

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: V

**JOURNALISM - PAPER VI - A
PHOTOJOURNALISM**

Course Code: 18VJE6A

Number of hours: 45

COURSE OBJECTIVES:

- To introduce students to the aesthetics and the basic techniques of news photography
- To help students understand the nuances of photojournalism
- To train students in the art of story-telling through the lens

LEARNING OUTCOMES:

- Students learn the basics of photography
- Students gain an understanding on story-telling through photography
- Students learn to critically analyse and differentiate between news photography and other forms of photography
- Students learn the basics of image editing
- Students create their own photojournalism portfolio

UNIT 1: PHOTOGRAPHY

09 HRS

Evolution and Growth of Photography; Photojournalism – Definition, Nature, Scope; History of Photojournalism.

UNIT 2: MECHANICS OF PHOTOGRAPHY

09 HRS

Camera: Functions, Types; Lenses – Types; Photography concepts – The exposure triangle; Composition rules; Noise.

UNIT 3: PHOTOJOURNALISM

09 HRS

Visual story-telling elements; News photography formats – Spot news, Covering political events, street photography, off-beat photography, documentary photography, crime, sports, war, entertainment, lifestyle, travel photography; nature and wildlife; Photo features and photo essays; Developing an eye for news photos.

UNIT 4: PHOTO-EDITING AND CAPTIONS

10 HRS

Photo editing software, Photo editing basics– Cropping techniques; Retouching; Caption-writing; Photo publishing.

UNIT 5: ETHICAL CONSIDERATIONS

08 HRS

Ethics in Photojournalism; Legal issues in photojournalism; Photojournalism in the age of the internet and social media; Photojournalism and its impact on society; Case studies

V SEMESTER JOURNALISM: PRACTICAL – VI - A

DURATION : 3 HRS / WEEK

NO. OF UNITS:15

PHOTO ESSAYS: Students create an album of photo essays based on the principles of photojournalism through the semester. This helps students understand the nuances of photography and the art of news story-telling through images.

REFERENCES:

1. Photojournalism, The Professionals Approach – Kenneth Kobre, 5th edition, Elsevier Inc., 2004
2. The Book of Digital Photography – Chris George, 2nd edition, Ilex, 2009
3. Associated Press Guide to Photojournalism , Brian Horton, Second Edition, McGraw-Hill, 2012
4. Talking Through Pictures: A Beginner's Guide to Photojournalism - Jürg Wittwer and Jessica Holom, 2nd edition, Createspace Independent Publications, 2016
5. Photojournalism and Today's News: Creating Visual Reality - Loup Langton, Wiley-Blackwell, 2009.

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: V

**JOURNALISM - PAPER VI - B
ADVERTISING AND PUBLIC RELATIONS**

Course Code: 18VJE6B

Number of hours: 45

COURSE OBJECTIVES:

- To provide an overview of the various dimensions and aspects of advertising and public relations
- To make the students understand the industry related advertising and production techniques
- To impart hands-on knowledge to students on different fields of advertising and various aspects of public relations

LEARNING OUTCOMES:

- Students understand the various aspects of advertising and public relations
- Students learn to critically analyze advertisement and public relations strategies
- Students learn to create advertisements for different medium like print, radio, television, digital and social media, indoor and outdoor media
- Students get an overview of the functioning of PR and they learn to create different communication materials pertain to PR

UNIT 1: UNDERSTANDING ADVERTISING

07 HRS

Definition, scope and functions. Evolution of advertising. Types of advertising. Types of advertising appeals.

UNIT 2: ADVERTISING AGENCY

08 HRS

Types; Departments and functions. Client servicing - understanding of client brief and preparation of creative brief.

UNIT 3: ADVERTISING PRODUCTION

11 HRS

Conceptualization and Ideation, Copywriting: role and significance, elements of advertising copy ; Writing for various media. Visualization and art direction: Connotation and denotation in meaning creation. Visual appeal. Typography. Process of Creating an Advertising Campaign.

UNIT 4: INTRODUCTION TO PUBLIC RELATIONS

08 HRS

Concept, definition, scope, significance and functions. Evolution of public relations. Related concepts: press agency, propaganda, publicity and advertising. Digital PR. PR practitioner: qualifications, Code of ethics.

UNIT 5: PR CAMPAIGNS

11 HRS

Stages of PR Campaign; objective, goals, understanding target audience, creating plan of action and campaign. Tools of PR: House journals, newsletters , hand outs, Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/Briefs, Rejoinders etc.)

V SEMESTER JOURNALISM: PRACTICAL – VI - B

DURATION : 3 HRS / WEEK

NO. OF UNITS:15

ADVERTISING/PR CAMPAIGN: Students work in groups to create an advertising or a public relations campaign.

For the advertising campaign, they choose one product or services and create a campaign for the same. They plan the whole campaign and submit creative brief and a report of the campaign. End product: newspaper and magazine ads, radio ad, television commercial, digital and social media ads, outdoor, indoor and properties for point of sale

If students opt for a public relations campaign, they create a public relations campaign for a corporate house for both the internal and external public.

REFERENCES:

1. Ogilvy On Advertising- Ogilvy David, 10th edition, Prion Books, 2011
2. Uncommon Sense Of Advertising: Getting The Facts Right- Tiwari Sanjay, Fourth edition, Response Books,
3. 2003
4. D And Ad: The Copy Book, Designers and art directors association of the United Kingdom Staff, Second edition, Taschen 2011
5. Hey Whipple , Squeeze This: The Classic Guide To Creating Great Ads - Luke Sullivan and Edward Boches, Fifth edition, John Wiley & Sons, 2016
6. Public Relations Practices - Allen H, Frank E Walsh, Second edition, Prentice-Hall, 1981
7. Effective Public Relations - Scott M. Cutlip, Allen H. Center, Glen M. Broom, 9th edition, Pearson Prentice Hall, 2006
