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NH-52, Namsai, Arunachal Pradesh -792103

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

Fifth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Socio-Economic & Political Scenario	5	100
2	Television Journalism & Production	6	100
3	Advanced Broadcast Media	6	100
4	Media Industry and Management	5	100
5	Philosophy, Psychology, Communication and Life Skills	4	100
Total		26	

Subject Name: SOCIO-ECONOMIC & POLITICAL SCENARIO

Unit-I Indian History, Culture and Heritage

1. India that is Bharat.
2. The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)
4. Landmarks in Indian Freedom Movement (history, reforms, refer series-Bharat Ek Khoj by Shyam Benegal)

Unit-II Indian Economy: Issues and Concerns

1. Nature of Indian Economy (reasons for underdevelopment)
2. India's planning for development (5-year plans)
3. Figures Speak: Ground realities of Indian Economy based on HDI
4. Explanation of economic concepts and terminologies
5. Mixed Economy: Public Sector Undertakings and Private Enterprises
6. Globalization and opening up of Indian Economy
7. Understanding Markets (Concepts-Sensex-Index-Bulls and Bears, Inflation-Cost of Living Index-Role of SEBI)
8. Foreign trade and balance of payment.
9. Indian industry: an overview.
- 10 Disinvestment and FDI
- 11 Bops: An era of outsourcing

Unit-III The Indian Polity

1. Salient Features of Indian Constitution : Relevance of Fundamental Rights and Directive Principles
2. Parliamentary Democracy (Federal and Unitary features) : Do we need to switch over to Presidential system
3. Centre-State Relations : Issues of Regionalism
4. Decentralization of Power
5. Legislative Procedures-From Bill to Act.
6. Indian Judicial System : Judicial Activism
7. General Elections : Electoral Reforms, Politics of Vote Bank
8. Major National and Regional political parties in India and their changing trends

Unit-IV Major Issues and Concerns

1. Population Explosion
2. Corruption
3. Illiteracy
4. Public Health and hygiene
5. Poverty
6. Caste Conflicts
7. Communal tensions
8. Gender Inequality
9. Reservation Issues

Subject Name: TELEVISION JOURNALISM & PRODUCTION

Unit-I TV as a medium

1. Understanding the medium - Nature and Language of TV
2. Formats and types for TV Programmes
3. TV News script format
4. Scripting for Fiction/Non Fiction

Unit-II TV News Gathering

1. Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
2. Writing and Reporting for TV : Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away)
3. Interview – types of news interview, art of conducting a good interview
4. Anchoring - Live shows

5. Packaging

Unit-III TV Programme Production

1. Steps involved in production & utilisation of a TV Program
2. Stages of production- pre-production, production and post-production
3. The production personnel – Single camera and Multi camera production
4. Use of graphics and special effects
5. Developing a video brief

Unit-IV Basics of Video editing and Programme Evaluation

1. Aesthetic Factor of video editing.
2. Types of video editing- Non-Linear editing ,Cut to cut, assemble & insert, on line, off line editing
1. Designing, Evaluation and field testing of programme

Suggested Readings:

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
4. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
5. Janet Trewin Presenting on TV and Radio, Focal Press, India.
6. Ralph Donald and Thomas Spann Fundamentals of Television Production Surjeet Publications,New Delhi.
7. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
8. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
9. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
10. Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
11. Neill Hicks Screen Writing, Michael Wiese Productions
12. Thomas D Burrows, Lynne S Gross Video Production, Mc Graw Hill

Subject Name: ADVANCED BROADCAST MEDIA

Unit I- Public Service Broadcasting

Public Service Model in India (Policy and laws), Global Overview of Public Service Broadcasting, Community Radio, Community Video, Participatory Communication, Campus Radio, Unit II-Private Broadcasting, Private Broadcasting Model in India; Policy and Laws, Structure, Functions and Working of a Broadcast Channel, Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit III: Broadcast Genres-

Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre, Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality, television, children's television, animation, prime time and day time.

Unit IV - Advanced Broadcast Production I - (Radio)

Writing and Producing for Radio, Public Service Advertisements, Jingles, Radio Magazine shows

UNIT V - Advanced Broadcast Production II - (Television)

Mixing Genres in Television Production-

Music Video for social comment/as documentary, Mixing ENG and EFP, Reconstruction in News based Programming

Suggested Readings:

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
3. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138, 271-307
4. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
5. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
6. F.Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
7. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

Subject Name: MEDIA INDUSTRY AND MANAGEMENT

UNIT - 1 Media Management: Concept and Perspective

1. Concept, origin and growth of Media Management
2. Fundamentals of management
3. Management School of Thought

UNIT - 2 Media Industry: Issues & Challenges

1. Media industry as manufacturers- Manufacturing Consent, news and content management.
2. Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
3. Changing Ownership patterns

UNIT - 3 Structure of news media organizations in India.

1. Role responsibilities & Hierarchy
2. Workflow & Need of Management
3. Shift Patterns, Circulation & Guidelines

UNIT - 4 Media Economics, Strategic Management and Marketing

1. Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

UNIT - 5 Case Studies

1. Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
2. Indian and International Media Giants- Case Studies

Suggested Readings

1. Vinita KohliKhandeka, Indian Media Business, Sage
2. PradipNinan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
5. Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley-Blackwel
6. John M. lavine and Daniel B. Wackman, Managing Media Organisations

Subject Name: PHILOSOPHY, PSYCHOLOGY, COMMUNICATION AND LIFE SKILLS

1. **Objective and Expected outcome:** Creating a sense of self-awareness. Developing an understanding of the basic fallacies commonly made in communication both at the interpersonal and public domains. Experiencing and understanding emotions and their role in the functioning of self and society. Creating awareness of basic communication skills.
2. **Themes & Sub-themes: Self:** Self-awareness and discovering one's self, values and ethics. **Reasoning:** Thinking and communicating rationally, analyzing fallacies and misconceptions. **Emotions:** Understanding and dealing with emotions like happiness, love, anger and fear; discovering paradoxes of everyday life. **Relating to others:** Listening, empathy, friendship, difficulties in relationships, giving and receiving feedback, collaboration.
3. **Project works:**
 - a. Analysis of public discourses and narratives and locating fallacies.
 - b. Personal relationships (family and friends) and emotions.
 - c. Analyzing films/documentaries/writings of issues of public interest in the societal context.
 - d. Eric Fromm's work on love and relationship.
 - e. Self in relation to the social world, to discover similarities and differences in personal identity vs. social identity.
 - f. Preparing journals/diaries and family histories of self and significant others.
 - g. Consumption patterns of youth in Indian contemporary life and their effect on healthy living.
 - h. Social inequality and intergroup conflict.
 - i. Bargaining and negotiation in public spaces.
 - j. Ethical challenges in dealing with socio-culturally diverse groups.
 - k. Life on the margins of society and its challenges.
 - l. Living in slums and notion of life and nature of relationships.

- m. Virtual reality, technology and its impact on human life.
- n. Education and self-development.
- o. Urban-rural living and their relationship with the surrounding milieu.
- p. Creativity as emotional dialogue.
- q. Emotions and gender.
- r. Relationship between language and thought.