

BJMC:4 <sup>th</sup> SEMESTER	TV Journalism and Production	Paper CODE: BJMC 202
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**OBJECTIVE:** Students will be able to understand the basic elements of the TV production, basic concept of TV production. Role of a script writer in a story.

- Q1 How writing for TV is different from Radio?  
Q2. Differentiate between single camera and multi camera shoot?  
Q3. Prepare step outline of the same story  
Q4. What do you understand by storyboard?  
Q5. Explain interviews and its different types.

**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. Students should make assignment in the following manner:

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

**OUTCOME:**

After doing the assignment, students understand the various aspects of production.

**REFERENCE BOOKS:**

- 1) Herbert Zettl- Television Production
- 2) Video Production- Ox ford Publication

**OBJECTIVE:**

Students will be able to understand the basic elements of the advertising; Student would be able to explain the function of the advertising. Student should be able to understand the Role of advertising. Student would be able to understand the importance of advertising. Student will understand the law and ethics of advertising. Student will be able to understand the models of advertising.

**QUESTIONS:**

- Q.1 Define advertising. How does it differ from Publicity and propaganda?
- Q.2 What is the role of advertising in marketing?
- Q.3 Describe the features and importance of advertising?
- Q.4 How does advertising encourage consumer choice?
- Q.5 What is Product advertising?

**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. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
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6. References
7. Softcopy OR Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing the assignment, students understand the various basic functioning of the advertising.

**REFERENCE BOOKS:**

- 1) Mohan Mahender Advertising Management: Concepts & Cases;
- 2) Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

<b>BJ(MC): 4th SEMESTER</b>	<b>Public Relation</b>	<b>Paper Code: 206</b>
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## OBJECTIVE

After completion of this assignment student will be able to understand that what is PR. They will be able to define PR and its function. They can differentiate among PR, Advertising and Corporate Communication. They will also get to know the role of PR and PR campaign.

## QUESTIONS

- Q1. Define is PR and its functions?
- Q2. Prepare a news release following the seven point formula.
- Q3. How PR is different from advertising, publicity, corporate communication and propaganda?
- Q4. Discuss the role of PR in Defence.
- Q5. Find out the problems during PR campaign.

## 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 able to understand that the basic concept of PR and its function.

## SUGGESTED READINGS:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi

<b>BJ(MC): 4th SEMESTER</b>	<b>New Media</b>	<b>Paper Code: 208</b>
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## OBJECTIVE

On completion of the course students should be able to explain new media technology for journalist purpose. Describe online discussion forums keeping in mind cyber laws and create blogs.

## QUESTIONS

1. What is Traditional Media? Compare traditional media with modern media.
2. Discuss any 10 principles of web designing?
3. What is online communication? What are its features?
4. What is Cyber Crimes? Discuss its various types and the challenges faced by organizations ensuring internet security in controlling these crimes in India.
5. Define ICTs. Discuss the importance of ICTs in e-governance in India with relevant examples.

## 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 able to understand that the basic concept of PR and its function.

## SUGGESTED READINGS:

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X