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NH-52, Namsai, Arunachal Pradesh -792103

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

Fourth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Basics of Camera, Lights & Sound	5	100
2	National & International Affairs	6	100
3	Radio Journalism & Production	6	100
4	Communication Research	5	100
5	Contemporary Issues and Current Affairs	4	100
Total		26	

Subject Name: BASICS OF CAMERA, LIGHTS & SOUND

Unit-I Camera

1. Introduction to video camera
2. Parts of video camera and their functions
3. Camera movement equipment
4. Lenses – functions and types

Unit-II Visualization

1. Composition – different types of shots, camera angles and camera movements
2. Aesthetics in visual composition
3. Subject - camera relationship.
4. Aperture control and depth of field

Unit-III Lights

1. Lights and its properties
2. Different types of lights
3. Other tools used in lighting – diffusers, reflectors, cutters & gels
4. Basic lighting techniques
5. Accessories used in lighting

Unit-IV Sound

1. Audio fundamentals
2. Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects
3. Types of microphones
4. Use of audio mixers for recording & editing of sound
5. Different audio equipment for studio and location recording
6. Audio post production – mix and unmix tracks

Suggested Readings

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zettl TV production Handbook, Thomas Wardsworth Publishing.

Subject Name: NATIONAL & INTERNATIONAL AFFAIRS

Unit I Global Communication: Historical Perspective

1. The Great North – South Divide.
2. Domination of Transnational news agencies
3. Demand for NWICO & MacBride Commission
4. Global communication & culture

Unit II Struggle for Balance of Information Flows

1. India's Foreign Policy
2. India and SAARC
3. India and UN
4. Role of UN & UNESCO in bridging the gap between north and south

Unit-II India and Major Concerns

1. Rapid Urbanization
2. Food Self-Sufficiency
3. Criminalization of Politics
4. Naxalism

Unit-IV Global Issues

1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues

Suggested Readings:

1. Tapan Biswal Human Rights Gender and Environment, Vina Books

2. Prof. S.D. Muni Indian and Nepal ,Konark Publisher,
3. Madan Gopal India through the Ages, Publication Division
4. Muchkund Dubey Political Issues
5. Prakash Chander International Politics

Subject Name: RADIO JOURNALISM & PRODUCTION

Unit-I Radio as a medium

1. Radio as a medium of mass communication in today's context
2. Characteristics of radio
3. Limitations of radio
4. Three Modes of transmission: AM, SW and FM
5. Different types of radio stations

Unit-II Radio Formats

1. Why formats?
2. Simple announcements
3. Radio talks/commentaries/comments
4. Radio interviews
5. Radio discussions
6. Radio features and documentaries
7. Radio play
8. Radio running commentaries
9. Radio ads/commercials
10. Phone ins and radio bridges
11. Music on radio
12. Radio News-Radio News defined
13. Main characteristics of Radio News as against news in other media

Unit-III Writing for the Ear

1. Introduction
2. Characteristics of spoken word
3. Knowing your audience
4. Developing your style
5. Writing for different formats and messages
6. Dramatising messages

Unit-IV Radio Production

1. Introduction
2. Elements of radio productions
3. Acoustics
4. Perspective
5. Sound effects
6. Music
7. Distort/Filter
8. Different types of microphones
9. Recording
10. Editing

Suggested Readings:

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

Subject Name: COMMUNICATION RESEARCH

Unit I Communication Research

1. Communication research: Meaning & Concept
2. Communication research: Role and function
3. Scope and importance of communication research
4. Method of Communication and media research

Unit II Research: Process & Design

1. Research Process – the steps involved
2. Research Design – Meaning and different types
3. Sampling – Selecting a sample, types of sampling – Probability and Non- Probability
4. Hypothesis

Unit-III Data Collection

1. Primary and Secondary data
2. Observation method
3. Interview method
4. Collection of data through questionnaire
5. Collection of data through schedule

Unit-IV Data Analysis and Report Writing

1. Writing research report: parts of a report, steps involved.
2. Processing of data –classification & tabulation
3. Analysis and interpretation of data
4. Role of computer in communication research

Practical

Using any of the research technique students will conduct communication/ media survey culminating into hard copies of the report.

1. Design a research
2. Design a questionnaire
3. Conduct survey
4. Write report

Suggested Readings:

1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
4. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur

Subject Name: CONTEMPORARY ISSUES AND CURRENT AFFAIRS

Unit-I [Indian Foreign Relations]

1. India's Foreign Policy
2. India's relations with its neighbours especially Pakistan, Srilanka, Bangladesh and Nepal
3. India and NAM
4. India and SAARC
5. India and UN
6. India and ICTs

Unit-II [India and Major Concerns]

1. Rapid Urbanization
2. Major poverty alleviation programs
3. Food Self-Sufficiency
4. Indian Industry: An Overview
5. Disinvestment and BPOs

6. Indian Sports Scenario

Unit-III [Security Concerns]

1. India as a Nuclear Power
2. India's Defence
3. Criminalization of Politics
4. Naxalism

Unit-IV [Global Issues]

1. Terrorism and anti-terror measures
2. Human Rights Issues
3. Gender Issues
4. Consumerism