**SCHEMEOF EXAMINATION**

**&SYLLABUS**

**of**

**UGProgramme(Interdisciplinary)**

## B.A.(Journalism&Mass Communication)

***(Scheme:D)***

**AsperNationalEducationPolicy2020**

**(MultipleEntry-Exit,InternshipsandChoiceBasedCreditSystem)**

**w.e.f.AcademicSession:2023-2024**

**(InPhasedManner)**



**INSTITUTEOFMASSCOMMUNICATION & MEDIA TECHNOLOGY**

**KurukshetraUniversity,Kurukshetra**

**(A+GradeNAACAccredited)**

under

**FacultyofCommerceandManagement, Kurukshetra University, Kurukshetra**

**ProgramLearningOutcomes(PLOs)fortheFacultyofCommerce and Management**

OnsuccessfulcompletionofaprogramunderFacultyofCommerceand Management, students will be able to develop:

PLO1. Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.

PLO2.Leadership:To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively.

PLO3.Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation.

PLO4.EthicsandValues:Torecognize,appreciateandfollowethicalstandards in all walks of life.

PLO5.Adaptability and Sociability: Ready to understand and adapt the changing environment.

PLO6.Research and Analytical abilities: To explore, analyze and provide solutions on emerging issues concerning various fields including public policy.

PLO7.Practical exposure and Employability: Exposure to actual working environment leading to employability.

PLO8.Environmental Consciousness: In every action, dealing, service and manifestation.

**GENERALINSTRUCTIONSFOREXAMINERS/PAPERSETTERS/SUBJECT TEACHERS**

**EVALUATIONANDEXAMINATION**

* ThestudentswillbeassessedthroughasystemofContinuousComprehensive Assessment (CCA).
* Evaluation will be done by Internal assessment (broadly30% of totalweightage) and by end term exam for rest 70%).

**TheoryInternalAssessmentshallbroadlybasedonthefollowingdefined composition:**

1. ClassParticipation
2. Seminar/Presentation/Assignment/Quiz/ClassTest,etc.
3. Mid-TermExam

|  |  |  |  |
| --- | --- | --- | --- |
| **TotalInternal****AssessmentMarks** | **Class****Participation** | **Seminar/Demonstration/Presentatio n/Assignment/Quiz/ClassTest,etc.** | **Mid-Term****Exam** |
| 10 | 03 | 02 | 05 |
| 15 | 04 | 04 | 07 |
| 20 | 05 | 05 | 10 |
| 25 | 05 | 07 | 13 |
| 30 | 05 | 10 | 15 |

**PracticalInternal Assessmentshallbroadlybebasedonthefollowingdefined composition:**

1. ClassParticipation
2. Seminar/Presentation/Viva-voce/LabRecords,etc.
3. Mid-TermExam

|  |  |  |  |
| --- | --- | --- | --- |
| **TotalInternal Assessment****Marks(Practical)** | **Class Participation** | **Seminar/Demonstration/Viva- Voce/Lab Record etc.** | **Mid-Term Exam** |
| 05 | - | 05 | NA |
| 10 | - | 10 | NA |
| 15 | 05 | 10 | NA |
| 30 | 05 | 10 | 15 |

**MODEOFPAPERSETTINGFOREND-TERMEXAMINATION:**

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory. The students will have to attempt Five questions inallselecting at least 1 question fromeach unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.

**Abbreviationsused**

|  |  |
| --- | --- |
| **Abbreviation** | **Description** |
| AEC | AbilityEnhancementCourse |
| C | Credit |
| CC | CoreCourse |
| CC-H | CoreCourseinHonoursProgramme (Subject/Discipline) |
| CC-HM | CoreCourse inMinorSubject ofHonoursProgramme |
| CC-M | CoreCourseinMinorSubject |
| DSE | DisciplineSpecificElectiveCourse |
| DSE-H | DisciplineSpecificElectiveCourseinHonoursProgramme(Subject/Discipline) |
| DSEC | DisciplineSpecificSkillEnhancementCourse |
| MCC | CoreCourseinMajor Subject |
| MDC | MultidisciplinaryCourse |
| PC | PracticumCourse |
| PC-H | PracticumCourse inHonoursProgramme |
| SEC | SkillEnhancementCourse |
| UG | UnderGraduate |
| V/VOC | VocationalCourse |
| VAC | ValueAddedCourse |

