

PGDBJ

Course Structure & Syllabi

Bhupen Hazarika School of Mass
Communication

POST-GRADUATE DIPLOMA IN BROADCAST JOURNALISM

Programme Structure: The Post-graduate Diploma programme of Broadcast Journalism has a total of 8 courses spread over two semesters. These courses are-

Name of Course	Semester	Marks	credits
i. Mass Communication & Journalism	: Semester I	30+70	4
ii. Radio - I	: Semester I	30+70	4
iii. Media Studies	: Semester I	30+70	4
iv. Media Laws & Ethics	: Semester I	30+70	4
v. Radio - II	: Semester II	30+70	4
vi. Television - I	: Semester II	30+70	4
vii. Television - II	: Semester II	30+70	4
viii. Project & Viva-Voce	: Semester II	80+20	4

DETAILED SYLLABI

COURSE – 01: MASS COMMUNICATION AND JOURNALISM

UNIT – 01: Communication

Communication - Definition, How communication takes place, Barriers to Communication; Functions of Communication; Types of Communication

UNIT – 02: Mass Communication

Mass Communication – Definition, Characteristics of Mass Communication, Types of Mass Communication; Functions of Mass Communication; Evolution of Mass Communication; Mass Media

UNIT – 03: Models of Communication

Concepts and Functions of Model; Some important models of communication – SMR Model, SMCR Model, Shannon and Weaver's Model, Lasswell's Model, Osgood's Model, Schramm's Model, Gerbner's Model, Newcomb's Model, Gate-Keeping Model

UNIT – 04: Media Systems and Theories

Communication Theories; Normative Theories; Media Effect Theories

UNIT – 05: News

Concept of News – Definition, News Values; Types of News; Sources of News; News Writing; Objectivity and Authenticity

UNIT – 06: Concept of Reporting

Concept of Reporting; The News Reporter – Qualities, Responsibilities

UNIT – 07: Types of Reporting

Types of Reporting – Objective, Interpretative, Investigative; Beat Reporting; Some Important Beats

UNIT – 08: News Editing

Concept of News Editing; Newsroom Set-up; Roles of Editors; Principles of Copy Editing; Photo Editing.

COURSE – 02: RADIO – I

UNIT – 01: Introduction to Audio Media

Characteristics and features of audio media, impact and reach; Audio media vs print media vs audio-visual media

UNIT – 02: History of Radio Broadcasting

History of Radio Broadcasting (World Scenario); History and growth of radio in India

UNIT – 03: All India Radio

AIR with special reference to AIR in Assam and AIR in Meghalaya; AIR News Service, External service

UNIT – 04: FM Radio

Concept of FM; FM Radio in India – policy on FM, content, viability as a medium for advertising

UNIT – 05: Community Radio and Educational Radio

What is Community Radio; Educational Radio, Educational Radio in India: Growth and Development, Rural Programmes

UNIT – 06: Organizational Structure

Organizational Set-up of a Radio Station with Special Reference to AIR; Newsroom set-up in a Radio Station

UNIT – 07: Some Technical Concepts

Broadcasting and Narrowcasting; Transmission and Reception of Radio Waves, Amplitude Modulation (AM); New Developments in Radio

COURSE- 03: MEDIA STUDIES

UNIT – 1: The Mass Media

Media of Mass Communication; Characteristics of different mass media; Audience, Reach and Access; Role of media - Creating public opinion, Agenda-setting role

UNIT – 2: Development of Mass Media

Early Communication systems in India; Role of media in India; Freedom struggle and the role of media; Pre-Independence era of mass media; Development of Mass Media in the Post-Independence era - Press, Television, Radio, Films, Advertising, Public Relations

UNIT - 3: Traditional Folk Media

Traditional Folk Media; Advantages of Traditional Folk Media; Folk Media Reflects Social Changes; Traditional Folk Media as Development Media

UNIT - 4: Print Media

Print Media - an introduction; Types of Print Media; Relevance and importance of Print Media — Problems and prospects; History of newspaper - World scenario, Indian scenario; Newspaper categories and formats

UNIT - 5: Radio

What is audio media? Audio media vs print media vs audio-visual media; Radio Contents; Classification of programmes; various radio programmes; Assamese programmes on radio; The elementary knowledge of radio productions

UNIT - 6: Visual Media - Photography

Concept of Photography; Photography - Basic Idea; Beginning of Photography; Still photography; Technical concepts of Photography; Types of Camera; Types, Parts of a Still Camera; Movie Camera; Writing and Editing of Captions; Shots and Camera Movements - Shot, Camera Movement

