

BA(JMC) GUIDELINES FOR INTERNAL PRACTICAL EXAMINATION

This is to inform the students of Journalism & Mass Communication that due to COVID- 19 Pandemic **Internal Practical** will be conducted online for which a structured guideline is presented herewith which will guide you to prepare your **Project/Lab File**. Students must also note that submission of Project/Lab File is facilitated by the Institution through **FIMT Student Portal** from **05th May 2020 (Tuesday)**and will end on **09th May 2020 (Saturday)**.

Students should note that in order to appear in the viva of the subject they must have submitted all the Project/Lab File before the Last date failing which they will not be allowed to appear in viva, they will be marked **Absent** and **No Marks** will be awarded for the same.

Students are Suggested/Advise to Visit the Website of the Institution **www.fimt-ggsipu.org** and **Student Portal** for updates on regular basis.

The following points need to keep in mind while preparing the soft copy of file as per syllabus.

- 1. All the students have to make lab file in Power Point Presentation only then file will be converted into PDF.
- 2. Files should be submitted in PDF form only. No other format i.e. JPEG, jpg, docx etc. will be accepted.
- 3. The files should be made as per the syllabus and guidelines provided by respective faculties in the class.
- 4. The file should be presentable and no topic should be skipped. Make sure the content is justified and should be in proper format.
- 5. The Practical files work must demonstrate proficiency of skills acquired in the subject according to the syllabus.
- 6. Once the Practical File has been uploaded no correction or alteration can be made thereafter. So, kindly be careful while uploading the Practical Files.
- 7. If the students fail to follow the guidelines strictly then their file will be rejected.
- 8. If you are using images or text from Google or any other resources, do mention credit/reference to everything for the credibility of your own work.



Print Journalism Lab (152)

Here are some **mandatory topics** to be covered in Lab file:

- 1. Identify any 5 headlines from e-newspaper and rewrite those headlines
- 2. Explain various types of leads with suitable examples
- 3. Explain the following beats, report and file story for each of the beat
 - Political
 - Entertainment
 - Business
 - Education
 - Crime
- 4. Convert any news story into a feature
- 5. Write a copy by making use of editing and proof-reading symbols
- 6. Pick a English news story and translate it to Hindi
- 7. Pick a Hindi news story and translate it to English
- 8. Explain what is an Editorial? Support your answer by writing an Editorial
- 9. Pick any 5 photographs from e-newspaper and e-magazines and rewrite their captions and cutline

Identify any five headlines and rewrite them

2. Write various types of leads

3. Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime

- 4. Convert any news story into feature
- 5. Prepare a copy by using editing and proof reading symbols
- 6. Translate a news story from English to Hindi and vice versa
- 7. Write an Editorial
- 8. Rewrite any five photo captions and cutline



Still Photography Lab (154)

- 1. What is photography?
- 2. Explain brief history of photography?
- 3. Explain types of photography with the help of images?
- 4. Describe the parts of a digital camera and their functions?
- 5. What is composition & types of composition? Explain with help of images?
- 6. What is aperture, what are different f-stops? Explain with help of images?
- 7. What is shutter speeds? Explain with help of images?
- 8. What is focal lengths? What are different focal length? Explain with help of images?
- 9. What is Single Point Lighting? Explain with help of images?
- 10. What is Three Point Lighting? Explain with help of images?
- 11. What is Product Photography?Explain with help of images?
- 12. Why product photography is necessary? Explain with help of images?
- 13. What is Photo Feature? Explain with help of images?
- 14. What is photo story in newspaper/ magazine? Explain with help of images?
- 15. Create a Still Audio-Visual Production, Explain with help of images?



Bachelors of Arts (Journalism and Mass Communication) Design and Graphics Lab-II (156)

Here are some **mandatory topics** to be covered in Lab file:

-Apply knowledge gained of designing software for design and layout

-Demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

Exercises/Assignments

A. CorelDraw

- 1. Design an Invitation Card
- 2. Design a Logo
- 3. Design a Calendar
- 4. Design Cover Page of a Book

B. Indesign

1. Design a Magazine (16 Pages)

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty.



