

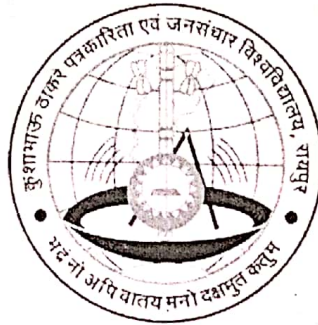
Bachelor of Arts in Electronic Media

BA (EM) (Hons. /Hons. With Research)

(Six/Eight Semester full-time Programme Curriculum)

Syllabus

2026-30



Department of Electronic Media

**Kushabhau Thakre Patrakarita Avam Jansanchar
Vishwavidyalaya, Raipur, CG, 492013**

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VTUIM BA (EM) 2026-30 1

Bachelor of Arts in Electronic Media

BA (EM)(Hons. /Hons. With Research)

(Six/Eight Semester full-time Programme Curriculum)

Scheme of Examination and Credit Distribution

BA (EM)1stYear

Semester -I

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BAEM 101	Hindi Language and Media	AEC 1	15	35	-	2	50
BAEM 102	Environmental Studies	VAC 1	15	35	-	2	50
BAEM 103	Introduction to Communication	DSC 1	30	70	-	4	100
BAEM 104	Introduction to Electronic Media	DSC 2	30	70	-	4	100
BAEM 105	Media and Current Affairs	DSC 3	30	70	-	4	100
BAEM 106	Foundation of Library and Information Science Or Introduction to Management Concept Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	30	70	-	4	100
BAEM 107	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

BA (EM)1stYear

Semester – II

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BAEM 201	Functional English	AEC 1	15	35	-	2	50
BAEM 202	Fundamentals of Computer & AI	SEC 1	15	35	-	2	50
BAEM 203	Visual Communication	DSC 1	30	70	-	4	100
BAEM 204	Reporting and Editing for Electronic Media	DSC 2	30	70	-	4	100
BAEM 205	Camera Techniques	DSC 3	30	70	-	4	100
BAEM 206	Library Cataloguing and Bibliography Or Introduction to Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	30	70	-	4	100
BAEM 207	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

- Award of Certificate in Electronic Media (If exiting After 1 Year)
- If a student wants to leave the program after one year (2 semesters), they must earn a total of 40 credits from both semesters, along with an additional 4 credits from a vocational/skill development course obtained from a recognized online or offline platform. Upon completing a total of 44 credits, they will be awarded a certificate.

BA (EM) 2nd Year
Semester – III

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BAEM 301	Value Education	AEC 3	15	35	-	2	50
BAEM 302	Media Literacy and Society	VAC 2	15	35	-	2	50
BAEM 303	Writing for Media	DSC 7	30	70	-	4	100
BAEM 304	Indian Government and Politics	DSC 8	30	70	-	4	100
BAEM 305	Audio Production	DSC 9	30	70	-	4	100
BAEM 306 (A) Or BAEM 306 (B)	Broadcast Technology Or Creative Writing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 1	30	70	-	4	100
BAEM 307	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

BA (EM)2nd Year Semester
– IV

COURSE CODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX. MARKS
BAEM 401	Language and Translation	AEC 4	15	35	-	2	50
BAEM 402	Graphics Designing	SEC 2	15	35	-	2	50
BAEM 403	Radio & TV Journalism	DSC 10	30	50	-	4	100
BAEM 404	Video Editing	DSC 11	30	50	-	4	100
BAEM 405	Media Law and Ethics	DSC 12	30	70	-	4	100
BAEM 406 (A) Or BAEM 406 (B)	Corporate Communication Or Introduction to Socio Economic Polity Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 2	30	70	-	4	100
BAEM 407	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

- Award of Diploma in Electronic Media (If exiting After 2 Years)
- If a student wants to leave the program after two years (4 semesters), they must earn a total of 80 credits from all four semesters, along with an additional 4 credits from a vocational/skill course obtained from a recognized online or offline platform. Upon completing a total of 84 credits, they will be awarded a Diploma.



BA (EM) 3rd Year
Semester – V

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BAEM 501	Cyber Crime and Security	VAC 3	15	35	-	2	50
BAEM 502	Mobile Journalism (MoJo)	SEC 3	15	35	-	2	50
BAEM 503	Television Programme Production	DSC 13	30	70	-	4	100
BAEM 504	Radio Programme Production	DSC 14	30	70	-	4	100
BAEM 505	New Media and Production	DSC 15	30	70	-	4	100
BAEM 506 (A) Or BAEM 506 (B)	Development Communication Or Indian Culture and Society Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	30	70	-	4	100
BAEM 507	Practical & Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

BA (EM) 3rd Year Semester
– VI

COURSECODE	NAME OF THE COURSE	COURSE	CAI	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BAEM 601	Anchoring	SEC 4	15	35	-	2	50
BAEM 602	Internship	-	-	-	50	2	50
BAEM 603	Media Production	DSC 16	30	70	-	4	100
BAEM 604	Video Production- I	DSC 17	30	-	70	4	100
BAEM 605	Advertising and Public Relations	DSC 18	30	70	-	4	100
BAEM 606 (A) Or BAEM 606 (B)	Media Management Or Rural and Tribal Communication Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 4	30	70	-	4	100
BAEM 607	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					22	600

- Award of Bachelor of Arts in Electronic Media (3 Years BA(EM))
- (If Exiting After 3 Year)

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Bachelor of Arts in Electronic Media (4 Years B.Sc. Honors) or
Bachelor of Arts in Electronic Media (4 Years BA (EM) Honors with Research)

BA (EM) 4th Year Semester
- VII

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BAEM 701	Communication Research	DSC 19	30	70	-	4	100
BAEM 702	Research Paper and Presentation	DSC 20	30	-	70	4	100
BAEM 703	Computer Application for Research	DSC 21	30	70	-	4	100
BAEM 704	Video Production-II	DSC 22	30	-	70	2	100
BAEM 705	International Communication Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	30	70	-	4	100
BAEM 706	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					20	600

BA (EM) 4th Year Semester
- VIII

COURSECODE	NAME OF THE COURSE	COURSE	CIA	THEORY	PRACTICAL	CREDITS	MAX.MARKS
BAEM 801	Research Tools and Application	DSC 23	30	70	-	4	100
BAEM 802	Film and Society	DSC 24	30	70	-	4	100
BAEM 803	Dissertation and Viva-Voce	DSC 25	30	-	70	4	100
BAEM 804	Video Production- III	DSC 26	30	-	70	2	100
BAEM 805	Data Journalism Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	30	70	-	4	100
BAEM 806	Practical and Viva-Voce	-	-	-	100	2	100
	TOTAL					20	600
	GRAND TOTAL	I+II+III+IV+V+VI+VII+VIII				172 Credit	4800 Marks

- If a student achieves 75% or less in the Bachelor of Arts in Electronic Media (3-Year BA (EM)), they will be awarded the Bachelor of Arts in Electronic Media (Honors) (4-Year BA (EM) Honors).
- If a student exceeds 75% in the Bachelor of Arts in Electronic Media (3-Year BA (EM)), they will be awarded the Bachelor

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Particulars	Abbreviations	Total Courses(in 4 Years)
Ability Enhancement Course	AEC	04
Value Addition Course	VAC	03
Discipline Specific Course	DSC	26
General Elective	GE	02
Skill Enhancement Course	SEC	04
Discipline Specific Elective	DSE	06

Credit Distribution:-

15Hrs Theory Classes= 1 Credit/ each class time being 45 minutes duration.

30Hrs Practical Classes=1 Credit

1. 3 Credit Classes= Minimum 60 Classes in a Semester= 4 Theory Classes Per Week
2. 4 Credit Classes=Minimum 80 Classes in a Semester=6 Theory Classes Per Week
3. 4 Credit Practical Classes=Minimum 160 Classes in a Semester=11 Classes Per Week



BA (EM)- I Semester
BAEM 101 (AEC 1)
HINDI LANGUAGE AND MEDIA

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)

Maximum Marks: 35

Minimum Marks: 14

(Not more than 70 words) - 02 Marks each = 05×02

= 10 Marks

2. 05 Long Answered questions of 05 Marks each = 05×05

(With internal choice of one question from each unit)

= 25 Marks

इकाई -01- प्रारंभिक व्याकरण

- वर्ण, स्वर- व्यंजन
- शब्द, अर्थ संबंध
- वाक्य, अनुच्छेद लेखन
- प्रत्यय, उपसर्ग
- संज्ञा, सर्वनाम, क्रिया विशेषण, काल, समास, अलंकार

इकाई -02- शब्द की व्युत्पत्ति

- शब्द रचना, रूप रचना, वाक्य रचना
- पर्यायवाची, विलोम, समानार्थी, अनेकार्थी, एकार्थी शब्द
- राजभाषा, राष्ट्रभाषा, कार्यालयीन भाषा
- पत्र लेखन, प्रकार - औपचारिक अनौपचारिक

इकाई -03- हिन्दी भाषा की शैली

- साहित्यिक
- औपचारिक
- अनौपचारिक
- प्रादेशिक भाषा और बोलचाल
- दोहा, सोरठा, चौपाई, छंद

इकाई -04- व्यावहारिक हिन्दी और लेखन

- मुहावरे , लोकोक्तियां एवं कहावत
- कविता, कहानी, उपन्यास, एकांकी
- हिंदी का सामाजिक संदर्भ और संवाद शैली
- सरकारी पत्राचार तथा टिप्पण और प्रारूपण
- अनुवाद करने का व्यावहारिक ज्ञान

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- जनसंचार माध्यमों में भाषा

इकाई -05- हिंदी भाषा और साहित्य

- प्रमुख कवि एवं उनकी कविताएं
रामधारी सिंह दिनकर, सूर्यकांत त्रिपाठी निराला, मैथिलीशरण गुप्त, कालिदास, सुभद्रा कुमारी चौहान, पं. माखनलाल चतुर्वेदी, सुमित्रानंदन पंत, तुलसीदास, सूरदास, अब्दुल रहीम खानखाना, विनोद कुमार शुक्ल, गजानन माधव मुक्तिबोध
- प्रमुख कहानीकार एवं उनकी कहानियां
मुंशी प्रेमचंद, जयशंकर प्रसाद, महादेवी वर्मा, विष्णु प्रभाकर, धर्मवीर भारती, भारतेन्दु हरिश्चंद्र
- प्रमुख उपन्यासकार एवं उनके उपन्यास
भगवतीचरण वर्मा, मुंशी प्रेमचंद, भारतेन्दु हरिश्चंद्र, फणीश्वरनाथ रेणु
- प्रमुख एकांकीकार एवं उनकी एकांकी
डॉ. रामकुमार वर्मा, जयशंकर प्रसाद, बालकृष्ण भट्ट, देवकीनंदन खत्री, जगदीशचंद्र माथुर
- हिंदी साहित्य की अन्य विधाएं
हरिशंकर परसाई, डॉ. हजारीप्रसाद द्विवेदी, चंद्रधर शर्मा गुलेरी, रामचंद्र शुक्ल, महावीर प्रसाद द्विवेदी

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BA (EM)- I Semester
BAEM 102 (VAC I)
ENVIRONMENTAL STUDIES

Maximum Marks: 35
Minimum Marks: 14

Scheme of Examination

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|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | = 25 Marks |
-

UNIT-1: The Multi-Disciplinary Nature of Environmental Studies

- Need for Public Awareness
- Natural Resources
- Renewable and Nonrenewable Resources: Natural Resources and Associated Problems.
- Role of an individual in conservation of Natural Resources
- Equitable use of resources for sustainable Life-Styles.

