

PANDIT SUNDARLAL SHARMA (OPEN) UNIVERSITY  
CHHATTISGARH, BILASPUR



SYLLABUS

PG DIPLOMA IN BROADCAST JOURNALISM AND NEW MEDIA (PGDBJNM)  
PAPER CODE : (PGDBJNM 01-06)

*Supriya*  
*Sharma*

*Basu*

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*Dr. Anita Singh*  
Incharge NAAC Criteria-I  
PSSOU, CG Bilaspur

**Paper – I**  
**Communication: Principles, Process, Concepts and Models**

PAPER CODE : PGDBJNM 01

CREDIT : 06

**Unit –I**

- Introduction in Communication: Definition, Communication Cycle/Process, The Elements of Communication: Sender; Message; Channel; Receiver, Feedback & Context, Definition of Communication Process, Stages in the Process; Defining the Encoding, Selecting Proper Channeled, Transmitting, Receiving, Decoding and Giving Feedback.
- Types of Communication: Formal, Informal, Verbal, Non-Verbal, Vertical, Horizontal, Diagonal.

**Unit – II**


- Principles of Effective Communication: Definition of Effective Communication, Communication Barriers and How to Overcome them, Developing Effective Messages, Thinking about purpose, Knowing the Audience, Structuring the Message, Selecting Proper Channels, Minimizing Barriers and Facilitating Feedback.

**Unit - III**

- Non-verbal Graphic Communication: Non-Verbal Codes: A-Kinesics, B-Proteomics, C-Hepatics, E-Physical Appearance, F-Chromatics, G-Artifacts, Asti facts of Body Language, Interpreting Visuals & Illustrating with visuals like Table, Charts & Graphs.

**Unit – IV**

- Formal Written Skills: Office Drafting : Circular Memo, Job Application with Resume, Business Correspondence: Enquiry, Order littlest, Complaint letter and Adjustment: letter, Report Writing: Accident Report, Fall in Production, progress/Investigative, Defining & Describing Objects & Giving Instructions.

  
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**Paper – II**  
**Introduction to New Media**

**PAPER CODE : PGDBJNM 02**

**CREDIT : 06**

**Unit -1**

- An Introduction to New Media: the Journey from Traditional Media to New Media, various Content Forms of the New Media, Factors Influencing the Advent of New Media Assimilation to Distribution: The Channels and the players, The Tools and Software, The Challenges, Emergence of New Skill-Sets. The New Media Content Providers: Understanding the Current Trends, Requirements and Challenges, From 4Ps to 4Cs, Understanding the 4Es, User Focused Content, User Centered Design and User Generated Content. Features of an Effective Website, Comparison Across Traditional Media and New media with Examples of Online News Providers, Online Shopping-Malls and Online Social Networking Sites.
- An Introduction to Social Media; The Three Generations: web 1.0 to Web2.0 to Web3.0, Various Type of Social Media (Social Networking, Blogs, Aggregators, Wikis, Forums, Bookmarks and Webinars...Over 24 Type), Usage of Social Media in Various Disciplines, Social Media: Strategy Planning.

**Unit –II**

- The Web Open Source Attitude: Historical Industry Perspectives, Lessons from its Use, Massive Global Web Entities Perspectives and What We Have Learned from Them for Today and Future Web, Use for the Entertainment and Film Industry, Using Online Commercial and Consumer Video and Audio 'Vaults'.
- An Overview of the Emerging IPTV Technologies: Understanding of IPTV, Functionality of Triple Play: VOD, Developing and Distribution on IPTV, Multicasting, MPEG 2, MPEG 4, Ip Multicast, Underlying Protocols of IPTV System for Conner active IPTV Applications,.
- Cast Attunes: FMCG, E-Image Branding, Customer Relationship and Personality Management Using Social Media.

  
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### Unit -III

- E Commerce: An Introduction to E-Business and E-Commerce, Various Form Transaction and Communication (B2B, B2C, G2C), The Advantages Challenge, The Players Involved and the Process, Comparison between the Traditional and the Online Retailers, Understanding the Online Shopping Experience.
- New Media Marketing: Marketing With for New Media, User Engagement Measurements and Analytics for New Media, SEO, SEM, Cost-Per-Click, Click-Stream, Meta Data, Tags.

### Unit -IV

- Promotion and Communication: Social Media as a Marketing Tool, Behavioral and Contextual Promotions, Customer Service to Customer Relationship, Case Studies
- Basic Media: Text, Design Interactivity, Structure
- Social Media: A Boon or A Bane - A Discussion.

  
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**Paper – III**  
**Radio Journalism**

**PAPER CODE : PGDBJNM 03**

**CREDIT : 06**

**Unit – 1**

An Introduction to the History of Radio, Different Type of Service of Radio, Prasar Bharati Bill, Entry of Private Radio Stations

**Unit – 2**

Production of Radio Programmes, Sound Recording Equipment and Basics of Recording, The Announcer on Radio.

**Unit – 3**

Use of Technology in Radio Production, Use of Sound Processing Technology, News Reporting in Radio, Radio and Voice.

**Unit – 4**

Editing News for Different Bulletins, Radio Interview and Internet Radio, Ham Radio.

  
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**Paper -IV**  
**Television Journalism**

**PAPER CODE : PGDBJNM 04**

**CREDIT : 06**

**Unit -1**

**Introduction to Television, Advancement in Technology, Television Studio.**

**Unit – 2**

**Different Types of Television Cameras, The Language of the Camera, Video and Audio Recording,**

**Unit – 3**

**Stages of Television Production, Editing, TV Programmes and their Formats, Television Reporting.**

**Unit – 4**

**Writing for Television, Documentary Filmmaking, The Art of Interviewing, Sting Operations and their Case Studies.**

  
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**Paper-V**  
**Web Journalism**

**PAPER CODE : PGDBJNM 05**

**CREDIT : 06**

**Unit – 1**

History of Computers and Their Characteristics, Computer Communication Networks and its Nature,

**Unit – 2**

Internet Basics and Functionality, What is Information Technology, Current IT Trends, Cyber Crime and Security.

**Unit – 3**

Web Page and Web Designing, Organizing Web contents, Types of Media Applications.

**Unit – 4**

Introduction to DTP and Multimedia, A Brief History of Printing, Printing Technology and Color Printing, Convergence, New Media, Revolution in Media Technology, Social Media.

  
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