance.

Trade Allowance.

Relevance of advertising & Public Relations.

Planning a campaign for films, film Promotions and reviews.

### **UNIT: 5**

Brand Building through IMC: Case Studies.

## **DMC 403 : MEDIA PLANNING**

### **UNIT: 1**

Meaning & Principles of Management.

Structure, Coordination, Departmentation, Ownership Pattern.

### **UNIT: 2**

Editorial, Advertising and Circulation Management.

Factors affecting Circulation Management.

### **UNIT: 3**

Media Planning: Overview of Media.

Basic Measurements and Calculations: Rating, Reach, Share, Frequency. Frequency Distribution. Effective reach and frequency.

TVR, GRPs.

Brand Development Index, Category Development Index.

Cost Per Thousand, Cost Per Rating Point.

Marketing Strategy and Media Planning.

Media Brief.

Media Objectives: Scheduling, Target Audience, Geographic, Reach/Frequency.

**UNIT : 4**

Media buying and selling.  
Negotiation skills.  
Current Media Buying practices.

**UNIT : 5**

Media Budgeting and Expenditure.  
Setting and allocating the Budget.  
Advertising/Sales ratio Method, Fixed budget.

**DMC 404 : MEDIA PORTFOLIO**

ASSIGNMENTS.  
DISSERTATION.  
VIVA-VOCE

**3<sup>rd</sup> Year 2025-26**  
**SEM V**

**DMC 501 : BASICS OF CAMERA & VIDEO EDITING****UNIT:1**

Video camera : ENG 3CCD Camera.  
Major Camera components.  
Lenses; types and their application. Zoom control- Manual zoom & Servo zoom.  
Aperture Control- Manual control, Auto control, F– stops. Shutter Speed. ISO.  
Filters Control- Use of Filters & Reflectors. Low filter, Mid filter & High filter- lens attachments,

**UNIT:2**

Shooting techniques. Different types of shots  
Camera movements: Tilt, Track & Crane movements.  
Composition: subject in the frame; which way it is facing/looking, the background, the foreground & lighting etc. Photo composition elements.  
Creative focus- manual focus, auto-focus.

**UNIT: 3**

Basics of Lights: Hard and Soft light. Basics of lighting techniques.  
Lights used in videography: Key-light, Fill light. Backlight (3 point lighting).  
Background. Lighting ratios. Special lighting situation, Altering appearances.  
Theory, rules and principles of quality lighting. Creative use of Back lighting.  
Placement of lights & lighting equipments for principle subject & sets both on location & studio.  
Graphics.

**UNIT: 4**

Television sound basics: unit and characteristics. Voice-Over.  
Basic theory of Video recording. Time coding.  
Video recorders operations. Video switcher.  
Video Editing: Meaning and principles. Rules of Editing.  
Umatic, Beta & VHS.  
Types of editing: Cut to cut A/B Roll, Assembly and Insert editing. Linear & Non-linear editing.

## **DMC 502 : TV JOURNALISM**

### **UNIT:1**

TV Journalism: Objectives.  
Understanding the medium. How TV News differs from Print.  
TV News Elements/Values. News Angles. News Sources.  
TV News Terminology.

### **UNIT:2**

Live shots. Sound bites. Basics of taking bites.  
Structure of the TV News. 5 Ws + 1H. Different types of leads. How to write a lead.  
Coordination with the News Room.

### **UNIT:3**

Writing for visuals.  
Phono, Piece to Camera (PTC). Voice Over.  
Interviews.  
How to Report a Non- visual story for TV.  
Basics of TV News Scripting. Types.  
Process of Scripting: News Sense. Concept, Story line, Research and Content.  
Formats of TV News Script : Dry, A, Vox-PoP ABT, VOSOT, AVB and Package.  
PPF formula (Present-Past-Future) of storytelling.  
Writing Anchor reads/ pieces.  
Packaging for a channel.  
Copy flow. Copy editing, Headlines, Teasers & Promo writing.

### **UNIT:4**

Basics of Anchoring.  
Understanding of Language & Grammar.  
Importance of Pronunciation, Clarity, Diction. Accent, Voice Modulation. Posture & Body language.  
Dress Sense, Hair style and Make-up. Grooming for camera.

### **UNIT: 5**

TV News Room: Input (News gathering) department : Assignment desk. Bureaus & stringers network. Forward planning.  
Research. Ingest/ Feed room. Guest coordination. Monitoring department. Production facilities (Technical).Travel desk.

Output (News processing/ production) department: Copy & Scripting desk. Visual processing of scripts (preview & logging of footage, voice-over, editing). Preview/ approval desk for edited stories. Run order.

Structure of News Bulletin. Scroll/Ticker Flash Breaking News and text headlines desk. Studio- PCR communication.  
Graphic department. PCR-MCR communication.

## **DMC 503: NEW RADIO**

### **UNIT:1**

Potential of Radio as a Broadcast medium and its objectives. Comparison with other formats of Mass Media. Target Audience. Pre-requisites to be a successful broadcaster. The Do's and Don'ts of Radio.