UNIT – 2: Ecosystems

- Concept, types, Characteristic Features, Structure of an Ecosystem.
- Structure and Function of an Ecosystem.
- Producers, Consumers and Decomposers.
- Energy Flow in the Ecosystem.
- Ecological Succession.
- Food Chains, Food Webs and Ecological Pyramids.

UNIT – 3: Biodiversity and its Conservation

- Introduction- Definition: Genetic, Species and Ecosystem Diversity.
- Biographical Classification of India.
- Value of Biodiversity, Biodiversity at Global, National and Local Levels.
- Threats to biodiversity: Habitat Loss, Poaching of Wildlife, ManWildlife Conflicts.
- Endangered and Endemic Species of India
- Conservation of Biodiversity

UNIT-4: Environment Pollution

- Definition, Causes, Effects and Control Measures of : Air pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Nuclear Hazards
- Solid WASTE management
- Disaster Management
- Human Population and the Environment
- Environment and Human Health.
- Human Rights.

UNIT – 5: Social Issues and the Environment

- From Unsustainable to Sustainable Development
- Urban problems related to Energy
- Water conservation, Rain Water Harvesting, Watershed management
- Resettlement and Rehabilitation of people, its problems and concerns, Case Studies.
- Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust, Case Studies.
- Environment Protection Act.

BA (EM) - I Semester BAEM
103 (DSC 1)
INTRODUCTION TO COMMUNICATION

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05 × 04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10 × 05
With internal choice of one question from each unit | = 50 Marks |
-

Unit-1: Communication

- Communication: Concept and Definition.
- Elements of Communication
- Process of Communication
- Barriers of Communication
- 7Cs of Communication
- Types of Communication
 - a. Intrapersonal, Interpersonal, Group Communication, Mass Communication
 - b. Formal & Informal Communication
 - c. Verbal & Non-verbal Communication

Unit-2: Mass Communication

- Meaning and Definition of Mass Communication
- Functions of Mass Communication
- Elements and Process of Mass Communication
- Channels of Mass Communication .
- Role of Mass Communication in Society

Unit-3: Models of Communication

- SMR & SMCR Model
- Lasswell's Model, Shannon and Weaver Model
- Charles Osgood, Gerbner's Model
- Westley & Maclean Model and Schramm Model
- McLuhan Model.

Unit-4: Theories of Communication

- Normative Theory, Authoritarian theory, Social Responsibility theory
- Development Media Theory, Democratic Media Theory
- Public Opinion and Propaganda Theory, Agenda Setting Theory
- Bullet Theory Cultivation Theory
- Uses and Gratification Theory

Unit- 5: Classification of Mass Media

- Traditional Media
- Print Media
- Electronic Media (TV and Radio)
- New Media, Convergence Media
- Cinema

INTRODUCTION TO ELECTRONIC MEDIA

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit = 50 Marks

Unit- 1: Early History

- Origin and development of Indian Press
- Hickey's Bengal Gazette and Early News Papers, Udant Martand
- Brief history of prominent newspapers: The Hindu, Indian Express, Times of India, Dainik Bhaskar, Jagran, Business Standards, Rajasthan Patrika, Haribhumi, Navbharat
- Brief introduction and contribution of eminent journalist: Raja Ram Mohan Roy, Jugal Kishore Shukla, Bhartendu Harish Chandra
- History of Press in Chhattisgarh

Unit-2: Press and Freedom Movement

- Role of press in freedom movement
- Contribution of eminent journalist: Lokmanya Bal Gangadhar Tilak, Mahatma Gandhi, Dr. B.R. Ambedkar, Baburao Vishnuparadkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhav Rao Sapre, Pt. Ravishankar Shukla, Pt. Sundarlal Sharma, Chandulal Chandrakar, Padum Lal Punnalal Bakshi, Pt. Swarajya Prasad Dwiwedi
- Brief History of language press: Urdu, Bangla, Malayalam, Tamil, Marathi
- Eminent Journalist of Post-Independence Period: Prabhas Joshi, Rajendra Mathur, Ramashran Upadhyay, Madhukar Kher, Babban Prasad Mishra, Mayaram Surjan, Lalit Surjan, Ramesh Nayyar.

Unit- 3: News Agencies and Radio

- Origin and Development of Radio in India
- Commission and Committees: Joshi Committee, Varghese Committee & Chanda Committee
- FM Broadcasting, Local Broadcasting, Interactive Radio Satellite Broadcast (Sky Radio)
- Organization of AIR - News Service Division, External Service Division, Public Service and Commercial Radio, Familiarization with Studio and Equipment
- Community Radio in India, Radio Samvad 90.8 FM
- Introduction to News Agencies-PTI, UNI, Hindustan Samachar, Samachar Bharti, ANI

Unit- 4: Introduction to Television

- Origin and Development of Television in India
- Doordarshan, Objectives of Doordarshan, SITE project and Educational TV.
- Characteristics of Television as a medium of Communication
- Difference and comparison of Television with other media
- Prasar Bharti Nigam – Objective, Structure and Function;
- Private and Commercial Television



Unit- 5: Cinema & New Media

- Origin and Development of Cinema in India
- Cinema-Definition and Scope, Introduction to Indian Cinema
- Types of Indian Cinema- Popular& Parallel, Importance of Cinema in Indian Society
- Cinema as a medium of Communication
- Introduction to New Media, Social Media, Social Media Platforms
- New Media and Social Media as an effective medium of Communication

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BA (EM) - I Semester
BAEM 105 (DSC 3)
MEDIA AND CURRENT AFFAIRS

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | = 50 Marks |

Unit-I: Governance and Media

- Introduction to Indian Constitution
- Fundamental Rights and Duties
- Centre-State Relationship
- President, Vice President, Prime Minister, Speaker, Leader of Opposition in India
- Role of Media as fourth Pillar of Democracy

Unit-II: Major Organisation and Its Functions

- Election Process, Election Commission of India
- Supreme Court, High Court
- Legislative procedures in India
- Lok Sabha, Rajya Sabha, State Legislatures
- Panchayatiraj System

Unit-III: Development of India

- Brief history of India- Pre, Middle & Modern Era
- Basic elements of Indian Culture
- Challenges before the Indian society
- Viksit Bharat @ 2047
- NEP2020

Unit-IV: Indian Economy

- Nature of Indian Economy
- Basic Terms: Per Capita Income, GDP, GNP, Inflation, Budget, Stock Market, GST.
- NITI Aayog and Its Functions
- Indian Agriculture.
- Current affairs - Politics, Economy, Social, Sport. Etc.

Unit-V: Contemporary Media Issues

- Fake News, Paid News, Online Journalism
- Social Media & Citizen Rights, Mobile Journalism
- Print Media, Electronic Media, PIB, PRGI, ABC, PRSI, PRCI
- Film Media, Web Media
- Regional Cinema, Chhattisgarhi Cinema



PAPER- VI

**BA (EM) - I Semester
BAEM 106 (GE 1)
GENERAL ELECTIVE**

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

B) Foundation of Library and Information Science (To be taken from B.Lib. & I.Sc.)

Or

C) Introduction to Management Concept (To be taken from BBA)

Or

Any of the 4 Credit Courses from SWAYAM or Any other MOOC Platforms approved by the Competent Authorities

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BA (EM)- I Semester
BAEM 107
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

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**BA (EM) - II Semester
BAEM 201 (AEC 2)
Functional English**

Maximum Marks: 35
Minimum Marks: 14

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | = 25 Marks |
-

Unit – I: Functional Grammar

- Alphabet, Vowel Consonant
- Sentence, Parts of Speech, Noun, Pronoun, Verb, Adverb, Adjective, Articles, Preposition, Conjunction, Gerunds
- Models, Auxiliaries, Punctuation, Clauses/ Phrases
- Active Passive Voice, Direct Indirect Speech
- Tense

Unit – II: Vocabulary

- Synonyms, Antonyms
- Homonyms, Homographs, Homophones
- Prefix, Suffix, Compound words
- Jargon and Registers

Unit – III: Mechanics of Writing

- Paragraph writing & paragraphing
- Creative writing- stories, novels, prose, play, screenplay, comics, journaling
- Academic writing- research paper, reports, reviews, essay
- Professional writing- resume & CV, emails & memo, proposals, minutes (its format and style)
- Letter writing formal and informal
- Other forms- Speeches, blogs, advertisement, notice, grant proposal, articles

Unit – IV: English as Language

- History of English language
- English in India during colonial period
- English in postcolonial world & now as global language
- English in the digital age

Unit – V: Literature & English

- Poetry, Prose, Play, Fiction, Novels
- British Literature (William Shakespeare, Geoffrey Chaucer, Oscar Wilde, Charles Dickens, Rudyard Kipling)
- Indian literature growth and rise of Indian writing in English
- The trio of indian english fiction (partition novels, contemporary writers) Rabindranath Tagore, Taru Dutt, Kamala Das, Amrtya Sen, R.K Narayan
- English literature in the 21st century

BA (EM) - II Semester
BAEM 202 (SEC 1)
FUNDAMENTALS OF COMPUTER & AI

Maximum Marks: 35

Maximum Marks: 14

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units) | |
| (Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05 | |
| (With internal choice of one question from each unit) | = 25 Marks |
-

Unit- 1: Introduction to Computer

- Block Diagram of Computer, Generation of Computer, Types of Computer.
- Hardware & Software, Primary memory, Secondary Memory.
- Functions of CPU, Mother Board, Graphics Card, Sound Card.
- Network Card – Modem, Switch, Router.
- Input, Output Devices

Unit 2: Artificial Intelligence

- Foundation of AI
- History of AI Intelligent Agents: Agents and Environments
- Searching in AI- Searching for solutions, Uniformed Search Strategies – Breadth First Search, Depth First Search.
- AI Prompts and Searching, Uses of AI: Presentation, Image & Video Generation.
- ChatGPT, Gemini, Copilot, Meta AI.

