



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.

Bachelors of Arts (Journalism and Mass Communication)

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 outline

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 outline



Bachelors of Arts (Journalism and Mass Communication)

Still Photography Lab (154)

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

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)


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

1. Define blog and its major elements.
2. 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 characteristics of feature article. Explain.
4. Prepare a feature article for health magazine **with releveant photographs in 300- 400 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.

Bachelors of Arts (Journalism and Mass Communication)

Sports Journalism File (160)

1. File can be either 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.

Front page of file
Sports Journalism
PAPER CODE: BA(JMC) 160
Submitted in partial fulfillment for the requirement of Bachelor of Journalism &
Mass Communication
To
FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY
NAAC ACCREDITED

तेजस्वि नावधीतमस्तु
ISO 9001:2015 & 14001:2015
Under the guidance of:
Ms. Shikha Mehmi
Assistant Professor
Submitted by:
(Your Name)
BA(JMC) – 2nd Semester
Enrollment No. : (Your Enrol. No.)
Batch (2019-2022)



Bachelors of Arts (Journalism and Mass Communication)

Advertising Lab (252)

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

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.
12. How will you do the post testing and audience feedback analysis of your campaign?
Explain in detail.

Bachelors of Arts (Journalism and Mass Communication)

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, venue your pitch and campaign
 - Invite and refreshments for your press conference
 - 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



Bachelors of Arts (Journalism and Mass Communication)

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

Bachelors of Arts (Journalism and Mass Communication)

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.

Front page of file

TELEVISION NEWS: REPORTING AND ANCHORING

PAPER CODE: 258

Submitted in partial fulfillment for the requirement of Bachelor of Journalism &
Mass Communication

To

FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY

NAAC ACCREDITED



तेजस्वि नावधीतमस्तु
ISO 9001:2015 & 14001:2015

Under the guidance of:

Ms. Shikha Mehmi

Assistant Professor

Submitted by:

(Your Name)

BA(JMC) – 4th Semester

Enrollment No. : (Your Enrol. No.)

Batch (2018-2021)

Bachelors of Arts (Journalism and Mass Communication)

Corporate Communication Lab (260)

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

1. Analyze the vision , mission , value and objectives of an existing organization(**Example Reliance, Nike etc**)
2. What do you understand by an identity audit?
3. Conduct an identity audit **with the help of the data given on the organization 's website also.**
4. Compile and present that analysis **with help of graphs and visuals given on the website as shown during classes in college .**
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.



FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi and Approved by Bar Council of India & NCTE

Bachelors of Arts (Journalism and Mass Communication)

Final Project and Comprehensive Viva (352)

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

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 versed 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.