

**BJ(MC): 3rd SEMESTER      DEVELOPMENT COMMUNICATION      Exam code: 201**

### **OBJECTIVE**

On completion of the assignment students should be able to develop understanding of development issues and its concept. Contribute positively towards the development process of country as responsible mass communicators.

### **QUESTIONS**

- Q1. Explain the actual meaning of development and its process.  
Q2. Write short notes on followings:  
a) GDP/GNP  
b) HDI/Physical Quality of Life Index  
c) Happiness Index  
Q3. Explain the Development Support Communication.  
Q4. What is the role of Women Empowerment in development? Explain with example.  
Q5. Explain basic needs model.

### **PROCEDURE**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

### **OUTCOME:**

After doing the assignment, students will be sensitized to the development and related issues.

### **REFERENCE BOOKS:**

1. Narula Uma: Development Communication – Theory and Practice, Har Anand
2. Joshi Uma : Understanding Development Communication,  
Dominant Publications, New Delhi
3. Gupta V.S. : Communication and Development Concept, New Delhi

**BJ(MC): 3<sup>rd</sup> SEMESTER**

**PRINT JOURNALISM-2**

**Exam code:203**

## OBJECTIVE

1. Edit the reports with proof reading symbols
2. Design and layout
3. Describe the functions and responsibilities of editor and sub-editor

## QUESTIONS

- Q1. Write short on the editing.
- Q2. What is Proof Reading?
- Q3. What are the major types of Leads and layout?
- Q4. How would you elaborate the Process of Editing?
- Q5 What is the difference between editing a newspaper and a Magazine?

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library.. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

## OUTCOME:

After doing the assignment, students understand the basic Editing and Editing Process. .

## REFERENCE BOOKS:

1. M V Kamath Modern Journalism, Vikas Publishing House,
2. M L Stein and Susan F. Peterno The News Writers' Handbook, Surjeet Publication,
3. George A Hough News Writing Kanishka Publication,
4. Jan R. Hakemulde Ray Ac de News Reporting and Editing

## **OBJECTIVE**

On completion of the assignment students should be able to describe the characteristics of radio as a medium of mass communication and its limitations. Students can identify different modes of broadcasting and types of radio stations and different formats of radio programmes.

## **QUESTIONS**

- Q1. Describe the characteristics of radio as a medium of mass communication.
- Q2. Define radio news.
- Q3. Write short notes on followings:
  - d) Radio feature
  - e) Radio commentary
- Q4. Explain Phone ins and radio bridges.
- Q5. Describe the Three Modes of transmission.

## **PROCEDURE**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
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8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

## **OUTCOME:**

After doing the assignment, students will be able to Write effectively for the ear and different format of radio program.

## **REFERENCE BOOKS:**

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|----------------------|--|
| 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       |

## OBJECTIVE

1. Introduction to video camera
2. Parts of video camera and their functions
3. Camera movement equipment
4. Lenses – functions and types
5. Composition – different types of shots, camera angles and camera movements

## QUESTIONS

1. What is a video camera?
2. What are the parts of a video camera and their functions?
3. What are camera movement equipment's?
4. What are lenses, their types and functions?
5. What is composition and different types of shots, camera angles and camera movements?

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

## OUTCOME:

After doing the assignment, students will learn about the video camera.

## REFERENCE BOOKS:

1. Fundamentals of TV Production: Ralph Donald, Thomas Spann
2. TV production Handbook: Herbert Zettl



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ISO 9001:2008 & 14001:2004

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