Unit 3: MS Word

- Introduction to MS Word
- Working with Documents: Formatting page & setting Margins, Using Toolbars.
- Formatting Documents - Setting Font & Styles, Typeface, Paragraph Setting, Alignments, Indents, Line Space, Margins, Bullets & Numbering.
- Formatting Page, Margins, Layout settings, Header & footer, Page Numbering
- Table Settings, Borders, Alignments
- Tools – Use of Spell Checks, Mail Merge, Envelop, Labels.
- Word typing, Table & Graphs.

Unit 4: MS Excel

- Introduction to MS Excel, Spreadsheet & Its Applications, Toolbars
- Find, and Replace, Inserting Data, Data from External files
- Formula – Relative and Absolute References Mathematical operations
- Chart: Various Chart Types.
- Formatting: Cell Data, Auto Fills, Border and Shading

Unit 5: MS PowerPoint & Internet

- MS PowerPoint, Components, Working with Presentation
- Graphics, Sounds, and Videos to a Slide, Animation, Transition
- PowerPoint Objects, Slide Show, Wizards, Slide Master, Chart
- Types of Networks: LAN, WAN, MAN,
- History of the Internet, WWW, Protocols (TCP/IP, HTTP, FTP), Search Engines, Browser.

BA (EM) - II Semester
BAEM 203 (DSC 4)
VISUAL COMMUNICATION

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | = 50 Marks |

UNIT – 1: INTRODUCTION

- Introduction to Audio-Visual Communication
- Audio-Visual Mediums
- Introduction to Narrative
- Narrative Structure (Plot, Theme, Setting, Beginning, Complications, Climax, Resolution)
- Analyzing a Visual Narrative

UNIT – 2: SCRIPT WRITING

- Script Writing (Introduction, Process, Uses)
- Screenplay (Introduction, Process, Uses)
- Storyboard (Introduction, Process, Uses)
- Audio-Visual Content (Shot, Scene, Sequence)
- Shooting Script and Writing for Various Audio Visual Programms
(News, Interview, Talk, Documentary)

UNIT – 3: RADIO

- Radio as a Medium of Mass Communication
- Characteristics and Historical Perspective (with special reference to India)
- Types of Ownership, Audience, Organisational Structure of AIR
- Commercial Radio, Educational Radio, Community Radio, Web Radio, Sky Radio and Digital Radio.
- AM, FM, Technology.

UNIT – 4: TELEVISION

- Television as a Medium of Mass Communication
- Characteristics of Television Medium, SITE Experiment, Kheda Experiment
- Organizational Structure of Doordarshan
- Satellite TV, Cable TV, Alternatives Mediums (Netflix, Amazon Prime video, Sonylive, Zee5, Hotstar, MX Player)
- Recent Trends (DTH, CAS, Pay per view system and Free to Air Channels)

UNIT – V: FILMS

- Film as a Medium of Mass Communication
- Technical Aspects of Film Production
- Film Industry in India and Regional Cinema (Status, Issues, Problems)
- Documentaries and Parallel Cinema
- Films and Society, Commercial Cinema, Art Cinema
- Review 5 films relevant to Social Significance

REPORTING AND EDITING FOR ELECTRONIC MEDIA

Maximum Marks: 70

Minimum Marks: 28

Scheme of Examination

- | | |
|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | = 50 Marks |
-

UNIT-1: BASICS OF REPORTING

- Concept of News, Elements, News Values
- Types of News Sources
- Concept of Reporting, Duties of News Reporters
- Classification of Reporters
- Working of news bureaus in National Capital, Metropolitan Cities and State Capitals

UNIT-2: BEAT REPORTING

- Meaning of Beat, Types of Beat, Political Reporting, Legal Reporting
- Reporting of Government Ministries, Legislative Reporting, Crime Reporting
- Reporting of Rural Developmental Activities
- Reporting of special fields, Business, Sports, Life style
- Entertainment Art and Culture, Science, Human Interest Stories

UNIT -3: RADIO

- Radio news, concept, meaning & types
- Reporting for Radio : News Gathering Techniques & Tools
- Writing for Radio News, Elements of Radio News
- Types of Radio News Bulletin and Structures
- Structures and working of Radio News Room
- Radio Phone in, Interview and News Presentation

UNIT-4: TELEVISION

- Television News, Concept Meaning & Types.
- Qualities and responsibilities of T.V. Reporter, T.V. News Team input/output
- Idea about basic Shots, Camera Movements & Framing
- Writing for T.V. News, Television News Elements, News Structure.
- News format in Television: PKG, AV, AVB, DLive, PTC, Voice Over, Vox-pop, Bites.
- Concept and Techniques of live reporting: DSNG, FTP, OB VAN, Bag Pack.

UNIT-5: WEB MEDIA

- Web Media News, Concept & Meaning
- Web Journalism : Characteristics & Tools
- Web News Reporting & Editing
- Web Radio News, Web T.V. News, Podcast
- Functioning of Web News Media & Web News Team
- Digital Media : Digital Edition, Dynamic Web Page

BA (EM) - II Semester
BAEM 205 (DSC 6)
CAMERA TECHNIQUES

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units) = 20 Marks
(Not more than 100 words): 04 Marks each = 05×04
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

UNIT-1: INTRODUCTION TO CAMERA

- Camera : Concept & Definition
- Evolution & History and Development of Camera
- SLR, DSLR, Camera, Camcorder
- Analogue Camera, Digital Camera
- Camera Formats: (Beta, Betacam, Betacam SP, Digi Beta, DVCPro, DVCProHD, XD Cam, HD Cam, AVCHD, DV, MiniDV, DVCam, HDV, 4K)

UNIT-2: CAMERA EQUIPMENT'S AND CONTROLS

- Camera Mounting Equipment's: Use and Importance
- Head, Spreader, Pods, Base Plate, Gimbals, Flash, Viewfinder
- Camera Audio and Light Equipment's
- White Balance, Colour Temperature
- Zoom, Shutter, ND Filter

UNIT -3: CAMERA LENSES

- Camera Lenses: Technology and Uses
- Type of Lenses
- Optical Characteristics of Lenses
- (Focal length, Focus, Depth of Field, Iris, Aperture, F- Stop)
- Fixed Lens Camera
- Interchangeable Lens Camera

UNIT-4: CAMERA COMPOSITION

- Camera Composition and Framing
- Rule of Thirds
- Type of Camera Shots
- Camera Angles
- Camera Movements

UNIT-5: CAMERA TECHNIQUES

- ENG/EFP Camera Setup
- Studio Camera Setup and CCU
- Single Camera & Multi Camera Setup
- Effective Shooting Technique
- Lighting Techniques: Types of Light, Three Point Lighting.

BA (EM) - II Semester
BAEM 206 (GE 2)
GENERAL ELECTIVE

Maximum Marks: 70
Minimum Marks: 28

Scheme of Examination

- | | |
|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | = 50 Marks |
-

B) Library Cataloguing and Bibliography (To be taken from B.Lib.& I. Sc.)

Or

C) Introduction to Marketing (To be taken from BBA)

Or

D) Any of the 4 Credit Courses from SWAYAM or Any other MOOC Platforms approved by the Competent Authorities

BA (EM)- II Semester
BAEM- 207
PRACTICAL & VIVA-VOCE

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

18

BA (EM) - III Semester
BAEM 301 (AEC 3)
Value Education

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units) | |
| (Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05 | |
| (With internal choice of one question from each unit) | = 25 Marks |
-

Unit –1: Value

- Meaning
- Definition
- Types of Value
- Social Responsibility and Media Person
- Components of Value Education

Unit – 2: Internal and Behavioral Value

- Internal Value - Trust, Respect, Affection
- Internal Value - Gratitude, Proud, Love, Truth
- Behavioral Value - Courtesy, Gentleness, Simplicity
- Behavioral Value - Easing, Generosity, Loyalty
- Human Value and Moral Value

Unit – 3: Material & Existential Value

- Material Value - Cost
- Existential Value- Happiness, Peace, Satisfaction, Enjoy, Spirituality
- Social Values - Pity and Probity, Self-Control, Universal Brotherhood
- Professional Values - Knowledge thirst, Sincerity in Profession, Regularity, Punctuality and Faith
- Religious Values - Tolerance, Wisdom, Character

Unit – 4: Values

- Character Formation Towards Positive Personality
- Aesthetic Values
- Constitutional or National Values
- Personal Development
- Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged

Unit – 5: Problems Faced By Humanity

- Problems Faced by Humanity
- Ecological and Environmental Imbalanced
- Social and Family Disintegration
- Concept of Nuclear Family & Joint Family
- Stress and Conflict in Individuals

18

BA (EM) - III Semester
BAEM 302 (VAC 2)
MEDIA LITERACY & SOCIETY

Maximum Marks: 35
Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

UNIT 1: Introduction to Media Literacy

- Defining Media, Media Literacy
- Media Literacy Core Skills (Access, Analyze, Evaluate, Create, Act)
- Nature, Scope of Media Literacy
- Importance of Media Literacy
- Digital Literacy, Visual Literacy

UNIT 2: Media Messages

- Critical Analysis Skills
- Semiotics: Signs, Symbols
- Ideology, Power in Media
- Media as Text, Narrative
- Commercial Messages, Persuasion

UNIT 3: Media Messages Reception

- Message Production, Dissemination
- Media Platforms, Characteristics
- Exposure, Interpretation Factors
- Nature of Messages, Audience Engagement
- Media Stereotypes, Impact

UNIT 4: Media Ecosystem in Globalization

- Media Ecosystem, Ownership
- Media Globalization, Flows
- Media Markets, Content
- Propaganda, Disinformation
- Hegemony, Ideologies

UNIT 5: Indian Social Changes & Media

- Media & Modernization (India)
- Westernization (India)
- Media & Social Mobility (Sanskritisation)
- Global Culture, Local Resistance (India)
- Social Structure, Digital Divide (India)

BA (EM) - III Semester
BAEM 303 (DSC 7)
WRITING FOR MEDIA

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT-1: INTRODUCTION OF NEWS

- Basics of writing
- Elements of writing
- Principles and methods of effective writing
- Writing for Target Group
- Hard News, Soft News

Unit-2: PRINT MEDIA

- Writing for Newspaper
- Supplements, Opinion-OpED
- Articles, Column's
- Reviews
- Follow-up, Letter to Editor.

