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NH-52, Namsai, Arunachal Pradesh -792103

BACHELOR OF ARTS - (JOURNALISM AND MASS COMMUNICATION) – THIRD SEMESTER

| Third Semester | | | |
|-----------------------|--|----------------|--------------------|
| S. No. | Name of Subject | Credits | Total Marks |
| 1 | Introduction to Broadcast Media | 5 | 100 |
| 2 | Advertising and Public Relations | 5 | 100 |
| 3 | Cyber Media | 6 | 100 |
| 4 | Design & Graphics | 6 | 100 |
| 5 | Business Entrepreneurship and Management | 5 | 100 |
| Total | | 27 | |

Subject Name: INTRODUCTION TO BROADCAST MEDIA

Unit 1 - Basics of Sound

Concepts of sound-scape, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms, Sound recording techniques, Introduction to microphones, Characteristics of Radio as a medium

Unit 2 - Basics of Visual

What is an image, electronic image, television image, Digital image, Edited Image(politics of an image), What is a visual?(still to moving), Visual Culture, Changing ecology of images today, Characteristics of Television as a medium

Unit 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting, Elements of a Radio News Bulletins, Working in a Radio News Room, Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories), Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept), Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective, Elements of a Television News Story: Gathering, Writing/Reporting, Elements of a Television News Bulletins, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Unit 5- Broadcast News: Critical Issues and Debates

Public Service Broadcasters - AIR and DD News - Voice of India? (Analysis of News on National Broadcasters), Changing Character of Television News (24 -hrs news format, News Production cycle, News, 'Lingo', News 'Formulae' ? News as Event, Performance and Construction.

Suggested Readings:

1. Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)
2. Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10- 40)
3. P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)
4. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

Subject Name: 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, Inetgrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI

Suggested 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. Wilcose & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

Subject Name: CYBER MEDIA

Unit-I Online Communication

1. Meaning and definition
2. Characteristics of Online Communication

Unit-II Internet & Web

1. Characteristics of Internet
2. Brief Idea about ISP and browsers
3. Websites & its types
4. Email: Need & Importance
5. Web tools: Blogs, Social Media & Search Engine

Unit-III E-Newspaper

1. Brief History of the E-newspaper in English & Hindi
2. Reasons for the growing popularity of e-newspaper
3. Present & Future of E-newspaper
4. Limitations of online newspapers

Unit-IV Web Journalism

1. Traditional vs Web Journalism
2. Elements of a Web newspapers
3. Reporting Writing, Editing for Web Journalism
4. Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act.

Practical:

1. Make a list of different types of websites
2. Analyse the content of a news portal
3. Learn to use search engines
4. Create an email and understand its features
5. Write in Blogs
6. Open an account in social media website and understand their uses.

7. Write comments in website.

Suggested Readings:

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295
4. Suresh Kumar Internet Patrakarita, Takshila Publication, Delhi

Subject Name: DESIGN & GRAPHICS

Unit-I Principles of Design & Graphics

1. Concept and theory of Design and Graphics
2. Principles of design
3. Basic elements of graphic and design
4. Design and layout

Unit-II Printing & Typography

1. Art of Printing: Evolution, Types, & Technical Revolution
2. Physical form, aesthetics and function, fonts
3. Printing methods - Letter press, Gravure, Offset, & Screen printing
4. Printing paper – Types & size

Unit-III Layout for Print

1. Magazine layout, pagination, designing various parts
2. Layout of broadsheet and tabloid

Unit-IV DTP & Multimedia

1. Computer Composing & Design
2. Multi media : Characteristics and function
3. Digital and Coloured Printing

Practical:

1. Designing a layout of leaflet, bookmark & letter head
2. Design a poster on development issue
3. Designing of cover page of a magazine
4. Designing a front page of news paper
5. Design a wall magazine.

Suggested Readings:

1. K.S. Duggal Book Publishing
2. A.K. Dhar Printing and Publishing
3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi

Subject Name: BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

1. **Entrepreneurship:** Concept, value creation, entrepreneurial mindset-innovation and creativity, entrepreneurial decision making-use of biases and heuristics, risk bearing, social and commercial entrepreneurship.
2. **Business:** Concept, types, facilitators and inhibitors of business, role of e-commerce and m-commerce, technological innovation and its viability, ethical considerations.
3. **Market and Society:** Generation and utilization of resources, concept of market, exploring and segmenting the market, demand and supply factors, understanding customer adoption process.
4. **Management:** Concept, function and culture of management, innovation and technology, managing finance, role of incentives and managing human resource.