UNIT - 7: Audio-Visual Media - Film

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Popular Movie, Concept of film appreciation; Film in India - Regional film, Assamese Film, A few important film makers of India; Central Board of Film Certification; Concept of documentaries

UNIT - 8: Audio-Visual Media - Television

Introduction to Television; Brief History of Television in India; Doordarshan; Television Programmes; Television Production

UNIT - 9: Introduction to New Media

Concept of new media - Definition, Difference between conventional media and new media; Characteristics of new media; Most common vehicles of new media

UNIT - 10: Media Convergence

Convergence - an introduction; Relevance of convergence in the present circumstances; Impact of convergence on conventional forms of media

COURSE - 04: MEDIA LAWS AND ETHICS

UNIT - 01: Constitutional Rights

Concept of Fundamental Rights - Types of Fundamental Rights, Fundamental Rights under the Constitution of India; Concept of Freedom of Speech and Expression - Constitutional Guarantees and Limitations; Concept of Directive Principles of State Policy - Difference between Fundamental Rights and Directive Principles of State Policy

UNIT - 02: Emergency Provisions and Parliamentary Privileges

Emergency and State of Emergency: Concept - Constitutional Emergency Provisions, Code of Conduct for the Press, 1971, Effects of Emergency Provisions on Media Freedom; Parliamentary and Legislative Privileges: Concepts - Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of Speech, Right of publication of proceedings, Law Courts and privileges, some points on Parliamentary and Legislative Privileges, Effects of Parliamentary and Legislative privileges on media reporting

UNIT - 03: Legal aspects of Media Freedom

Media Freedom: Concept - History of Media Freedom, Constitutional Guarantees and Reasonable Restrictions; Defamation: Concept - kinds of defamation, Defamation and Law, Liabilities of Different Persons as regards Defamation; Official Secrets Act, 1923; Right to Information: Concept, A Human Right, International Standards, Indian Perspectives, Right to Information Act, 2005.

UNIT - 04: Rights of Journalists

Press Council of India - Ethics of Journalism; Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955; Prasar Bharati (Broadcasting Corporation of India) Act, 1990

UNIT - 05: Media Freedom

Media freedom - Need for restraint on media freedom; Media and importance of ethics; Media Code of Ethics - Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards; Right of Reply

UNIT - 06: Media and Privacy

Media and Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions; Sensationalism: Development of the Concept, Sensationalism in Electronic Media; Sting Operations - Operation West End: Tehelka.com, Sting Operations in Movies, Novels, Comics and TV Serial; Paparazzi and Celebrities: Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism - Yellow Journalism Today

COURSE - 05: RADIO - II

UNIT - 08: Radio News - Basic Features

Basic features of radio news; different types of news programmes; Radio features and Current Features programmes

UNIT - 09: Reporting for Radio

Reporting for Radio; Qualities and responsibilities of a radio reporter; Criteria for selection of radio news; sources of radio news

UNIT - 10: Writing for Radio News

Radio News Bulletin Structure; Language and Style for Radio News; Writing for radio features, writing for radio current affairs programmes

UNIT - 11: Interviewing for Radio

Interviewing - art of interviewing, types, sound bytes etc.; Types of radio interview; approaches to radio interviews; preparation before a radio interview; important aspects at the time of radio interview

UNIT - 12: Sound Recording

Sound recording for News Bulletin; radio equipment (microphones etc.)

UNIT - 13: Radio News Editing

Concepts of radio editing; Principles of radio news editing

UNIT - 14: Audio Presentation

Voice culture; pronunciation; general principles of radio presentation

COURSE - 06: TELEVISION - I

UNIT - 01: Introduction to Audio-Visual Media

Characteristics and features of Audio-visual media; Impact and reach of audio-visual media; Audio media Vs Audio-visual media

UNIT - 02: Brief History of TV

History of TV Broadcasting (World scenario); History and Growth of TV in India

UNIT - 03: Public and Private Broadcasting in India

Doordarshan with special reference to DDK Guwahati and PPC-NE; Growth of private TV Channels in India with special reference to Assam; History and growth of educational TV in India

UNIT - 04: TV Regulations

Chanda Committee, Verghese Working Group, Joshi Working Group; Prasar Bharati Act, Broadcasting Bill

UNIT - 05: Organizational Structure

Organizational set-up of a TV station; News Room set-up in a TV station

UNIT - 06: Some Technical Concepts

Satellite Communication; DVB-Digital Video broadcasting; Terrestrial transmission, Cable and Satellite transmission