UNIT-3: WRITING FOR RADIO

- Radio News
- Interviews
- Drama
- Features, Commercials
- Talks, Reports

UNIT-4: WRITING FOR TV

- Nature and characteristics of television
- elements
- News
- Fictions
- Documentaries
- Features

UNIT-5: NEWS WRITING FOR NEW MEDIA

- Blogging
- Microblogging Twitter
- Social Media
- Google, Web News Portals
- Authenticity and piracy issues – regulations

18

PAPER- IV

BA (EM) - III Semester
BAEM 304 (DSC 8)
INDIAN GOVERNMENT AND POLITICS

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
 (Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05
 With internal choice of one question from each unit = 50 Marks

UNIT-I: BASICS OF CONSTITUTION

- Constitutional framework- Historical background, Making of constitution
- Implementation of constitution, Preamble
- Schedule, Part, Articles.
- Fundamental Rights: Definition, Features
- Fundamental duties

UNIT-II: CITIZENSHIP

- Significance and importance
- Constitutional provision
- Citizenship Act, CAA, NRC
- Single citizenship, Foreign citizenship
- Different between Indian and American citizenship.

UNIT-III: GOVERNANCE

- Parliamentary System, Indian and British model
- The Electoral System Process
- Federal system
- Panchayati Raj
- Constitutional amendment

UNIT-IV: PARTY SYSTEM

- Political Party
- Nature of the party system
- National and Regional Political Party
- Effects of fragmentation of parties on the formation
- Working of governments at the center

UNIT-V: INTERNATIONAL RELATIONS

- Non-Aligned Movement
- India Foreign Policy
- Relationship of India with Pakistan, China & USA, Russia, Japan, Britain
- ASEAN and SAARC
- United Nation Organization



BA (EM) - III Semester
BAEM 305 (DSC 9)
AUDIO PRODUCTION

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

Unit-1: Basic Concepts of Audio

- Definition of Audio, Characteristics of Audio
- Analogue and Digital sound
- Monaural (Mono) Sound & Stereophonic Sound (Stereo)
- Surround Sound
- Audio file formats, Codec's & Compression

Unit-2: Studio Fundamentals

- Layout, Acoustic Treatment
- Equipment's and their application
- Microphone Types: Microphone Pickup Pattern
- Mixing Console and Working of Mixing Console
- Recording Upgrades and Trends

Unit -3: Sound Production for Audio visual

- Indoor and Outdoor recording, Studio Sound, Film Sound, Live Sound
- Recording for Audio programmes; Drama, News, Commercials, Jingles
- Recording for Video programme; Live interview, Documentary, News, Short Film
- Sound for Film Diegetic & Non-Diegetic Sound
- Foley sound, Ambience Sound, Dubbing

Unit-4: Audio Software & Application

- Introduction to Audio Software's
- Recording Basics, Interface, Tools, Editing & Track Mixing
- Sound Effects & Filters
- Mixing
- Mastering

Unit-5: Laws & Ethics for Sound

- Copyright Infringement
- Royalties for Music
- Ethics of Audio Production, Societies for Code of Ethics for Audio Industry
- Career in Audio Production
- Indian Phonographic Industry, Contemporary Scenario, Top Leading Companies



BA (EM) - III Semester
BAEM 306 (A) (DSE 1)
BROADCAST TECHNOLOGY

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

Unit-1: Introduction

- Radio Broadcasting in India, Current Radio broadcasting scenario
- Introduction to Radio Transmission technology, Radio bands and frequencies, FM and AM (MW and SW), Digital Audio and formats
- Introduction to Television Broadcasting in India, Current Television broadcasting scenario
- Picture elements, scanning, horizontal and vertical resolution and video bandwidth, composite video signal, Different broadcasting signal standards: PAL, SECAM, NTSC, SD, HD, 4K etc.
- Introduction to Television Transmission technology, Television Bands and Frequencies. Digital Video and formats

Unit-2: On Air Technology

- Frequency and Polarization, Transponder Capacity, Bit rate. Satellite and terrestrial television transmission
- Coding and decoding signal, Outdoor Unit, Indoor Unit, and Satellite Mobile services, VSAT, GPS
- Direct to Home system (DTH), Conditional Access System (CAS), Set Top Box, Pay per view system, Video on demand, interactive television
- Major Broadcasting Equipment's and Their Functions
- Brief growth of Cable, DTH and digital broadcasting industry in India, Major players

Unit -3: On-Air Process

- Introduction to process of Radio and Television broadcasting, Structure of Radio and Television Station
- Function of Studio. Operational team, Roll and responsibilities
- Data Transmission, Transmission Technology, Fiber Optical, Lease Line, Data Transfer Service Provider
- Introduction and function of Production control room (PCR) and Master Control Room (MCR)
- Broadcasting Automation, NRCS (News Room Computer System), on-air Software

Unit-4: Setup, Licensing and Distribution

- Broadcasting Setup: Licensing from MIB, Uplink- Downlink of channels, WPC permission,
- Distribution and Placement of Channel, Various distribution platforms - DTH, Cable TV, Terrestrial and Digital.
- Data transfer Systems, Optical fiber communication, Optical Spectral bands, Lease Lines.
- Outdoor Broadcasting, V-set, DSNG, DNG, SNG, OB van, Back-Pack
- Major broadcasting organization, Broadcasting technology service provider, BECIL

18

Unit-5: Digital Video

- Digitalization of Media and Broadcasting, Media Convergence
- HD Radio, Satellite Radio, Internet Radio, Web Radio, Podcasting.
- Digital Video Broadcasting (DVB), Web Television, Broadcasting, IP TV, OTT.
- Digital Archiving
- Advantages of Digital Broadcasting, Future of Broadcasting Technology

NS

BA (EM)- III Semester
BAEM 306 (B) (DSE 1)
CREATIVE WRITING

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

Unit-1: Short Story Writing

- Characteristics of Good writing
- Genre- Science Fiction, Adventure
- Genre-Horror, Romance
- Theme, Plot, Character, Point of View
- Setting, Tone, Symbolism

Unit-2: Writing Verse

- Verse- Concept and Definition
- Diction and Theme
- Imagery, Figures of Speech
- Metre , Rhythm and Sound
- Structure and Form, Symbolism

Unit-3: Drama

- Characteristics of a Good Drama
- Elements of a Drama- Theme, Developing Characters and Relationship with other Characters
- Plot, Form , Scene building
- Dialogue Writing
- In depth analysis of a Classic play

Unit-4: Translation

- Translation- Concept and Importance
- Translation as a Creative art
- Linguistic and Cultural aspects of Translation
- Translation of Poetry, Short story, Articles
- Technical Translation of Pamphlets, Brochures, Leaflets, and Advertisements

Unit-5: Persuasive Writing

- Importance of Persuasive Writing
- Brochures
- Pamphlets and Posters
- Speeches
- Writing Advertising Copy

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**BA (EM)- III Semester BAEM
307
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.



BA (EM) - IV Semester
BAEM 401 (AEC 4)
LANGUAGE AND TRANSLATION

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

- | | |
|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | = 25 Marks |
-

UNIT – 1: INTRODUCTION

- Defining Language, Core Nature
- Structure of Language (Sounds, Words, Sentences)
- Types of Language, Local Dialects
- Language of Media (Overview)
- Role of Language in Media (Functions)

UNIT – 2: TRANSLATION

- Translation Definition, Principles
- Types of Translation (Methods, Purpose, Medium)
- Uses of Translation (Significance)
- Role of Translation in Media (Industry)
- Translation as a Career (Opportunities, Skills)

UNIT – 3: TRANSLATION AND INTER-LINGUAL APPLICATION

- Hindi to English Translation
- English to Hindi Translation
- Hindi/English to Chhattisgarhi (Regional)
- Translation and Transcription
- Written vs. Spoken Text Translation

UNIT – 4: ADVANCED ASPECTS OF TRANSLATION

- Literary, Non-Literary Translation
- Simultaneous Translation (Interpretation)
- Machine Translation (Automation)
- Computer Assisted Translation (CAT Tools)
- Artificial Intelligence Translation (AI)

UNIT - 5: PRACTICAL TRANSLATION SKILLS DEVELOPMENT

- Translation of 50 Daily use Phrases
- Translation of :05 Applications and 05 Letters
- Translation of News Headlines :
(05 – Business, 05 – Politics, 05 – Education, 05 – Science, 05 – Sports, 05 – Films)
- Translation of : 05 Radio News Bulletin
- Translation of any: 02 Short Film Script.

