

# Arunachal University of Studies

Established by Govt. of Arunachal Pradesh vide Act 9 of 2012, the Arunachal University of Studies Act, 2012  
Recognized as per u/s 2(f) of University Grants Commission Act, 1956  
NH-52, Namsai, Arunachal Pradesh -792103

Ref. No. AUS/BoS – 08102015 {R&R u/s 21-5(C-I-4)} – BJ

Date- August 10, 2015

## Approval of Ordinance Governing Bachelor of Journalism Programme

1. Title of the Programme : Bachelor of Journalism
2. Minimum Duration of the Programme : 1 Years {2 Semester}
3. Maximum Duration of the Programme : 3 Years
4. Weather Listed in Section (22) of UGC Act : Yes
5. Level of the Programme : UG-IV
6. Eligibility : 10+2+3 or eq.
7. Optional Early Exit Certification : Not Applicable
8. Credit Transfer : Not Applicable
9. Skill Based Credit Transfer : Not Applicable
10. Lateral Entry : Not Applicable

11. Division:

The University will award the Divisions to successful candidates in accordance with Section 22 of Rules and Regulations made under the Arunachal University of Studies Act (No. 9 of 2012).

12. Grading Scale:

The Grading Scale of the University will be in accordance with Section 23 of Rules and Regulations made under the Arunachal University of Studies Act (No. 9 of 2012).

13. Programme Credit Distribution:

The Credit System and Programme Credit Distribution of the University will be in accordance with Section 45 and Section 46 of the First Statutes made under the Arunachal University of Studies Act (No. 9 of 2012).

14. Abbreviations and Formulae for Performance Acknowledgement:

Abbreviations and Formulae for Performance Acknowledgement of the University will be in accordance with Section 25 of the Rules and Regulations made under the Arunachal University of Studies Act (No. 9 of 2012).

15. Admission Procedure:

15.1 Admission in Bachelor of Journalism Annual/ Semester programme of study shall be made on Merit.

- 15.2 Admission cannot, however, be claimed by any candidate as a matter of right. The admission or re-admission of a candidate shall be entirely at the discretion of the University which may refuse to admit any student without assigning any reason there for.
- 15.3 On selection for admission to the programme, the candidate shall, within the time fixed by the Dean/ Director deposit the fees prescribed for the programme. If the candidate fails to deposit fees within the stipulated time, the selection shall automatically stand cancelled. Such a candidate shall not be admitted to the concerned programme unless a fresh order of selection and extension of date for payment of fees is issued.
- 15.4 The candidates other than the domicile of Arunachal Pradesh are required to fulfill the entry criteria as prescribed by the Government of Arunachal Pradesh time to time.
- 15.5 The Foreign Nationals are eligible for the Programme. Applications of foreign nationals nominated by the Government of India under scholarship schemes and self-financing Foreign Nationals shall be entertained for the aforesaid programme. The Foreign Nationals are required to obtain Restricted Permit from the Government of Arunachal Pradesh in addition to other papers required by Govt. of India before coming to Arunachal Pradesh.

16. Attendance:

- 16.1 Attendance of a newly admitted candidate shall be counted from the date of his/her admission, or date of beginning of classes whichever is later, while in the case of promoted candidates, attendance shall be counted from the date on which respective class begins. However, in case of promotion after declaration of results of supplementary examination (if any), the attendance will be counted from the date of admission in the respective case.
- 16.2 There shall be an Attendance Monitoring Committee in the Faculty under the Chairmanship of the Dean/ Director.
- 16.3 The Condonation upto 25% can be considered for the following specific cogent reasons:
- Participation in NCC/NSC/NSS Camps duly supported by certificate.
  - Participation in University or College Team Games or Interstate or Inter-University tournaments, duly supported by certificate.
  - Participation in Educational Excursions, which form a part of teaching in any subject conducted on working days duly certified by the Dean/ Director.
  - University Deputation for Youth Festival duly certified by the Dean/ Director.
  - Prolonged illness duly certified by the Medical Officer or any other Registered Medical Practitioner, provided such certificate is submitted to the Dean/ Director.
- 16.4 Minimum attendance criteria will be decided by Dean/ Director of Concerned Faculty from time to time.
- 16.5 There shall be no attendance criteria for External Candidates.

17. Programme Fee:

Programme Fee will be displayed on official website of the University from time to time.

18. Examination and Result:

18.1 The Distribution of Continuous Internal Assessment and Term End Examination of the programme will be in accordance with Section 24 of the Rules and Regulations made under the Arunachal University of Studies Act (No. 9 of 2012).

18.2 Result will be displayed on the official website of the University. The Statement of Grades will be issued by the Controller of Examination.