UNIT - 07: TV News

Basic Characteristics of TV News; Structure of TV News Bulletin

UNIT - 08: News-based and Other Informative Programmes

Different Types of TV News; Panel Discussion, Interviews, documentaries and current affairs programme

COURSE - 07: TELEVISION - II

UNIT - 09: News Channels

News in DD (regional news unit) with special reference to Assamese; Growth of Private television news channels

UNIT - 10: Reporting for TV News

Introduction to TV reporting; Duties, qualities and responsibilities of a TV Reporter; Sources of TV news; New Trends in TV Reporting

UNIT - 11: Some basic concepts and writing for TV News

Some basic concepts; Principles of TV News writing – preparing news copy, rules for writing for television

UNIT - 12: TV News Editing

Concepts of TV news editing, Principles of TV News editing – the grammar; Linear and Non-linear editing

UNIT - 13: TV News Presentation

News presentation (reading vs anchoring); News Anchor – working conditions and responsibilities; Voice Culture – pronunciation and articulation; Interview – principles of effective interview, phrasing the question

UNIT - 14: Stages of Production - 1

Concept of stages of production; Pre-production

UNIT - 15: Stages of Production - 2

Production Stage Activities; Production Equipment – equipment for EFP, Equipment for Studio Production; Lighting; Video Formats

UNIT - 16: Stages of Production - 3

Shot Composition – Shot sizes, principles of good composition; Camera movements and Angles; Rules of screen grammar

COURSE – 08: PROJECT & VIVA-VOCE

PROJECT & VIVA-VOCE GUIDELINES

I. OBJECTIVE: The objective of the project is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.

II. TIME SCHEDULE FOR THE PROJECT: The project is of three months duration and it is mandatory to submit either of the reports at least one month prior to the completion of the programme.

III. TYPES OF PROJECT: The project should be done in core specialization area of respective course only. The project may be undertaken (not limited to) on any one of the following areas:

- It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research, etc.
- Journalism, its related fields, any media related issues, or media related organisations.
- Any area of Public Relations/Web Journalism/Advertising/Media Management/Online media/Science Communication/Media Sociology/ Event Management/ Film Making/ Political Science/English literature etc.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- The project can be based on primary or secondary data.

IV. PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis):

a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

- Title of the study
- Objectives and importance (significance) of the Study
- Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
- Limitations and scope of the study

- b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he/she will have to justify his/her new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.
- c. In any case, major changes in project proposal will not be allowed after submitting the second review of the proposal. The second review will be considered as final.
- d. It is necessary that the learners finalize their project proposal well ahead of time.
- e. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
- f. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

VI. PROJECT GUIDE

- The University will provide a database for selection of project guide/supervisor. If the learner wants to select a guide from a different discipline, prior approval from the University is a must.
- A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably Mass Communication department) of the designated colleges under KKHSOU.
- Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.
- Any academician who is associated with any research organisation and having a minimum of 5 years of research experience.

VI. PROJECT REPORT:

- Each Project Report must adequately explain the research methodology adopted and the directions for future research.
- The report should not be less than 30 pages and not more than 150 pages.
- The report will be subject to plagiarism check
- The Project Report should also contain the following:
 - Copy of the approved Project Proforma.
 - Certificate of originality of the work duly signed by the learner and project guide.
 - Resume of the guide should be attached along with the project report.

VII. PROJECT PROFORMA

- The Project Report should be typed in Arial, font 11, double line space, with 1.5 inches of margin in left size and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be hard bound.
- The project report or dissertation should include the following items –
 - a. Cover page
 - b. Certificate from the supervisor/guide
 - c. Acknowledgement
 - d. Abstract
 - e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

A brief overview of how a chapterisation should be conceptualized is given below-

- a. Introduction
 - Background of the study
 - Objectives of the study
 - Rationale for the research

- Hypothesis to be tested/research questions
- Review of past literature
- b. Research Methodology
 - Area/Place of research
 - Sample size
 - Sampling method
 - Nature of research
 - Tools of research
- c. Details about the different aspects of the research study
- d. Data analysis and interpretation
- e. Limitations and scope of the study
- f. Bibliography
- g. Annexure (pictures, paper clippings, questionnaires, etc.)

AUDIO-VISUAL REPORT: In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG,MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam/camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

VII. VIVA-VOCE: After the submission of the project report/audio-visual reports, viva-voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter. Learners should keep their copies of project report/dissertation for future reference till the final result is declared.