12

BA (EM) - IV Semester
BAEM 402 (SEC 2)
GRAPHICS DESIGNING

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) = 25 Marks
-

Unit 1: Fundamentals of Graphics Designing

- Introduction to Graphics Designing, Definition and importance of graphics designing: Evolution of graphics designing tools and techniques
- Understanding elements: line, shape, form, texture, color, space; Principles of design: balance, contrast, emphasis, rhythm, unity
- Basics of typography: fonts, typefaces, styles, Typography in graphic design: readability, hierarchy, pairing fonts
- Basics of Color Theory: RGB, CMYK, hexadecimal codes; Color harmonies: complementary, analogous, triadic, etc.
- Layout and Composition: grids, alignment, white space, Composition techniques: rule of thirds, focal point, visual hierarchy

Unit 2: Adobe Photoshop

- Introduction and Overview of Adobe Photoshop, interface and tools, File formats and resolution in Photoshop, Image Editing and Retouching
- Basic image adjustments: brightness, contrast, levels; Advanced retouching techniques: healing brush, clone stamp; Layers and Masks
- Understanding layers: layer types, blending modes; Masking techniques: layer masks, clipping masks
- Selections and Manipulation
- Selection tools: marquee, lasso, magic wand; Transformations: scaling, rotating, warping; Filters and Effects
- Applying filters: blur, sharpen, distort; Adding effects: drop shadows, glows, gradients;

Unit 3: Adobe InDesign

- Introduction and Overview of Adobe InDesign workspace and tools; Document setup and preferences in InDesign; Working with Text
- Text frames and formatting options; Styles and typography controls in InDesign; Layout Design
- Placing and arranging images in layouts; Using grids and guides for layout precision; Master Pages and Templates
- Creating and applying master pages; Using templates for consistent design; Exporting and Printing
- Exporting formats: PDF, print-ready files; Preparing designs for commercial printing



Unit 4: CorelDRAW

- Introduction and Overview of CorelDRAW workspace and tools; Differences between vector and raster graphics; Drawing and Editing Shapes
- Drawing tools: lines, curves, shapes; Editing shapes: nodes, control handles, transformations
- Applying colors: fills, outlines, gradients; Adding effects: shadows, transparencies, blends; Text and Typography
- Working with text: formatting, styling; Artistic text vs. paragraph text in CorelDRAW; Advanced Techniques
- Using layers and groups for organization; Exporting files for web and print

Unit 5: Canva and Figma

- Introduction to Canva; Overview of Canva's interface and tools; Creating and customizing designs using Canva templates
- Working with text, images, and elements; Utilizing Canva for social media graphics, posters, and presentations
- Collaborative features in Canva; Sharing and exporting designs from Canva
- Overview of Figma's collaborative interface and design tools; Creating UI/UX prototypes and interactive designs in Figma
- Using components and styles in Figma; Prototyping interactions and animations in Figma, Export and Sharing

18

**BA (EM) - IV Semester BAEM
403 (DSC 10)
RADIO & TV JOURNALISM**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

Unit -1: Audio Technologies

Technologies: Analog, Digital and Interactive Technologies, Structure of Radio Station. Production Process: Pre-production, Production, Post Production. Preparing Log Sheet of Radio Programs.

Unit -2: Radio Writing

Script writing for radio programmes; Interviews, Discussions, Documentary, Advertisements, PSA, News, Drama, Radio Commercials. Script Writing Techniques for Radio Programmes. News Bulletins and News Presentations.

Unit-3: Overview of TV

An overview of Television Programme Production: Evolution of Television Production, New Trends in Television Production. Production Process: Analog to Digital. Production Stages: Pre-Production, Production and Post Production. Production Crew. Production Facilities.

Unit-4: Production

Production Management: Qualities of Producer, Production Strategies, Shooting Schedule, Production Budget. Production Meeting. Script: Visual Thinking, Research, Synopsis and Outline Treatment. Scripting Formats. Production Terminology: Single Vs. Multi Camera Production, Studio Vs. Location Production.

Unit-5: Digital Video

Production Facilities: Production Coordination, Camera, Microphones, Switcher and Lightings and Design Elements. Wipe, Chroma key, Virtual Set, Digital Video Effects. Colour and Colour Composition. Directing: Timing, Running Time, On-the-Air Timing, Commands. Using Sound and Effects.

12

PAPER- IV

**BA (EM) - IV Semester
BAEM 404 (DSC 11)
VIDEO EDITING**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 3. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | =20 Marks |
| 4. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT- 1: INTRODUCTION

- Introduction to audio visual editing
- Concept of audio visual editing
- Nature of editing.
- Aesthetics of editing.
- Elements of editing.

UNIT- 2: SOFTWARES

- Adobe Premiere Pro
- Final cut Pro
- DaVinci
- NLE Video Editing Equipments& Setup
- Mobile Video Editing, Applications

UNIT-3: EDITING PROCESS

- Importing , Sequence Setting, Scratch disk setting
- Trimming & Inserting Video
- Timeline Editing Tools
- Link & Unlink, Basic Motion & Opacity .
- L-cut, J-cut, Jump cut, Match cut

UNIT-4:EFFECTS

- Transition (Cut, Fade, Wipes, Dissolve)
- special Effects (SFX)
- Superimposition & Compositing
- Multi Track Editing
- Audio in Video Editing

UNIT-5: EXPORTING

- Titling and Graphics
- Colour Correction
- Audio Mixing and Balancing
- Exporting project
- Aspect Ratio, Resolution, Video file formats (MP4, AVI, MOV, FLV, 3GP, WMV etc.)

18

BA (EM) - IV Semester
BAEM 405 (DSC 12)
MEDIA LAW AND ETHICS

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 5. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 6. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT-1 MEDIA LAWS - AN INTRODUCTION

- History of Indian Media Laws
- Constitutional Freedom of Expression in India
- Reasonable Restrictions as Imposed by the Constitution
- Provisions of declaring emergency and their effects on media
- Media and Society in Currents Scenario

UNIT-2: MAJOR LAWS RELATED TO MEDIA

- Working Journalist and other newspaper employees Act 1955
- Contempt of courts Act 1971, Civil and criminal law of Defamation
- Right to Information, Act 2005.
- Intellectual property right
- Defamation

UNIT-3: ACTS

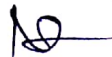
- Press and Books Registration Act, Copyright Act
- Cyber Law, IT act 2000 and its amendments
- Cinematography Act 1953, Cable Television Act
- Guidelines for parliamentary coverage (Geeta Mukherjee committee's report)
- Parliamentary privileges: article 105, 193 and 361A of constitution

UNIT-4: INDIA AND MEDIA

- Press Council of India
- Prasar Bharati Act
- The Bharatiya Nyaya Sanhita-2023, The Bharatiya Sakshya Adhiniyam-2023, The Bharatiya Nagarik Suraksha Sanhita-2023
- Convergence laws, Social Media and OTT self-regulation
- TRAI and latest updates related New Tariffs of DTH Subscribers

UNIT 5: MEDIA ETHICS

- Importance of Ethics in Journalism
- Paid News, Fake News
- Advertising Codes of Ethics
- Crime against women and children
- AIR & DD code for election coverage, AIR & Doordarshan commercial code



BA (EM) - IV Semester
BAEM 406 (A) (DSE 2)
CORPORATE COMMUNICATION

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit-1: Introduction to Corporate Communication

- Corporate Communication: Definition, Concept Genesis
- Emergence of Corporate Communication-The Historical
- Links, The Pioneers and their Works
- Elements of a Corporate Communication
- Segmenting Stakeholders in Corporate Communication
- Present State of Corporate Communication

Unit-2: Corporate Communication Strategies

- Corporate Identity
- Corporate Image
- Corporate Reputation
- Corporate Social Responsibility
- Crisis Communication

Unit -3: Tools of Corporate communication

- Traditional tools
- Print media tools
- Audio –Visual Tools
- Digital tools
- Convergence

Unit-4: Media Relations

- Corporate communication & Media
- Writing for the media
- Managing Media Events
- Celebrity Management
- Event Management

Unit-5: Ethics and Law in Corporate Communication

- Characteristics of a Corporate Professional
- Professional Code of Ethics
- Corporate Laws
- Professional Bodies in Corporate Communication
- Case Studies

18

BA (EM) - IV Semester
BAEM 406 (B) (DSE 2)
INTRODUCTION TO SOCIO ECONOMIC

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

UNIT-1: Introduction to Economics

- Nature and Scope of economics, Central problem of economy
- Sector of the economy, progress, growth and development
- Basic features of Indian economy
- Planning Process
- Development and growth.

UNIT-2: Market

- Problems of Indian economy
- Demand and Supply
- Consumer behavior
- Liberalizations
- Globalization and Swadeshi.

UNIT-3: Agriculture

- Role of agriculture in India's economic development
- Productivity in agriculture, agriculture credit, KCC Scheme, MSP
- Technological factors, Green revolution, Operation flood
- Agrocrcis: Problems & challenges

UNIT-4: Public sector in India and its roles in the development

- Role of the small scale
- Cottage industries and government policies
- Problem of industrial sickness
- The role and pattern of Industrial growth.
- Neeti Aayog, five-year plan: Basic Introduction

UNIT-5: External Sector

- Role of foreign aid, GST, budget, IMF, World bank
- MNCs in India's growth process
- Foreign Trade - Composition and direction
- Impact of liberalization



BA (EM) - IV Semester
BAEM 407
PRACTICAL & VIVA-VOCE

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

BA (EM) - V Semester
BAEM 501 (VAC 3)
CYBER CRIME AND SECURITY

Maximum Marks: 35

Maximum Marks: 14

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 = 10 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×05 = 25 Marks
(With internal choice of one question from each unit)
-

Unit- 1: Introduction to Cyber security

- Cyberspace Definition, Computer/Web Technology Overview, Architecture
- Internet, WWW, Advent, Infrastructure, Data Transfer, Governance, Internet Society
- Regulation of Cyberspace
- Concept of Cyber Security
- Cyber Security Issues and Challenges

UNIT- 2: Cyber crime and Cyber law

- Cyber Crime Classification, Targeting Computers/Mobiles, Women/Children
- Financial Frauds, Social Engineering Attacks
- Malware, Ransomware, Zero Day/Click Attacks
- Cybercriminals Modus Operandi, Reporting, Remedial/Mitigation
- Cyber Crime Legal Perspective, IT Act 2000, Offences, Organizations, Case Studies