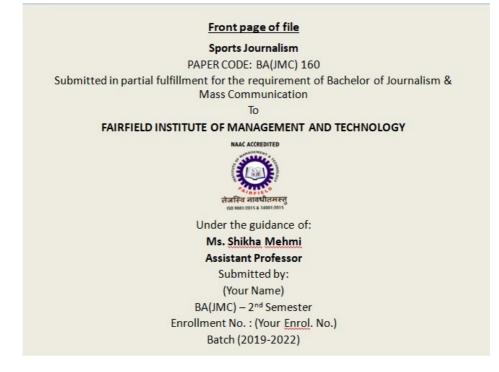
Bachelors of Arts (Journalism and Mass Communication) Health Communication Lab-II (158)

- 1. Define blog and its major elements.
- Create a blog post on ill effects of smoking and drug addiction/malnutrition/any other health issue with images. (Actual case study could be taken as reference from online authentic source).
- 3. What are the charateristics of feature article. Explain.
- Prepare a feature article for health magazine <u>with releveant photographs in 300- 400</u> words.
- 5. Explain about the photo feature and its major properties.
- 6. Create a photo feature on any lifestyle health issue in a well organized manner.
- 7. Discuss the IEC message in detail with images.
- 8. Plan and design an IEC message .
- 9. Describe in detail behaviour change communication and it simportance.
- 10. What media materials are required for behaviour change communication. Explain.



Sports Journalism File (160)

- 1. File can be eitherbe handwritten or softcopy (Ms word/PDF).
- 2. Minimum pages should be 30, extendable up to your wish.
- 3. Use black pen for heading & blue pen for content if it's hand-written, otherwise for softcopy (Ms word/PDF), use font- Times new roman, font-12 for content, 14 for headings.
- 4. Each and every single topic should be completed, and then only you can submit your file.
- 5. Every type of creativity is acceptable like figures, diagrams etc. (You can use sketch pens also if you are making a handwritten file).
- 6. Take proper care of margins from every end.
- 7. Take interview online, and do record the video.
- 8. Make proper blog and e-magazine as a part of your file.
- 9. Do not copy paste content.
- 10. Format of Front page is attached. Check below.
- 11. And, lastly do it on your own and with dedication. You have got enough time.





Bachelors of Arts (Journalism and Mass Communication) Advertising Lab (252)

- 1. Plan an Ad Campaign for a product/service.
- 2. You have to create your own product or service and not use any other existing brand.
- 3. Create a theme for your ad campaign with relevant tagline and logo for the product.
- 4. What are the overall and specific objectives of the campaign? Explain in detail.
- 5. Who is your Target Audience for the campaign and why?
- 6. What is the SWOT and Competitor analysis of your product?
- 7. What all your creative strategy includes? Explain them in detail.
- 8. Design, plan and produce advertisements for minimum 2 mediums.
- 9. Make mock-ups of your creatives (designed advertisements). In case of TVC, storyboard is mandatory.
- 10. Create a proper Media Plan for the campaign.(must include the duration of the campaign and frequency of the advertisements)
- 11. Plan out the advertising campaign budget.
- How will you do the post testing and audience feedback analysis of your campaign? Explain in detail.



Public Relation Lab (254)

Here are some **mandatory topics** to be covered in Lab file:

- 1. Make your own product/service/ idea, do not pick any existing product/ service/ idea
- 2. For the launch of your product/ service/ idea plan, design and implement the following:
 - Press release
 - Audio release
 - Video release
 - Social media news release
- 3. Write the minutes of the meeting, memo and notice (one each) for your product/ service/ idea
- 4. Plan, design and implement the following for PR Pitch and Campaign:
 - Objectives of your pitch and campaign
 - Date, time, venueyour pitch and campaign
 - Invite and refreshments for your pressconference
 - Equipment, infrastructure for your campaign/ press conference
 - Checklist, guests and budget for press conference

Mention all of the above which making your pitch and campaign

- 5. How would you work on Liaising, Licensing & permissions for your product/ service/ idea
- 6. Design your press kit by including the following-
 - In your Press release write about the message or product/ service/ idea you are trying to put-forth
 - In Backgrounder write about the history of your product/ service/ idea or why did you choose that specific product/ service/ idea
 - The Fact-sheet should include all the facts and figures related to your product/ service/ idea)
 - Audio-visual materials (if required for your product/ service/ idea)
 - What will be the possible Stationery &/or gifts for the guests
- 7. Write an opening speech of the press conference conducted
- 8. Prepare a presentation on your product/ service/ idea
- 9. Prepare possible questions and their answers for the press conference (what could be the questions that the media or journalists could ask during this session of the press conference)
- 10. Prepare content for vote of thanks
- 11. After the press conference compile all your media coverages



