

BMEFT-201 Print Media-II

Block- A

Unit-I Reporting , Principles and functions; Responsibilities & qualities of a reporter.

Unit-II Reporting Crime, Courts, Health, Civil Society, Cultural, Politics and Educational beats.

Block –B

Unit-I Investigative and interpretative reporting, Off the record, Embargo- Scoops & exclusives.

Unit-II Specialized reporting, Press Release, Press Conference, Meet the Press Shows.

Block -C

Unit-I Need & importance of editing, Principles of Editing, Proof Reading and Subbing.

Unit-II Editing & Proof Read Symbols, Copy Editing and Copy Preparation for Press.

Suggested Reading

1 Editing

(S,S Chhabra)

BMEFT-203 Photography & Photo Journalism

Block-A

Unit-I : Principles of Photography, Understanding the Structure & Working of a Professional Still Camera

Unit-II : Major Types of Camera, Types of Lenses

Block-B

Unit-I : A o V and Focal Lengths of Various Lenses

Unit-II : Depth of Field and Depth of Focus, Relationship Between Shutter Speed, Aperture and Film Speed for Various Genres of Photography

Block-C

Unit-I : Principles of Photocomposition, Cropping & Editing

Unit-II : Essentials of a Press Photograph, Qualities of a Good Photojournalist

Suggested Readings

1. Photojournalism: (Harvey Bilker)
2. Photography Made Simple: (Derek Bowskill)
3. Press Photography: (Robert Rhode, F. McCall)

BMEFT-205 Dynamics of Language - III

Unit -I

Block I

- a) Approaches to teaching writing.
- b) Essentials of teaching writing.
- 1. Choice of script, Choice of style, Choice of material, Posture.

Unit- II a)

- Good Handwriting.
- 1. Distinctiveness, Legibility, Simplicity Spacing, Uniformity, Speed, Attractiveness.
- 2. Transcription
- b) Dictation
- c) Ear training, correct orthography, Punctuation.

Block II

Unit-III Stages in developing the writing skills.

- a) Sentence contraction.
- 1. Asking the pupils for an alteration in only one division of pattern.
- 2. Asking the pupils to complete sentences with the help of pictures or given works.
- 3. Asking the pupils to change sentence from one form to another.
(Verbs, tenses, number, gender person, positive, negative, integrative).
- a) Answering questions.
- b) Synthesis & transformation.

Block III

Unit-I

Writing out lines

(Sentence out line, Scratches line)

Unit-II

Developing short phrase from out lines.

Unit-II

Writing of adds, telegrams & notices.

Suggested Writing

Reading in Applied English linguistic by harlod. B. Allen.

- 1. Amraind Publishing. Private Co. Ltd. New Delhi.
- 2. Nunam, David 1986, Designing task for communicative class room Cambridge University Press.

BMEFT-207 Media Laws & Ethics

Block-A

Unit-I : Fundamental rights & Freedom of expression in Democracy

Unit-II : Press council, Press commission

Block-B

Unit-I : Press & Reg. of Book Act

Unit-II : Copyright act, Code of ethics

Block-C

Unit-I : Libel, Defamation, Contempt of Court

Unit-II : Official Secret Act, All India Newspaper editor conference

Suggested Readings

Press in the Indian Constitution

Mass Media Laws & Regulative

(Ravindran R.K)

(Rajinder. C.S ,Nageshwar Rao. S.B.)

BMEFT-209 Computer Application to Media

Block-A

- Unit-I** Introduction to Corel Draw, Corel Draw Terminology, Page Setup.
Unit-II Handling Objects, Import & Export.

Block-B

- Unit-I** Tool Box & Knowledge of Artistic Media Tools.
Unit-II Working with Text lines, Object lines and Curves.

Block-C

- Unit-I** Working with images, Bitmap images and Special effects.
Unit-II Different types of Bitmap images.

Suggested reading

- 1 Learning Corel Draw12
- 2 Corel Draw12 The Official Guide
- 3 Mastering Corel Draw 8

(Ramesh Bangia)
(Steve Bain, Nick Wilkinson)
(Rick Altman)

BMEFT-211 Photography Lab

Block I

- Unit – I** Capturing portrait, still, wildlife and environment.
- Unit – II** Capturing Sports and landscape

Block II

- Unit – I** Exercise in photography advertising.
- Unit – II** Two exercises photography advertising assignments.

Block III

- Unit – I** Covering different events and photo features.
- Unit – II** Assignments based on Photo features.