UNIT- 3: Social Media Overview and Security

- Social Networks Introduction, Types, Platforms, Monitoring, Hashtag, Viral Content
- Social Media Marketing, Social Media Privacy
- Online Social Network Challenges, Opportunities, Pitfalls, Security Issues
- Flagging/Reporting Inappropriate Content, Laws, Best Practices
- Social Media Security Case Studies

Unit- 4: E - Commerce and Digital Payments

- E-Commerce Definition, Components, Security Elements
- E-Commerce Threats, Security Best Practices
- Digital Payments Introduction, Components, Modes (Cards, UPI, e-Wallets, USSD, Aadhar)
- Digital Payment Frauds, Preventive Measures
- RBI Guidelines (Digital Payments, Customer Protection), Payment Settlement Act 2007

Unit- 5: Digital Devices Security, Tools and Technologies for Cyber Security

- End Point/Mobile Security
- Password Policy, Security Patch Management
- Data Backup, Third Party Software Management
- Device Security Policy, Cyber Security Best Practices
- Host Firewall, Anti-Virus (Significance, Management), Wi-Fi Security, Basic Security Policy/Permissions

BA (EM) - V Semester
BAEM 502 (SEC 3)
MOBILE JOURNALISM (MoJo)

Maximum Marks: 35
Maximum Marks: 14

Note: Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05
(With internal choice of one question from each unit) | =25 Marks |
-

UNIT-1: INTRODUCTION

- Defining MoJo, Evolution
- Nature, Scope (MoJo)
- Advantages, Opportunities (MoJo)
- Challenges, Ethics (MoJo)
- MoJo Skills, Mindset

UNIT-2: ESSENTIAL SKILLS AND WORKFLOW

- Core Skills (Journalism & Technical)
- MoJo Workflow (Pre-production)
- Mobile Content Creation (Audio/Visual)
- MoJo Apps (Toolkit)
- Distribution, Engagement (Mobile Publishing)

UNIT-3: MOBILE RECORDING TECHNIQUES

- Mobile Audio Recording (Quality)
- Mobile Photography, Editing (Journalism)
- Mobile Videography (Effective Shooting)
- Mobile Video Editing (Narratives)
- Mobile Video Uploading (Optimization)

UNIT-4: MOBILE JOURNALISM KIT AND APPLICATION

- MoJo Kit: Audio Accessories
- MoJo Kit: Stability (Tripods, Mounts, Gimbals)
- MoJo Kit: Lighting
- MoJo Apps (Camera, Audio Control)
- MoJo Apps (Video, Photo Editing)

UNIT-5: PRACTICAL APPLICATION AND PROJECT WORK

- Live Streaming (Mobile), Platforms, Trends
- Audio Journalism (News, Podcast Interview)
- Video Journalism (News, Video Interview)
- Live Broadcasts (Planning, Delivery)
- MoJo Portfolio Development

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BA (EM) - V Semester BAEM
503 (DSC 13)
TELEVISION PROGRAMME PRODUCTION

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

UNIT - 1: IDEA GENERATION

- Different Genres of TV Programme,
- Selecting of Topic,
- Stages of TV Programme Production,
- Research, Script, Screen play & Story board,
- Presentation of Programme,
- Anchoring, Comparing, News Reading, Voice Modulation.

UNIT 2: TV PROGRAMME PRODUCTION

- Programme TV Crew,
- Technical TV Crew,
- ENG Production,
- EFP Production,
- Studio Production,
- Multi-Cam & Single-Cam Setup.

UNIT-3: LIGHTING FOR TELEVISION

- Different Lights for Outdoor & Studio,
- Studio Lighting,
- Outdoor Lighting,
- Three Point Lighting,
- Reflectors use for lighting,

UNIT-4: AUDIO IN TV PROGRAMME PRODUCTION

- Importance of Sound in TV Programme,
- Mono Vs Stereo Sound,
- How to read Audio Meter, Limiter, Clipping,
- Types of Microphone used in TV Production (Shotgun, Handheld, Lapel, Boundary),
- Placement of Microphone to Different Sources.

UNIT-5: POST PRODUCTION

- Video Acquisition for Editing,
- Tape Vs Digital,
- Non-Linear Workstation,
- On line video Switching (Live),
- VFX, DVE & C.G. (Titling),
- Importance & need of Waveform monitor & Vectoscope.

10

**BA (EM) - V Semester BAEM
504 (DSC 14)
RADIO PROGRAMME PRODUCTION**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

3. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
4. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

UNIT- 1: QUALITIES OF RADIO PROGRAMME PRODUCTION

- Inquisitiveness
- Selecting of Topic by drawing Experiences of Life
- Ability to conceptualization ideas
- Creativity, Command on Language & Culture
- Research, Script.

Unit-2: Types of Radio Programme

- Feature
- Drama
- Speech & Talk
- Documentary
- Live commentary

Unit-3: Basic Necessity of Radio Programme

- Voice Modulation
- Clear Pronunciation
- Announcing
- Compering, Adlib
- Interviewing.

Unit-4: Technology behind Radio Programme Production

- Microphone (Uni-directional, Bi-directional, Omni-directional)
- Placement of Microphone to Different Sources
- Recorder (Portable, Field, Studio Audio Mixer)
- How to read Audio Meter, Channel Strip, Limiter, Clipping
- Audio Editing, Mixing & Mastering, Sound effect.

Unit- 5: Stages of Radio Programme

- Concept
- Special Programme
- Pre-Production (Ideas, Research, Script, Plan of Action)
- Production (Recoding, Library Data Collection)
- Post-Production (Editing, Mixing, Mastering for different media, Marketing, Programme scheduling).

BA (EM) - V Semester BAEM
505 (DSC 15)
NEW MEDIA AND PRODUCTION

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 5. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words); 04 Marks each = 05×04 | =20 Marks |
| 6. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT-1: THE INTERNET

- Introduction to Internet, Intranet and Extranet
- History of Internet
- How Internet Works and its Uses
- Internet Addressing (IP, Domain Name, E-Mail, URL)
- A - HTML B - HTTP C - WWW

UNIT-2: CYBER SPACE AND MEDIA

- Introduction
- Information and Idea in Cyber Space
- News via Internet
- Web Journalism (Introduction, Types, Impact and Scenario)

UNIT- 3: WEB DESIGNING AND PUBLICATION

- Introduction
- Making of Web Pages
- Roles, Responsibilities and Qualities of
 - A - Webmaster B - Application Programmer C - Visualizer
 - D - Graphic Designer E - Project Manager F - Website Manager
 - G - Audio-Visual Expert H - Animation Artist

UNIT- 4: WEB JOURNALISM

- Introduction
- Web Portals
- Process of Web Journalism (Writing, Editing, Publication)
- Important New Portals and Websites
- Relation Between Web Journalism and Social Media

UNIT-5: CONCLUSION

- Analysis of Some Websites
- Webline,
- Visit and Work System Observation of Local Web Portal
- Internet and Marketing/Promotions
- A - Social Media Marketing B - Search Engine Optimization
- C - Production of Social Media Promotional Contents (Introduction and Tools)



VTU BA (EM) 12024 201 45

BA (EM) - V Semester
BAEM 506 (A) (DSE 3)
DEVELOPMENT COMMUNICATION

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each =05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each=10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT- 1: Introduction to Development

Development: Definition, meaning and concept; Development dichotomies: historical overview of development, Gap between developed and developing societies; Issues and indicators of development (HDI), Planned Economy, NITI Aayog; MacBride Commission/NWICO; International organizations - UNICEF, UNDP, UNESCO, WTO, WHO

UNIT- 2: Various Approaches to Development

Approach to development: Basic need, Integrated development, Local organisations, Self-development, Participatory development; Gandhian understanding of development and distributive justice – Gram Swaraj, Trusteeship Theory, Dignity Of Labour; Mixed Economy; Socialist Approach, Decentralisation of Power and Panchayati Raj Sustainable Development –Principles and Practice; Globalisation and Glocalisation.

UNIT- 3: Development Issues and Indian Perspectives

Social and Rural Development: Social indicators of development education, literacy, nutrition and health, population control and family welfare, environment, women and child development; Poverty alleviation and land reforms; Issues in urban development-slums, housing, public transport, traffic; Water Conservation and drought management with special focus on Rajasthan; Forest and Wildlife conservation; Tribal rights on forests, land, water - Ecology v/s Economy.

UNIT- 4: Development Communication

Theories on Development Communication: Dominant, Modernization; Dependency, Diffusion of innovation and Social marketing theory; Social cultural and economic barriers; Role of mass communication in development process;

UNIT- 5: Development Journalism

Role of alternative and community media in communication for development; Development Journalism: issues of gender, race, ethnicity, religion, social class, poverty; Role of NGOs and Voluntary Organisations.



BA (EM) - V Semester
BAEM 506 (B) (DSE 3)
INDIAN CULTURE AND SOCIETY

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

UNIT-1: Evolution and Foundations of Indian Society

- Unity in Diversity (India)
- Historical Evolution (Indian Society)
- National Integration Threats (Internal)
- National Integration Threats (External, Security)
- India's Contribution to World Civilization

UNIT-2: Social Stratification and Change in Indian Society

- Caste System (Origin, Structure, Functions)
- Caste System (Merits & Demerits)
- Indian Tribes (Lifestyle, Socio-Economic)
- Sanskritisation (Nature, Process, Impact)
- Changing Caste & Tribe Structures (Contemporary India)

UNIT-3: Impact of Globalisation and Modernisation on Indian Society

- Westernization & Modernization (Social Transformation)
- Impact of Globalisation on India
- Liberalization & Privatization (India)
- Cultural Hybridity, Identity (Globalized India)
- Social Challenges & Opportunities (Globalisation, Modernization)

UNIT-4: Rural Development, Technology, and the Agro-Economy

- Indian Villages (Characteristics, Solidarity)
- Village Settlement Patterns, Problems
- Indian Agro-Economy (Structure, Significance)
- Technology & Rural Development (Kisan Call Centre)
- Sustainable Rural Development (Challenges, Strategies)

UNIT-5: Understanding the Rich Tapestry of Indian Culture

- Defining Indian Culture (Elements, Characteristics)
- Indian Festivals & Culinary Traditions
- Traditional Attire (Regional Variations)
- Linguistic Landscape of India (Diversity, Interconnections)
- Indian Performing Arts (Music, Dance, Drama)