### SchemeofExaminationofUGProgramme (Interdisciplinary)

**B.A. (Journalism&MassCommunication)*(Scheme:D)***

**inaccordancewithNEP2020(MultipleEntry-Exit,InternshipsandChoiceBased Credit System) w.e.f. Academic Session 2023-24 in phased manner**

**Semester-I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **CourseTitle** | **Course Type** | **ContactHoursper Week** | **Credits** | **Marks** |  | **Duration of Exam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-101 | Introductiontocommunication | CC-A1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-102 | IntroductiontoJournalism | CC-B1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-103 | HistoryofMedia | CC-C1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-104 | ComputerApplications | CC-M1 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| B23-JMC- 105 | PublicSpeakingand Art of Anchoring | MDC-1 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | AEC-1 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | SEC-1 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | VAC-1 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| **TotalCredits 24** | **TotalMarks** |  | **600** |  |

**Semester-II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-201 | WritingforMedia | CC-A2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-202 | BasicsofReporting&Editing | CC-B2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-203 | IntroductiontoRadioandTVJournalism | CC-C2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-204 | IntroductiontoGraphic Design | CC-M2 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| B23-JMC-205 | MediaLiteracySkills | MDC-2 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | AEC-2 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | SEC-2 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | VAC-2 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| **TotalCredits 24** | **TotalMarks** |  | **600** |  |
| Internshipof4creditsof4-6weeksdurationafter 2ndsemester |

**ExitOption: undergraduatecertificateinB.A(Journalism&MassCommunicationwith52 Credits**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 301 | RadioProduction | CC-A3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-302 | NewspaperDesignandProduction | CC-B3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-303 | IntroductiontoAdvertising | CC-C3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-304 | ComponentsofMultimedia | CC-M3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-305 | Photography | MDC-3 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | AEC-3 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | SEC-3 | 2 | - | 1 | 4 | 3 | 35 | 15 | 20 | 5 | 75 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-401 | TVProduction | CC-A4 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-402 | IntroductiontoPublicRelations | CC-B4 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-403 | Current Affairs | CC-C4 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | CC-M4 (V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | AEC-4 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
|  | Asavailableinpoolofsubjectsapproved byKUK | VAC-3 | 2 | - | - | 2 | 2 | 35 | 15 | - | - | 50 | 3Hours |
| **TotalCredits 20** | **TotalMarks** |  | **500** |  |
| Internshipof4creditsof4-6weeksdurationafter4thsemester |

**ExitOption:UndergraduateDiploma inB.A(Journalism&Mass Communicationwith96 Credits**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 501 | NewMedia | CC-A5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 502 | IndianConstitution, Media Laws andEthics | CC-B5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-503 | DevelopmentCommunication | CC-C5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | CC- M5(V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
|  | Internship |  | - | - | - | - | 4 | - | - | - | - | 100 | - |
| **TotalCredits:20** | **TotalMarks** |  | **500** |  |

**Semester-VI**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 601 | CommunicationSkillsandpersonalityDevelopment | CC-A6 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-602 | Online Journalism | CC-B6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-603 | MediaManagement&Entrepreneurship | CC-C6 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-604 | ArtificialIntelligenceandCybersecurity | CC-M6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | As available in pool ofsubjectsapprovedbyKUK | CC-M7 (V) | - | - | - | - | 4 | - | - | - | - | 100 | 3Hours |
| **TotalCredits 20** | **TotalMarks** |  | **500** |  |

