

STRUCTURE TABLE

Course Title: B.Voc in Journalism and Mass Communication Skills

Semester: Sixth

S. No.	Paper Title	Paper Category Skill Compulsory (SC) Skill Elective (SE)	Credits			Total Credits	EoSE Duration (Hrs.)		
			Theory	Practical	Self/ Project/ Industry		T	P	S
1.	New Media and Online Journalism	SC	1	3	0	4	3	4	
2.	Communication Research	SC	2	2	0	4	3	4	
3.	Photo Journalism	SC	2	2	0	4	3	4	
4.	Dissertation	SC	3	0	3	6	3	4	
Total						18			

SYLLABUS : B. Voc. Semester – VI

Name of Course : SC 1 : NEW MEDIA AND ONLINE JOURNALISM
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

1. Demonstrate a clear understanding and articulation of the field of online journalism through scholarly writing and presentations relative to the course contents
2. Identify the unique features of news Web sites – such as multimedia, and interactive chats and blogs.
3. Become familiar with multimedia elements and how they are used to tell a story online
4. Create blogs and upload assignments to them

Syllabus of the Course :

Unit -I New Media : History and Growth L- 15

Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, public sphere, community media, participatory communication and media, keywords, SEO, permalink (URL), meta tags, analytics.

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, optimization, types, facebook, twitter, youtube, google plus, linkedin, pinterest, quora, whats app, instagram, fake news and photos on social media: impact and precautions.

Unit - II Blogging L - 15

Bloggging: web 2.0, definition, concept, origins, modernisation, types, community and cataloging, blog search engines, blogging communities, blog content strategy, blog audience, blogging in India, video blogging, social blogging, micro blogging, defamation, liability, employment, content writing for blogging.

Social networking: features, types, emerging trends, future, power and value, mobile social networking, URL shortners, measuring, social media performance, e-mail marketing, livestreaming, content writing for social networking.

Unit - III Online Media**L-15**

Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india, e-Governance
Citizen journalism: definition, concept, history, citizen journalists, citizen media, criticism, immediacy, interactivity, universality feature of online journalism, political dangers, personal safety.

Unit-IV Online Reporting**L-15**

Online Reporting: news blog, blogosphere, website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e- books, e- publishing, content writing for online reporting.
Ethics in online journalism: obscenity, piracy, copyright, libel, cyber crimes and cyber law, national ICT policy act 2000, MLM online scam, email scam. copyleft and open source, fake news, privacy, plagiarism, porn, cyber bully, net war, cyber terrorism, cyber conflicts, frauds hacking.

Suggested Readings :

- 1 Cyber media journalism – Jagadish Chakravarthy
- 2 Social media marketing – Paul Martin , Thomas Ericson
- 3 New media – Anna Everett
- 4 Social media: - a critical introduction - Christian Fuchs.
- 5 Digital media and weblog journalism - Arvind Kumar
- 6 Online journalism:a basic text - Tapas Roy
- 7 Digital broadcasting journalism author:- Jitendra Kumar Sharma
- 8 Digital media – T.K. Ganesh

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

SYLLABUS : B. Voc. Semester – VI

Name of Course : SC 2 : COMMUNICATION RESEARCH
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

1. Design and implement qualitative and quantitative communication research
2. Describe and adhere to standards for the ethical conduct of research
3. Interpret qualitative interview data
4. Apply statistics to quantitative data to describe patterns and test relationships

Syllabus of the Course :

Unit -I	Introduction to Research	L- 15
	Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)	
Unit - II	Methods of Media Research	L - 15
	Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.	
Unit - III	Sampling	L-15
	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-IV	Methods of analysis and report writing	L-15
	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	

Suggested Readings :

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

- 2 Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- 3 John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- 4 David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- 5 Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
- 6 Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

SYLLABUS : B. Voc. Semester – VI

Name of Course : SC 3 : PHOTO JOURNALISM
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

1. Define Photography
2. Describe the parts of a digital camera and their functions
3. Describe various lights and lighting applications
4. Demonstrate proficiency of knowledge in Photo Journalism

Syllabus of the Course :

Unit -I	Introduction to Photo Journalism	L- 15
	Photo Journalism : Meaning and scope News Photography Portrait and Still Photography Wildlife Photography Sports Photography Landscape Photography Fashion Photography.	
Unit - II	Camera	L - 15
	Different Parts of Camera Types of Camera Types and functions of Lens, Lens care Camera accessories Exposure : Meaning & Definition Focus, Shutter-speed, F- number & Shutter speed Relationship, Camera Angle Aperture : Selection & Control, Depth of Field.	
Unit - III	Photo Editing	L-15
	Photoshop Photo Editing : Selection, Cropping, Photographic Composition, Collage Photo Feature Caption writing.	
Unit-IV	Light and Reflectors	L-15
	Types of Studio and Camera lights Lighting techniques	

Tools used in Lighting
Diffusers, Reflectors
Cutters & Gels. One, Two & Three point Lighting: Key
Lighting Contrast and its control by Fill-in Lights, Natural and Artificial
Light.

Suggested Readings :

- 1 A.H Hashmi : Trick photography and Color Processing.
- 2 Shubhash Sapru : Photo Patrakarita
- 3 Sashi Prabha Sharma : Photo Patrakarita Ke Mool Tatva.
- 4 Naval Jaiswal : Photo Patrakarita
- 5 Balakrishna Aiyer : Digital Photojournalism
- 6 Michael Langford : Basic Photography, Focal Press.
- 7 B.K Deshpandey : Photo Journalism
- 8 C.K. Vajpai : Encycopedia of photography

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

SYLLABUS : B. Voc. Semester - VI

Name of Course : SC 4 : DISSERTATION
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Every student will have to prepare a Dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice in the field of Journalism and Mass Communication. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated by the external examiners along with power point presentation and Viva Voce.

Scheme of Exam :

Assessment	Viva Voce	Presentation	Total
100	60	40	200