**BA (EM) - V Semester
BAEM 507
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.



BA (EM) - VI Semester
BAEM 601 (VAC 3)
ANCHORING

Maximum Marks: 35
Maximum Marks: 14

Note: Scheme of Examination

- | | |
|---|------------|
| 1. 05 Short Answered questions (Covering 5 Units) | |
| (Not more than 70 words) - 02 Marks each = 05×02 | = 10 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×05 | |
| (With internal choice of one question from each unit) | = 25 Marks |
-

Unit-1: Anchoring skills for Radio

- Basic principles of anchoring for radio
- Various news programme format of radio
- Anchoring skill for different format
- Importance of voice modulation in radio
- Radio news reading

Unit-2: Anchoring skills for TV

- Basic principles of anchoring for TV
- Anchor role in news presentation
- Professional ethics – dress sense, Performance, dealing with contingencies
- TV news reading
- Case studies of style of famous news anchors

Unit -3: Voice Practice

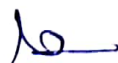
- Voice modulation and diction
- Voice speed, breathing and articulation
- Voice and Body language
- Pronunciation practice
- Ability of multitasking

Unit-4: Technical Understanding of Production

- Camera facing techniques
- Camera movements
- Use of microphones
- Understand Cues and commands for different script formats(TV, Radio)
- Skills to use Teleprompter reading

Unit-5: Variety of Anchoring

- Handling live shows
- Studio and outdoor anchoring
- Interviewing skills, Panel discussion
- Piece to camera and voice over
- Acquaintance with Journalistic Ethics and Laws



BA (EM) - VI Semester
BAEM 602
INTERNSHIP

Maximum Marks: 35

Maximum Marks: 14

Each student shall have to undergo a 45 days or more attachment in any of the local, regional or national Electronic media organizations or any other identified by the students and faculty jointly/individually. Each student should submit a certificate from the organization about his/her completion of internship.

Evaluation of Attachment

- Each student shall make presentation of 15 minutes.
- Each student submit internship report separately.
- To be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.
- Guidelines for Internship shall be communicated separately.



**BA (EM) - VI Semester
BAEM 603 (DSC 16)
MEDIA PRODUCTION**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: Introduction

Introduction of Production. Different Elements of Production. Pre-Production: Scripting, Budgeting, Casting, Location etc. Production: Shooting. Post-Production: Editing The trio of Producer, Director and Script Writer.

Unit-2: Pre-Production

Study for selecting subject for the production of a short film. Research and writing script and screenplay. Script writing for different kind of films, Difference between story and plot. Film Story process : Idea to Script . Imagination and building story. Various stages of Script Writing : Idea, Summary ,Shot division, Dialogue writing, Final shooting script.

Unit-3: Visual Grammar

Camera Shots and Movements, Audio-visual technology: Introduction of different Camera Shots. Different Camera angles. Importance of different Camera shots and angles. Introduction of different Microphones. Digital audio-video technologies. Visual journalism: Use of Video Camera.

Unit-4: Production

Production :Shooting Schedule, Muhurt shot, Shot Breakdown & Call list, Production Team, Meetings, Checklist. Recce, Planning and Managing crew, Sound Recording, Voice Over. Setup, Lighting, Sound Recording and Shooting. The tools of expression frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and colour, the movement of camera and lens, images relation with the word-meanings.

Unit- 5: Post Production

Post Production - Film editing software: Adobe Premier Pro and Final Cut Pro Grammar of editing. Rough Cut, Transitions: Scenic Realism & Sound Effects and Visual Effects. Finalising the film, graphics and title adding. Importance of Translation in films. Process of Translation, Dubbing, Subtitling.



PAPER- IV**BA (EM) - VI Semester
BAEM 604 (DSC 17)
VIDEO PRODUCTION-I**

Maximum Marks: 70

Minimum Marks: 28

A Video Production-I is assigned by Subject Teacher/Class Teacher/Head of The Department of 10 to 15 minutes has to made by each student. Student shall write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film shall be presented at the time of Examination and given marks on the basis of Viva Voce.

File -20 Marks**Film-50 Marks****Viva Voce-30 Marks**

18

BA (EM) - VI Semester BAEM
605 (DSC 18)
ADVERTISING AND PUBLIC RELATIONS

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit 1: Foundations of Public Relations

- Public Relations (India), Scope, Evolution
- PR, Publicity, Propaganda, Public Opinion
- PR as Management, Ethics
- PR Process (Research, Planning, Implementations, Evaluation, etc.)
- PR Practitioner, Media Relations, Tools

Unit 2: Public Relations in Action and Professional Standards

- PR Applications (Sectors in India)
- PR Agencies: Structure, Functions
- Employee & Community Relations
- PR Ethics, Codes, Organizations
- Emerging Trends, PR 7 Technology

Unit 3: Introduction to the Principles of Advertising

- Advertising Definition, Functions, Economic Role
- Advertising Concept, Objectives, Audience
- Types of Advertising (Media, Target)
- Advertising in Marketing/Promotional Mix
- Advertising Evolution in India

Unit 4: The Art of Advertising Copywriting

- Effective Copywriting: Principles, Styles
- Copywriting for Different Media
- Advertising Appeals, Target Audience
- Strategic Advertising Campaigns
- Advertising Production Techniques

Unit 5: The Advertising Agency and Media Planning

- Role of Ad Agencies in Marketing
- Ad Agency Structure, Departments
- Media Planning, Selection Process
- Traditional Media (India)
- Digital/Emerging Media, Indian Advt. Agencies



**BA (EM) - VI Semester
BAEM 606 (A) (DSE 4)
MEDIA MANAGEMENT**

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit

Unit-1: Foundations of Media Management

- Management Meaning, Concepts
- Systems Approach (Media)
- Principles of Media Management
- Management in Media Strategy & Operations
- Media Management Evolution & Trends

Unit-2: Media Ownership and Organizational Structures in India

- Media Ownership Patterns (India)
- Print Media Organizational Structure (India)
- Electronic & Digital Media Organizational Structure (India)
- Government vs. Private Media (India)
- Economics of Programme Production (Radio, TV - India)

Unit-3: Managing Resources in Media Organizations

- Financial Resources (Ethics, Practices)
- Technical & Financial Proposals
- Budgeting (Media Management)
- Strategic Management for Planning (Media)
- Technological Resources Management (Media)

Unit-4: Leading and Developing Human Resources in Media

- HR Characteristics (Media)
- Managing Creative Professionals
- Organizational Dynamics & Culture (Media)
- HR Planning, Recruitment, Training (Media)
- Performance Management, Motivation (Media)

Unit-5: Production Management and Quality Assurance in Media

- Production Planning & Scheduling (Media)
- Deadline Management (Media Production)
- Quality Management (Media)
- Total Quality Management (TQM - Media)
- Production Resources & Workflow Efficiency

BA (EM) - VI Semester
BAEM 606 (B) (DSE 4)
RURAL AND TRIBAL COMMUNICATION

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
 2. 05 long Answered questions of 10 Marks each = 10×05 = 50 Marks
With internal choice of one question from each unit
-

Unit-1: Foundations of Rural and Tribal Communication

- Rural/Tribal Development
- Rural Journalism (Chhattisgarh), Challenges
- Interpersonal/Group Communication (Rural/Tribal)
- Opinion Leaders
- Traditional Wisdom & Modern Outreach

Unit-2: Indigenous and Traditional Communication Systems

- Mass Media in Rural/Tribal
- Indigenous Communication (Chhattisgarh Tribes)
- Hat Bazaar, Social Gatherings
- Barter, Reciprocity, Kinship
- Tribal Institutions, Movements (Communication)

Unit-3: Leveraging Traditional Media for Communication

- Folk Arts (Theatre, Dance, Music)
- Puppetry, Fairs, Festivals (Communication)
- Participatory Appraisal & Traditional Media
- Govt. Agencies & Traditional Media
- Revitalizing Traditional Media (Challenges, Opportunities)

Unit-4: Reaching and Understanding Rural and Tribal Audiences

- Rural/Tribal Survey Methods
- Agricultural Communication
- Rural Press, Development Coverage
- Media Consumption Patterns (Rural/Tribal)
- Feedback, Community Engagement

Unit-5: Impact and Future of Rural and Tribal Communication

- Impact of Mass Media
- Communication Problems & Prospects
- Traditional Media of Chhattisgarh (Overview)
- Technology for Rural/Tribal Communication
- Future of Rural/Tribal Communication (Participatory, Sustainable)

BA (EM) - VI Semester
BAEM 607
PRACTICAL & VIVA-VOCE

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

18

**BA (EM)- VII Semester BAEM
701 (DSC 19)
COMMUNICATION RESEARCH**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units) | |
| (Not more than 100 words): 04 Marks each = 05 × 04 | = 20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10 × 05 | |
| With internal choice of one question from each unit | = 50 Marks |
-

Unit-1: Introduction to Media Research

Nature, Meaning and Importance of Research, Types of Research – Pure and Applied – Types of Media Research, Objectivity in Research - Area of media research - Planning to research, Challenges and Prospects of Media Research

Unit-2: Media Research Process and Sampling

Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis, Meaning, Characteristics and Importance – Variables – Types and Characteristics, Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling

Unit – 3: Data Collection

Source of data-Primary & Secondary source; Questionnaire, Schedules, Observation, Interview Method, Content Analysis, Case study, Historical Research, Experimental Research, Rating, Non rating Research, Field study, Focus Group Discussion.

Unit – 4: Data Analysis

Data Analysis – Statistical Analysis, Writing Research Reports, Data Processing and analysis, Data coding, Factor analysis, multivariate techniques, Measurement techniques, Scaling, Correlation and Regression, Diagrammatic Representation of Data.

Unit – 5: Data Representation

Use of computer in research, Research report writing, Process to prepare research paper, dissertation and thesis, Categorization of research report, Indexing and bibliography, Graphic and diagrammatic representation of data, Use of Graphics & Visual Material in Research



PAPER- II

**BA (EM)- VII Semester BAEM
702 (DSC 20)
RESEARCH PAPER & PRESENTATION**

Maximum Marks: 70
Minimum Marks: 28

All students are required to prepare and submit at least two research papers in the proper format to the department. Each research paper must be developed under the supervision of an assigned supervisor or the Head of the Department. Additionally, students must create a PowerPoint presentation of their research for a panel of internal examiners. This shall be followed by a summary presentation before a panel of external examiners.