**PrintJournalism(Honours)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-701 | IntroductiontoPrintJournalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | Reporting and WritingforPrintMedia | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-703 | ResearchMethodology | CC-H3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-704 | PhotoJournalismOR | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 705 | PrintGraphics |
| B23-JMC-706 | BrochureDesign andProduction | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-707 | PrintingTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-801 | PrintMediaLaws&Ethics | CC-H4 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-802 | Newspaper&MagazineProduction | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-803 | EditingforPrintMedia | CC-H6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-804 | PhotoshopOR | DSE- H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 805 | AdobeIndesign |
| B23-JMC-806 | LabJournal | PC-H2 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-807 | DeskTopPublishing(DTP) | CC-HM2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**PrintJournalism(HonourswithResearch)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-701 | IntroductiontoPrintJournalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | Reporting and WritingforPrintMedia | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-703 | ResearchMethodology | CC-H3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-704 | PhotoJournalismOR | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 705 | PrintGraphics |
| B23-JMC-706 | BrochureDesign andProduction | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-707 | PrintingTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-801 | PrintMediaLaws&Ethics | CC-H4 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-802 | Newspaper&MagazineProduction | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | Project/Dissertation |  | - | - | - | - | 12 | - | - | - | - | 300 | - |
| B23-JMC-804 | AdvancedStatistics | CC-HM2 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**BroadcastJournalism(Honours)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 701 | Radio&TV Journalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | WritingandReporting for BroadcastMedia | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-703 | Researchmethodology | CC-H3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 704 | Videography | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-705 | Radio&TVAnchoring |
| B23-JMC-706 | NewsBulletin | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-707 | CommunicationTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-801 | BroadcastingLaws&Ethics | CC-H4 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-802 | Radio&TVProduction | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-803 | Radio&TVStudioSetup | CC-H6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-804 | SoundEditing | DSE- H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-805 | Video Editing |
| B23-JMC-806 | DocumentaryMaking | PC-H2 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-807 | SpecialEffects | CC-HM2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**BroadcastJournalism(HonourswithResearch)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 701 | Radio&TV Journalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | WritingandReporting for BroadcastMedia | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-703 | Researchmethodolohy | CC-H3 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-704 | Videography | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 705 | Radio&TV Anchoring |
| B23-JMC-706 | NewsBulletin | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-707 | CommunicationTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC-801 | BroadcastingLaws&Ethics | CC-H4 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-802 | Radio&TVProduction | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | Project/Dissertation |  | - | - | - | - | 12 | - | - | - | - | 300 | - |
| B23-JMC-805 | AdvancedStatistics | CC-HM2 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**OnlineJournalism(Honours)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 701 | Online Journalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | BasicsofWeb Writing | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 703 | Research Methodology | CC-H3 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 704 | BasicsofMultimedia | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-705 | SocialMedia |
| B23-JMC-706 | BlogWriting | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-707 | CommunicationTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 801 | DataJournalismand visualization | CC-H4 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-802 | EthicsofOnlineJournalism | CC-H5 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-803 | DigitalpromotionMarketing | CC-H6 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 804 | OnlineJournalism Aesthetics | DSE- H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC-805 | Audio-VideoEditing |
| B23-JMC-806 | NewsPortalDesign | PC-H2 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-807 | Podcasting | CC-HM2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**OnlineJournalism(HonourswithResearch)**

**Semester-VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 701 | Introduction to OnlineJournalism | CC-H1 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC- 702 | BasicsofWeb Writing | CC-H2 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 703 | Research Methodology | CC-H3 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-704 | BasicsofMultimedia | DSE- H1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| B23-JMC- 704 | SocialMedia |
| B23-JMC-705 | Newsportal Design | PC-H1 | - | - | - | - | 4 | - | - | - | - | 100 | - |
| B23-JMC-706 | CommunicationTechnology | CC-HM1 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

**Semester-VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course****Code** | **CourseTitle** | **Course****Type** | **ContactHoursper****Week** | **Credits** | **Marks** |  | **Duration****ofExam** |
| **L** | **T** | **P** | **Total** |  | **T** | **IA(T)** | **P** | **IA(P)** | **Total** |  |
| B23-JMC- 801 | DataJournalismand Visualization | CC-H4 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| B23-JMC-802 | EthicsofOnlineJournalism | CC-H5 | 3 | - | 1 | 5 | 4 | 50 | 20 | 20 | 10 | 100 | 3Hours |
|  | Project/Dissertation |  | - | - | - | - | 12 | - | - | - | - | 200 | - |
| B23-JMC-805 | AdvancedStatistics | CC-HM2 | 3 | 1 | - | 4 | 4 | 70 | 30 | - | - | 100 | 3Hours |
| **TotalCredits:24** | **TotalMarks** |  | **600** |  |