18.3 Students can apply for Re-Totaling/ Re-Evaluation on demand as per the procedure in practice from time to time.

18.4 Students designated in Grade F or the students desirous of improving their grades can apply for the same through Backlog/ Improvement examination as per the procedure in practice from time to time.

19. Programme Contents: -

The Total Marks includes Continuous Internal Assessment and End Term Examination. The bifurcation of Continuous Internal Assessment and End Term Examination marks will be in accordance with Section 24 of the Rules and Regulations made under the Arunachal University of Studies Act, 2012 (9 of 2012).

<b>First Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
1	Modern Newspaper Management & Press Laws	5	100
2	Editing in Electronic Era	6	100
3	Current Affairs, Language Study & Soft Skills	6	100
4	Information Technology Application in Mass Media	5	100
<b>Total</b>		<b>22</b>	

<b>Second Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
1	Public Relations and Corporate Communication	6	100
2	Anchoring Skills for TV	5	100
3	News Bulletin Management	6	100
4	Project	5	100
<b>Total</b>		<b>22</b>	

**Total No. of Credits of Programme: - 44**

20. Detailed syllabus: -

<b>First Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
1	Modern Newspaper Management & Press Laws	5	100
2	Editing in Electronic Era	6	100
3	Current Affairs, Language Study & Soft Skills	6	100
4	Information Technology Application in Mass Media	5	100
<b>Total</b>		<b>22</b>	

**Subject: MODERN NEWSPAPER MANAGEMENT & PRESS LAWS**

**(a) Newspaper Management**

- i) Management Principles - Nature of Newspaper, Industry – Types of Newspaper Management in India. (i) Individual Owned or Party owned. (ii) Family business, (iii) Joint Stock Company Methods of Management Practice. H. R. Dept, response editorial, response Dept., Corporate social responsibility or news paper.
- ii) Circulation Problems and Strategies - Reach and availability of Newspapers- sales, forecasting and planning readership – Market Surveys and Readership Survey - The Role of ABC and its functioning. Brand Image, marketing, event management.
- iii) Report of the Inquiry Committee on small Newspapers and Report on fact finding Committee on small Newspaper. Palekar Award and other Reports on Newspaper Economics.
- iv) Advertising: Advertising in newspaper media, Role of advertising. Classification of advertising, Government advertisements, necessary of co-ordination between news desk and advertisement department, copy writing, layout of advertisement. Advertising agents and agencies, Law relating to advertising. space selling – through advertising agencies- creative Advertising and New trends in the field of Advertising. Introduction to web Advertisement.

**(b) Techniques of News Paper Production**

A brief introduction to various types of printing - Printing defined - Development of Printing in India, digital technology changes in print media. Machines of News Paper Production - The production routine.

Old Printing Techniques - Typography Ems and point system - Various printing machines - Letter press, Photo engraving and Block making. Mono, Lino Rotary

Photo - Composing and Offset printing. Advance printing technology- digital printing, integrated per-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Facsimile Printing - Word Processors - Colour Printing Techniques.

**(c) Press Laws:**

- (1) Press and Registration of Books.
- (2) The Parliamentary Proceeding Act.
- (3) Copy - right and right to information Act
- (4) The working Journalists Act.
- (5) Press Council
- (6) Defamation and the Contempt of Court.
- (7) Parliamentary Privileges,
- (8) Freedom of Press and relevant Press Laws.
- (9) Right to Information Act.

**Subject:** EDITING IN ELECTRONIC ERA

**(a) Editing & Electronic Era**

- (i) Editing the news, Role played by sub-editors and Chief Sub-editor, Directions from editor and news editor. Editing provincial news processing, telegraphs and copies filed by correspondents and news agency report, agency news Translation, Subbing in Magazines, Subbing in and section of type, leads, sub-heads, checking the material, selection of photographs, “over-lines” and captions of photographs. Paperless newspaper offices editing techniques & skills in electronic era. Local area network in news-paper offices.
- (ii) Handling publicity materials received from State Publicity Department and Press Information Bureau, material received from various sources. Sub as rewrite man, finishing touches.
- (iii) Planning a page make-up - Page display variety and balance – Inside Page - Feature page - The Regional and News Page - Leader Page - Society or Women.s page - Education Page etc.
- (iv) Editorial Organisation and the Role of the Editor – Relationship between Proprietor, Chief Editor, Editor and New Editor.

- (v) Tools and Techniques of Editorial Writing - Planning Editorial Page-Editing of Special pages like arts sports and women etc. Planning and Editing of social issues supplements and colour printing.
- (vi) Use and Processing of syndicated material -Conference with leader writers - Icons of Press
- (vii) Reference Library of Newspaper - Clipping and Morgue - Style book a Newspaper.