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**BA (EM)- VII Semester BAEM
703 (DSC 21)
COMPUTER APPLICATION FOR RESEARCH**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT 1: Introduction to MS Word

- Introduction to MS Word: Interface and basic functions.
- Formatting Documents: Changing fonts, sizes, and styles.
- Paragraph formatting: Alignment, line spacing, and indentation, Using bullet points and numbered lists.
- Text Formatting: Applying bold, italics, and underline, Highlighting text and changing text color, Using styles and themes.
- Other Features: Inserting tables, images, and charts; Using headers, footers, and page numbers. Creating and using templates.

UNIT 2: Excel

- Basic Interface and Navigation: Cells, rows, columns, and worksheets.
- Basic Functions: SUM, AVERAGE, MIN, MAX.
- Data Storing and Management: Sorting, filtering, and data validation.
- Descriptive Statistics: Mean, median, mode, standard deviation.
- Charts/Graphs: Creating Basic Charts: Bar, line, pie charts. Customizing Charts: Titles, labels, and formatting. Advanced Chart Types and Features.

UNIT 3: PowerPoint

- Creating Presentations
- Slide Creation: Adding, deleting, and organizing slides.
- Adding Multimedia: Images, videos, and audio.
- Transitions and Animations: Enhancing slide transitions and element animations.
- Slide Master and Custom Templates: Creating a unified look.

UNIT 4: Miscellaneous

- Web Search: Introduction to the Internet and WWW: Basics and history.
- Using Search Engines: Google, Bing, and alternatives.
- Advanced Search Tools: Boolean operators, filters, and specialized searches.

UNIT 5: Major Software

- Zotero: Reference management and citation tool.
- Jamovi: Statistical analysis software.
- SPSS: Advanced statistical analysis software.
- QualCoder: Qualitative data analysis tool.
- EndNote: Reference management tool.



PAPER- IV

**BA (EM)- VII Semester
BAEM 704 (DSC 22)
VIDEO PRODUCTION- II**

Maximum Marks: 70
Minimum Marks: 28

A Video Production-II is based on Fiction production of 10 to 15 minutes has to made by each student. Student shall write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film shall be presented at the time of Examination and given marks on the basis of Viva Voce.

File -20 Marks

Film-50 Marks

Viva Voce-30 Marks

12

**BA (EM)- VII Semester BAEM
705 (DSE 5)
INTERNATIONAL COMMUNICATION**

Maximum Marks: 70

Minimum Marks: 28

Note: Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 = 20 Marks
2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit = 50 Marks

Unit 1: UNDERSTANDING INTERNATIONAL COMMUNICATION

- International Communication
- International communication in the Internet age
- (Imbalance in) International Information flow
- The New World Information and Communication Order (NWICO)
- Towards an integrative view of balanced information flow

Unit 2: APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION

- Modernization theory, Dependency theory, World systems
- Structural imperialism, Hegemony
- Global Village, Technological Determinism
- Globalization, Cultural Imperialism
- Theories of information society

Unit 3: INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS

- News Agencies, Evolution, Functions
- Typology, Broadcast networks
- Cable News Networks (CNN), British Broadcasting Service (BBC)
- Al Jazeera Networks, Online Social Media
- Internet and information sharing, News portals

Unit 4: DISAPPEARING BORDERS OF EMPOWERMENT

- Global homogenization
- Cultural hybridity
- Revised cultural imperialism
- Spaces of empowerment

Unit 5: KEY FIGURES IN INTERNATIONAL COMMUNICATION

- Ralph Akinfeleye, Marshall McLuhan
- Ted Warner, Bill Gates, Noam Chomsky, Herbert Schiller
- Walter Lippmann, Edward Herman
- John Merrill, Cees Hamelink
- Annabelle Sreberny, Hamid Mowlana, Sean McBride



**BA (EM) - VII Semester
BAEM 706
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

BA (EM) - VIII Semester BAEM
801 (DSC 23)
RESEARCH TOOLS AND APPLICATION

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 3. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 4. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT 1: Introduction to Research Tools

- Importance of Research Tools in Media Research
- Categories of Research Tools: Quantitative, Qualitative, Reference Management
- Selecting Appropriate Tools for Research Needs
- Basic Software and Tools

UNIT 2: Statistical Analysis Tools

- Introduction to SPSS
- R and RStudio
- Excel for Statistical Analysis
- Data Visualization Tools

UNIT 3: Qualitative Analysis Tools

- Introduction to QualCoder
- Overview of NVivo
- Data Coding and Analysis
- Mixed Methods Analysis
- Manual Qualitative Analysis

UNIT 4: Reference Management Tools

- Using Zotero
- Mendeley for Reference Management
- Overview of Mendeley
- Basics of EndNote

UNIT 5: Practical Applications

- Conducting Literature Reviews
- Using Reference Management Tools
- Thesis and Dissertation Writing
- Identifying Appropriate Journals
- Preparing Manuscripts for Submission

12

BA (EM) - VIII Semester
BAEM 802 (DSC 24)
FILM AND SOCIETY

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|---|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

Unit-1: Introduction to Society and Film

- The concept of Society- Meaning and definition of Society, characteristics of Society
- The concept of film- Meaning and Characteristics of Film.
- Relationship between Film, Society and Culture.
- Film: society and culture;
- Effects of Film- Social effect, Psychological effect, Cultural effect, Behavioral effect.

Unit-2: Film Audience

- Film as a Mass Media; Functions of Mass Media- Inform, Educate, Persuade, and Entertainment.
- Film audience analysis (Demographic, Psychographic, Audience Segmentation)
- Theories of audience- Reception theories, Limited effect theories. Uses and gratification.
- Active v/s Passive audience: Audience as producers of meaning, Ethnographies of audience, Fans and users.
- Cultural Imperialism in the context of cinema.

Unit -3: Film Analysis

- Study of Film Language.
- Approaches to Film Analysis- Semiotics, Psycho analytical, and Character types study.
- Film- face of Indian Culture- (Class, Gender, Race, religion, social pressure, social change)
Reference movies- Lajja by Rajkumar Santoshi, Mirch Masala, Bombay, Laga Chunari me Daag.
Bagban, 3 idiots, Maanjhi the Mountain Man, Rang De Basanti.
- Indian History, Partition movies, Terrorism, Politics, Patriotism. Jodha Akbar, Mughale Azam, Devdas, Shaheed Bhagat Singh, Saat Hindustani, Lagaan.
- Experimental Cinema: Vicky Donor, Water, Photograph.

Unit-4: Culture and Language

- Media as Consciousness Industry
- Social construction of reality by Media
- Narrative, Genre and discourse analysis etc
- Media myths (Representation, Stereotypes Etc.)
- Cultural studies approach to media, Audience as textual determinant, Audience as readers, Audience positioning, Establishing critical autonomy.

Unit-5: Culture Analysis

- Media and popular culture-Commodities, Culture and Sub-culture, Popular texts, Popular discrimination, Politics popular culture, Popular culture Vs People's culture, Celebrity industry- Personality as Brand Name, Hero-worship etc.
- Acquisition and transformation of popular culture
- Cinema in digital era
- Ethics in Indian cinema
- Film societies of India- Children Film Society

**BA (EM) - VIII Semester BAEM
803 (DSC 25)
DISSERTATION & VIVA-VOCE**

Maximum Marks: 70
Minimum Marks: 28

Each student shall carry out a research project during the course and he/she shall have to submit research synopsis/proposal within 3 months from the date of admission. Topic of the research project shall be selected in consultation with the teachers and a Guide shall be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor shall have to be attached in the dissertation. It shall also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation shall be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size-14 for Hindi. It shall NOT be spiral bound. Line space shall be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) shall also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work shall be presented at the time of viva voce examination. Any mistakes in the dissertation shall be that of the student and shall not be attributed to the computer operator or anybody else.

During the viva voce examination each student shall make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

No

PAPER- IV

**BA (EM) - VIII Semester
BAEM 804 (DSC 26)
VIDEO PRODUCTION- III**

Maximum Marks: 100
Minimum Marks: 40

A Video Production-III is based on Non-Fiction production of 10 to 15 minutes has to be made by each student. Student shall write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film shall be presented at the time of Examination and given marks on the basis of Viva Voce.

File -20 Marks

Film-50 Marks

Viva Voce-30 Marks

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BA (EM) - VIII Semester
BAEM 805 (DSE 6)
DATA JOURNALISM

Maximum Marks: 70
Minimum Marks: 28

Note: Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words): 04 Marks each = 05×04 | =20 Marks |
| 2. 05 long Answered questions of 10 Marks each = 10×05
With internal choice of one question from each unit | =50 Marks |
-

UNIT 1: Introduction to Data Journalism

- Data journalism: concept and definition, data based stories
- Computer-assisted reporting (CAR), data driven journalism
- Definition of data, types
- Open data and its relationship with journalism
- Tools for Data Journalism

Unit 2: Data searching and organisation

- Data sources: Online platforms, alternative data sources, social media
- Strategic searching
- Factsheets, Google sheet, Google power
- Common data formats, datasets
- Scraping & Cleaning, Organising data and verifying data

Unit 3: Data analysis and interpretation

- Planning a data story, hypothesis and questions
- Introduction to R and Python
- Overview of data analysis, Essential statistics, pivot tables, advanced merging and formulas
- Summarizing data with pivot tables, simplifying data
- Explore trends, outliers, patterns and relationships in datasets

UNIT 4: Data visualization

- Visual journalism, visual perception, principles of data visualization
- Basics of visual
- Formatting, Cleaning techniques
- Colour perception
- Creating of visualisation, timeline, interactive map

Unit 5: Application in data journalism

- Storytelling in data journalism
- Uses of graphics
- Best practices in data journalism, Websites, Web portals using data journalism,
- Data Security, Data Regulation And Protection, Data Transparency, Data Privacy, Data Management System
- Challenges in data journalism, future of data journalism

PAPER- VI

**BA (EM) - VIII Semester
BAEM 806
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