## B.A.(Journalism&Mass Communication)

**(DetailedSyllabus) w.e.f.**

**Session:2023-2024**

# SEMESTERI

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| **B-23-JMC-101 CC-A1****INTRODUCTIONTOCOMMUNICATION****Time-3Hours Credits – 04 ExternalMarks-70 Internal Marks - 30****TotalMarks –100** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Studentsare required to attempt one question fromeach unit. FormIto IV.Q.No 1iscompulsory and containing short notescovering the entire syllabus.Allquestions willcarryequalmarks. The students can attempt question paper either in English or in Hindi language. |
| **COURSEOBJECTIVES:*** CLO1:UnderstandbasicconceptofcommunicationincludingIndian(Bharatiya)concept.
* CLO2:Knowaboutthedifferentlevelsandtypes ofcommunication.
* CLO3:Developunderstandingofbasicmodelsofcommunication.
* CLO4:Enhancecommunicationskillsbypractice
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | * Communication:definitionandconcept
* EvolutionofCommunication
* ProcessofCommunication
* IndianConceptandprinciplesofCommunication
* NeedofCommunication
 | CLO1 | 12 |
| **UNIT-II** | * Levelsofcommunication
* Principlesofcommunication
* Functionsofcommunication
* Barriersofcommunication
* TraditionalCommunication
 | CLO2 | 12 |
| **UNIT-III** | * Verbalcommunication
* Nonverbalcommunication
* CommunicationSkills:Speaking,Etiquettes,Listening
* PresentationSkills
* InterviewandGroupdiscussion
 | CLO3 | 12 |
| **UNIT-IV** | * Modelsofcommunication:
* Sadharanikaran,
* Aristotle
* SMCR
* Osgood,
* Dance
* Lasswell
* NewComb
 | CLO4 | 12 |

### References:

1. Dennis,Mcquail,MassCommunicationTheory,SagePublication,NewDelhi.
2. Schramm, W. &Roberts, D.F., TheProcess and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu.C.S.,Communication,HimalayaPublishingHouse,Mumbai

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| **B-23-JMC-102 CC-B1****INTRODUCTIONTOJOURNALISIM****Time-3Hours Credits – 04 ExternalMarks-70 InternalMarks -30****TotalMarks –100** |
| Note-Thequestionpaperwillbedivided into five Unitscontaining ninequestions. Studentsarerequiredto attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Students are required to attempt one question from each unit. **Form I to IV.Q. No1** is compulsory and containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language. |
| **COURSEOBJECTIVES:*** CLO1:UnderstandthebasicconceptofjournalismincludingIndianperspective
* CLO2:Inculcatetheknowledgeofelementsandtypesof journalism.
* CLO3:Understandthecontemporaryissuesandimportantaspectsoftheprocessofjournalism
* CLO4:Enhanceunderstandingofthetechnicaltermsandjargonofjournalism
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | * Journalism:Concept,elements,definition,natureandscope
* IndianconceptofJournalism:AncientPerspective
* FunctionsandSkillsofJournalism
* RoleofJournalisminDemocracy
* Journalisticvalues-Truth,objectivity,fairness,balance,diversityandplurality
 | CLO1 | 12 |
| **UNIT-II** | * ContemporaryIssuesandDebatesinJournalism
* MediaLiteracy:conceptanddefinition
* Relevanceofmedialiteracyinsociety
* Convergence–meaningand concept
 | CLO2 | 12 |
| **UNIT-III** | * Journalism;YellowJournalism
* InvestigativeJournalismAdvocacyJournalism
* CitizenJournalism
* DataJournalism
 | CLO3 | 12 |
| **UNIT-IV** | * Newtechnologicaltrendsinjournalism,Cyberjournalism
* Journalismthroughsocialmedia
* Newtrendsinjournalism,MoJo(MobileJournalism)
* Terminologiesofjournalism
 | CLO4 | 12 |