TV Production Lab (256)

Here are some **mandatory topics** to be covered in Lab file:

- 1. Plan, design and produce a 5 minutes fiction/non-fiction video programme of social relevance.
- 2. Make a production brief which would include the following

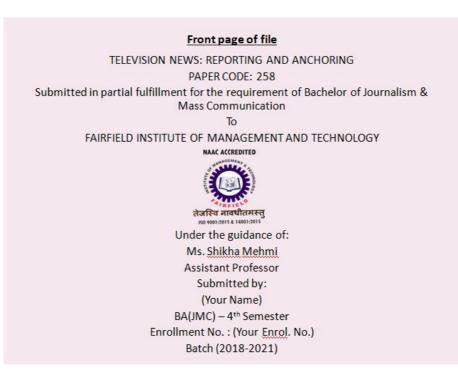
Producing a program or a video brief by following the below mentioned steps-

- Idea for the program
- Target audience for the program
- Synopsis
- Treatment
- Duration of the program
- Format of the program
- 3. Prepare a shooting script
- 4. Prepare a story board in proper format
- 5. Prepare your schedule for production
- 6. Prepare a floor plan
- 7. Prepare a light plan
- 8. Prepare an audio plan
- 9. Finalize your production crew
- 10. Calculate and mention your budgeting



TV News: Reporting & Anchoring File (258)

- 1. File can be either handwritten or softcopy (Ms word/PDF).
- 2. Minimum pages should be 20, extendable up to your wish.
- 3. Use black pen for heading & blue pen for content if it's hand-written, otherwise for softcopy (Ms word/PDF), use font- Times new roman, font-12 for content, 14 for headings.
- 4. Each and every single topic should be completed, and then only you can submit your file.
- 5. Every type of creativity is acceptable like figures, diagrams etc. (You can use sketch pens also if you making a handwritten file).
- 6. Take proper care of margins from every end.
- 7. Take interview online, and do record the video.
- 8. All the research data, interview questions, scripts should be there in the file along with the final videos.
- 9. Do not copy paste content.
- 10. Format of Front page is attached. Check below.
- 11. And, lastly do it on your own and with dedication. You have got enough time.





Corporate Communication Lab (260)

- 1. Analyze the vision , mission , value and objectives of an existing organization<u>(Example</u> Reliance, Nike etc)
- 2. What do you understand by an identity audit?
- 3. Conduct an identity audit <u>with the help of the data given on the organization 's</u> <u>website also.</u>
- 4. Compile and present that analysis <u>with help of graphs and visuals given on the website</u> <u>as shown during classes in college .</u>
- 5. What should be your major roles and responsibilities as a Corporate Communication Executive of a media organization ?
- 6. What is the format of Creating an e-mail invite for launch of any product/ service/ idea ?
- 7. Give an example that how do you create a press note regarding the recent development in the organization .
- 8. What major things would you keep in mind while creating a social media strategy for internal communication and external communication?
- 9. What do you understand by a crisis occurrence in a corporate organization ?
- 10. Explain the the process of Pre crisis to Post crisis .
- 11. What do you understand by stakeholder and how does it play an important role in an organization?
- 12. During crisis management, what elements would you include in message action plan?
- 13. What do you understand by Media Mapping ? Explain with examples ?
- 14. What will be the role of media planning during crisis management ?
- 15. What are the elements must be taken care while preparing a plan for crisis communication in a corporate organization ?
- 16. Discuss the role of media planning in an organization.



Final Project and Comprehensive Viva (352)

- 1. Present your Final Project along with the multimedia presentation.
- 2. Prepare for the comprehensive viva based on the course of the entire program and future projection of media and entertainment industry.
- 3. Be well reversed with the corporate world i.e. the media organization operating in the country.
- 4. You will be questioned on the basis of final project file that you have mailed.