**(b) Graphics**

Principles of Graphics - Elements and types of Newspaper Design-Importance of Page make-up, Layout and Graphic styles in Newspapers and Magazines - Tabloid - types and styles of design. New Trends in Design. The Role of artists and art-work in Modern Newspaper. Different newspaper design softwares & DTP professional softwares & fonts.

**Subject:** CURRENT AFFAIRS, LANGUAGE STUDY & SOFT SKILLS

**(a) Current Affairs:**

A review of major current topics and events - Local, National and International - A study of important social economic and cultural events in the year.

**(b) Language study: Study of English & Hindi language application.**

Newsman.s language - Techniques and style of writing - The language suitable to Newspaper, Readers - distinction between Journalistic, literacy and creative, research writing language - Principles of Press. Essay Writing. A brief history of the development of Hindi, Marathi language and culture - Social Reformation movements and National Freedom Movement in Maharashtra.

**(c) Translation.**

**(d) Precise Writing**

**(e) Soft Skills:**

Spoken languages & communication skills in English, Marathi & Hindi languages, personality development, body language, Interview techniques, Group Discussion.

**Subject Name:** INFORMATION TECHNOLOGY APPLICATION IN MASS MEDIA

1. I. T. Concept - Nature - Scope and Importance application in various fields. I. T. culture information society use of Internet history and development, web site development, Cyber society, LAN, WAN & MAN Networks of computers.
2. I. T. applications in print media - DTP - Page Maker use of website inline Journalism, online Photo-Text-News coverage - features.
3. Page Design on computers concept & practices.
4. I. T. application in electronic media use of I. T. in Radio, its impact, changing scenario of Radio broadcasting due to I. T. Phoe In Programme Teleconferencing Radio Online Programme. Digital Technology and its impact.
5. Application of I. T. in Television media. Digital Camera ENG Instruments, Digital editing. I. T. Use through ISDN in Transmission & stories live coverage and I. T. Impact of I. T. on T. V. Media.
6. Review of Development of I. T. in India. Internet Newspapers, Internet Editions of various Newspapers. Internet advertising news media of website & its future and impact of Internet on various mass-media.

<b>Second Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
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<b>Total</b>		<b>22</b>	

**Subject Name:** PUBLIC RELATIONS AND CORPORATE COMMUNICATION

## **Unit I Understanding PR & CC**

- PR –Concepts, Definitions and Theory
- Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links.
- The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney)
- Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory
- Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising
- Defining Publics/Stakeholders

## **Unit II PR Process and Practice**

- The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies
- Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics )
- The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion
- Political PR, PR vs Spin
- Sports PR
- Entertainment and Celebrity Management
- Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change
- What Media Expects from PR? Understanding Media Needs/New Value of Information etc.
- PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.
- Crisis Communication
- PR’s Evolving Role in Business, Government, Politics, NGOs and Industry Associations
- Media Tracking, PR Angle & Response
- Research in PR
- Laws and Ethics in PR
- Introduction to PR Awards
- PR Measurements
- Campaign Planning in PR

## **Unit III Introduction to Corporate Communication**

- Defining Corporate Communication. Why Corporate Communication is Important?
- Defining and Segmenting Stakeholders in Corporate Communication
- Various kinds of Organizational Communications
- Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).
- **Unit IV Corporate Communication Strategies and Tools: Applications**
- Crisis Communication
- Corporate Image Management
- Corporate Identity

- Events, Sponsorships, Trade Shows
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations

### **Unit V Corporate Communication Applications**

- Corporate Governance
- Public Affairs/Government Relations/Advocacy/ Lobbying/
- Case Studies
- Laws & Ethics in CC

### **Subject Name: ANCHORING SKILLS FOR TV**

#### **Unit 1 Introduction**

*Highlights* : Anchoring Basics, tips and techniques

#### **Unit 2 Building a foundation**

Highlights: Functioning of a TV news channel, Types and formats of news stories

#### **Unit 3 What to expect in a studio**

Highlights: Tips and techniques, microphones, EP, studio lights

#### **Unit 4 Voice Grooming**

Highlights: Understanding your voice, tips and techniques for voice grooming

#### **Unit 5 Anchor styling**

Highlights: TV dress code for men and women, what to wear, make up

#### **Unit 6 Getting ready for the interview**

Highlights: Ace your interview/screen test, how to better your anchoring skills

#### **Unit 7 Anchor Tips**

Highlights: The who's who of TV anchoring share their secret mantras

**Note:** The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Arts as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.