### References:

1. Kumar,KevalJ,MassCommunicationinIndia.Jaico,Mumbai.
2. ThakurProf.(Dr).Kiran,HandbookofPrint Journalism,MLC University of Mass communication &Journalism Bhopal
3. BhargavG.S.,ThePressinIndia:AnOverview,NationalBookTrustNewDelhi
4. BeerArnoldS.deandMerrillJohnC.,GlobalJournalism:TopicalIssues and Media Systems, PHI Learning Private Limited, New Delhi
5. NewsPapersandMagazinesbased oncurrentaffairs.
6. Aggarwal,Virbala,PatrakaritevamJansancharMargdarshika,ConceptPublishing Company, New Delhi.

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| **B-23-JMC-103 CC-C1****HISTORYOFMEDIA****Time-3Hours Credits – 04 ExternalMarks-70 InternalMarks- 30****TotalMarks–100** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Students are required to attempt one question from each unit. Form **I to IV. Q. No** 1 is compulsory and containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language. |
| **COURSEOBJECTIVES:*** CLO1:Learnaboutthehistoryanddevelopmentofprint mediainIndia.
* CLO2:UnderstandtheoriginanddevelopmentofIndianelectronic media.
* CLO3: Knowabout thehistoryanddevelopment ofIndianCinema.
* CLO4:Learnaboutvarioustypesofpopulartraditionalmedia
 |
| **UNIT** | **Topic** |  | **Contact Hours** |
| **UNIT-I** | * Inventionofpress
* Historyand growthofPrintMediain India
* RoleofPressinfreedommovement.
* GrowthandDevelopmentofprintmediainHaryana
 | **CLO1** | **12** |
| **UNIT-II** | * InventionofRadio
* HistoryandDevelopmentofRadioinIndia
* GrowthofFMRadioinIndia
* HistoryofCommunityRadioinIndia
 | **CLO2** | **12** |
| **UNIT-III** | * InventionofTelevision
* HistoryandDevelopmentofTVinIndia
* EmergenceanddevelopmentofPrivateChannels inIndia
* InventionofCinema
* HistoryandDevelopment ofIndianCinema
* DevelopmentofHaryanaviCinema
 | **CLO3** | **12** |
| **UNIT-IV** | * HistoryofTraditionalmedia
* TypesofTraditionalMedia:FolkTheatre,FolkDance,FolkMusic
* Popularfolk mediaofHaryana
 | **CLO4** | **12** |

### References:

* 1. Kumar,KevalJ.,MassCommunicationinIndia.Jaico,Mumbai.
	2. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, EminenceDesign Pvt.Ltd, 1996.
	3. ErikBarnouwandS.Krishnaswamy:IndianFilms,NewDelhi,Oxford,1986Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
	4. NadigKrishnamurthu,IndiaJournalism(FromAsokatoNehru),UniversityofMysore.
	5. Chatterjee,P.C.,BroadcastinginIndia,NewDelhi
	6. Rangaswamy,Parthasaratihi,JournalisminIndia,SterlingPublication,NewDelhi.
	7. Natarajan,J.,HistoryofIndianJournalism,PublicationDivision,NewDelhi.
	8. Jeffrey,Robin,India'sNewspaperREvolution,OxfordUniversityPress,Delhi.
	9. Singh, Chandrakant,BeforetheHeadlines:AHandbookofTelevisionJournalism, MacmilanIndiaLtd. Delhi
	10. Singh,Devvrat,IndianTelevision:Content,IssuesandChallenges,HarAnand