### **UNIT:2**

Radio Journalism.  
The News Room Radio News Formats: Meaning. The Basics of Reporting & Editing Structure of a News Bulletin. Types of Interviews. The Question Line. Recording the Interview and its Editing.  
Presentation: Types of news programmes. Voice Reports. Run Order.

**UNIT:3**

**Radio Production:** Content creation and production of News, News reel. Writing Announcements, Talks, Features,. Interview. Microphones. Sound Recording Machines. 1-3 Portable Sound Mixers. Vegas Software & editing.

**UNIT: 4**

Understanding New Radio : Characteristics & Objectives. Target Audiences. Evolution of FM Radio, Community Radio, Internet Radio & Satellite Radio  
The Voice of Radio – Pronunciation, clarity, diction, accent, voice modulation & character voices.

**UNIT: 5**

Radio Jockey: Skills and qualities. Role of Radio Jockey.

**Media Portfolio - II****SEM VI****DMC 601: MEDIA CONTENT WRITING****UNIT: 1**

Media Content Writing : Meaning & Purpose.

Understanding media & news.

Agenda setting by Media, Media Trial. Yellow Journalism. Paid News.

Structure media content writing. Inverted Pyramid style.

Art of News Editing: Content, Language & Style. Basic rules of Grammar. Story-telling techniques. Keep it simple & Short. Clarity and Conciseness. Make it interesting to get. Headline, Sub Headlines.

**UNIT: 2**

Writing Practice of Press Releases, Today's Programme, Letters to Editor & Photo-captions.

**UNIT: 3**

Writing Practice of News Analysis. Feature Magazine stories. Blogs.

**UNIT: 4**

Introduction of a Company or Company Profile. Invitation to Media. Corporate Press Releases.

**UNIT: 5**

Translation of Hard & Soft News from English to Hindi and vice-versa.

**DMC 602: MEDIA LAWS AND ETHICS****UNIT:1**

Concept of Free Press. The Press as the Fourth State.

Freedom of Speech and expressions. Constitutional Provisions.

Article 19 of the Indian Constitution. Conventions.

Censorship. The Press during Emergency.

**UNIT: 2**

Prasar Bharti Act. Press Council of India. Press Commissions. Working Journalists Act.

Broadcast Guidelines. Cable Act. Cyber Laws (I T Act 2000). Convergence Bill.

Laws of Libel & Defamation: Contempt of Court Act 1971.

Parliamentary privileges.

**UNIT: 3**

Major provisions of IPC (1860) and Cr. P.C. (1973) affecting the Media.  
Official Secrets Act 1923. Right to Information Act 2005.  
Copyright Act and other Intellectual Property Rights.  
Press and Registration of Books Act. Consumer Protection Act. MRTP Act.

**UNIT: 4**

Social Responsibility of Media.  
Right to Privacy.  
Self regulation and Media. Code of ethics for Print and Broadcast Journalists. Internet ethics.  
Code of ethics adopted by Advertising Agencies Association of India and Public Relations Society of India.

**DMC 603: COMMUNICATION RESEARCH****UNIT:1**

Concept & Definition. Elements of Research.  
Research Need and Importance of Media Research.  
Areas of Media Research. Selection and Formulation of Research problem.  
Research Approaches: Quantitative and Qualitative.

**UNIT:2**

Methods of Research: Survey, Content analysis, Case study and Observation.  
Survey: Concept, Meaning, Utility, Planning, Organising and Conducting Survey.  
Sampling techniques: Probability and Non-Probability.  
Tools of Research: Questionnaire, Interviews.

**UNIT:3**

Data: Meaning. Kinds: Demographic, Socio-Economic & Socio Psychological.  
Types of Data: Primary and Secondary. Classification, Codification and Tabulation of Data.  
Data analysis and interpretation.  
Measuring impact, Evolution, Monitoring and Feed back.  
Report Writing. Foot notes, index, references and bibliography.

**UNIT:4**

Principles of Market Research.  
Theories of Segmentation and Positioning. Pre-testing, Post-testing.

**UNIT:5**

Applications of Research in Media.  
Survey for important issues including Pre-Poll & Exit Poll.  
Audit Bureau of Circulation (ABC). Readership Surveys. Television Rating Point (TRP).

**DMC 604 : NEWS & CURRENT AFFAIRS****UNIT:1 : News**

The thrust of this paper is to stimulate an enquiring mind for categorization and content analysis of major news & events of the day. It includes reading of various English & Hindi newspapers & magazines and watching news channels with analytical mindset on following counts:

- Prioritization of News & it's Presentation,
- News Content ,
- Editing/Scripting,

- Language & Style,
- Headlines &
- Visuals impact.

**UNIT: 2 : Current Affairs.** Class – room GD, Debate and Power Point Presentation on News/ Controversies/ Issues.  
Case studies Mock Press Conference.

**UNIT:3**

Major turning points in Post- Independence Indian Political History.  
Persons & Places in News.

GK. Abbreviations.

**UNIT: 4**

Writing news analysis in about 400 words each.

**UNIT: 5 : Practical Module - 2**

Readings, Discussion and Case studies.

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