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| **B-23-JMC-104 CC-M2****COMPUTERAPPLICATIONS****Time-3Hours Credits – 02 ExternalMarks-35 Internal Marks - 15****TotalMarks–50** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Students are required to attempt one question from each unit. Form **I to IV. Q. No 1** is compulsoryandcontainingshortnotescoveringtheentiresyllabus.Allquestionswillcarryequalmarks.Thestudentscanattemptquestionpaper eitherinEnglishor inHindilanguage. |
| **COURSEOBJECTIVES:*** CLO1: Understandthe basicknowledge ofcomputer system.
* CLO2: Knowaboutthefunctioning ofdifferentpartsofcomputer.
* CLO3:KnowledgeaboutOperating System.
* CLO4:Understand thebasicsofApplicationSoftware.
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT- I** | * Computer- Origin, Evolution and Generation of Computer
* CharacteristicsofComputer
* TypesofComputer
* BlockDiagramofComputer
 | **CLO 1** | **12** |
| **UNIT-II** | * BasicComponents ofaComputer-:
* InputDevices
* OutputDevices
* Storageorganization: Primary&SecondaryMemory
 | **CLO2** | **12** |
| **UNIT-III** | * IntroductiontoSoftware
* TypesofSoftware-Systemsoftware,Applicationsoftware
* Operatingsystemanditsfunctions
* IntroductionofMSWindowanditsvariousversions
 | **CLO 3** | **12** |
| **UNIT-IV** | * IntroductiontoMS Wordanditsuses
* VariousMenus,Toolbars&Buttons
* ParagraphandPageFormatting
* Creation&Working withTables,Mail Merge
* IntroductiontoMSPowerPointand its uses
* CreatingaNew Presentation
 | **CLO 4** | **12** |

**References:**

1. HelpfilesfromApacheOpenOffice,https://wiki.openoffice.org/wiki/Documentation
2. ChannelleAndy,“BeginningOpenOffice3:FromNovicetoProfessional”,aPressPublications
3. BeginningOpenOffice3:FromNovicetoProfessional,Andichannele,Apress.
4. MicrosoftOffice2016StepbyStep:MSOffice2016StepbyS\_p1,ByJoanLambert,Curtis Frye
5. ComputerFundamentals-ByPradeepK.Sinha,PritiSinha,BPBPublications,6thEdition
6. Getting Started with Libre Office 5.0, Friends of OpenDocuments Inc., [Http://friendsofopendocument.com](http://friendsofopendocument.com/)
7. DocumentationfromLibreOffice,https://documentation.libreoffice.org/en/english-documentation

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| **B-23-JMC-105 MDC-1****PUBLICSPEAKINGANDANCHORING****Time-3Hours Credits – 03 ExternalMarks-35 InternalMarks – 15****TotalMarks- 50** |
| Note-ThequestionpaperwillbedividedintofiveUnitscontainingninequestions.Studentsarerequiredto attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Studentsarerequiredtoattemptonequestionfromeachunit.Form**ItoIV.Q.No1**iscompulsoryand containingshortnotescoveringtheentiresyllabus.Allquestionswillcarryequalmarks.Thestudentscanattemptquestionpaper eitherinEnglishorinHindilanguage. |
| **COURSEOBJECTIVES:**Co1:To developinterpersonalandeffectivecommunicationskills.Co2:To developproblemsolvingskillsandunderstanditsinfluenceonbehaviourCo3:Learnaboutthequalitiesandskillset requiredforReporting &Anchoring Co 4:Acquire an idea about the technology |
| **UNIT** | **Topic** |  | **Contact Hours** |
| **UNIT-I** | * PublicSpeaking, Speech
* OvercomingFearofPublicSpeaking
* 3P’sofPublicSpeaking(Preparation,Practice, Performance)
 | **CLO1** | **12** |
| **UNIT-II** | * ArtofInformative&Persuasive speaking
* TypesofPublic Speaking;Physical, Online, Political, Organisational, Educational, Motivational.
* TedTalks,PublicSpeakinginMedia.
 | **CLO2** | **12** |
| **UNIT-III** | * Voice Over for TV in commercials/ Corporate videos/ radio commercials/ TV Documentaries
* StudioandCamera facingtechniques
* Overcoming fright,Warm-uptechniques.
* Oncameramovements,Holdingprops,Scripts,cuecardsetc. Teleprompter and its function
 | **CLO3** | **12** |
| **UNIT-IV** | * Anchor:qualities
* Role,skillsandresponsibilities.
* Professionalethics-dresssense
* Anchoringwithandwithoutprompter. Studioandoutdooranchoring.
 | **CLO4** | **12** |

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| **B-23-JMC-105 MDC-1****PUBLICSPEAKINGANDANCHORING****ExternalMarks-20 InternalMarks – 05****TotalMarks- 25** |
| **UNIT** | **Practical** |  |  |
| **1** | Preparearadiotalkandradiointerview |  |  |
| **2** | AnchoratleastOneeventandOneprogramme |  |  |
| **3** | WritingscriptandrecordingofaTVnews bulletin |  |  |
| **4** | Prepareapromo |  |  |
| **5** | Conductaninterview forTelevision |  |  |

### References:

1. Kumar,KevalJ,MassCommunicationinIndia.Jaico,Mumbai.
2. ThakurProf.(Dr).Kiran,HandbookofPrintJournalism,MLC University of Mass communication &Journalism Bhopal
3. BhargavG.S.,ThePressinIndia: AnOverview, NationalBookTrustNewDelhi
4. Beer Arnold S.de and Merrill John C.,GlobalJournalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs. Aggarwal, Virbala, PatrakaritaevamJansancharMargdarshika, Concept Publishing Company, New Delhi.

## B.A.(Journalism&MassCommunication)

**(DetailedSyllabus) w.e.f.**

**Session:2023-2024**

# SEMESTER II

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| **B-23-JMC-201 CC-A2****WRITINGFORMEDIA****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1: Understand theconcept ofnewsand newswriting
* CLO2:Knowaboutthebasics ofradiowriting.
* CLO3:UnderstanddifferentTVwritingtechniques
* CLO4:Developtheskillsforadandonlinewriting.
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | * Differencebetweencreativeand journalisticwriting
* Principlesofgood writing
* NewsStorystructureandintroductiontovariousstylesof news writing
* Writing features, articles, editorials, columns, middle, letter to editor,
* Newsanalysis: backgrounder, reviews
* Writing featuresandarticlesfor magazines
 | **CLO1** | **12** |
| **UNIT-II** | * Basicsofradiowriting
* Elementsofradioscript
* Techniquesandstyleofradioscriptwriting
* Radioscriptwriting:Radiotalks,features,interview,drama and other programmes
 | **CLO2** | **12** |
| **UNIT-III** | * Basicsoftelevisionwriting
* Differentscript formats
* Elementsoftelevisionscript
* Television script writing : interview, documentary,special & other programmes
 | **CLO3** | **12** |
| **UNIT-IV** | * CopywritingforPrintAdvertisement
* Writingforradioadvertisement
* Writingfortelevisionadvertisement
* Writingforweb
* Writingpressreleases
 | **CLO4** | **12** |

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| **B-23-JMC-201 CC-A2****WRITINGFORMEDIA****ExternalMarks-20 InternalMarks–10****TotalMarks–30** |
| **SrNo** | **Practical** |  |  |
| **1** | WriteaScriptforRadio |  |  |
| **2** | WriteAcopyforPrintAdvertisement |  |  |
| **3** | WriteaPressRelease |  |  |
| **4** | Writeawebcontent |  |  |

### References:

1. George,A.H.(1990).NewsWriting, KanishkaPublications.
2. Stein,P.&Burnett(2000),Newswriter’sHandbook:AnIntroductiontoJournalism, Blackwell Publishing.
3. Itule&Anderson(2002).NewsWritingandreportingfortoday’smedia,McGrawHill Publication
4. HaroldEvans,‘Newsman’sEnglish’WilliamHainemannLtd,1972.
5. M.L.Stein.andSusanFPaterno,,’TheNewsWriter’sHandbook,’SurjeetPublications

,NewDelhi, 2003.

1. GeorgeAHough,’NewsWriting’,KanishkaPublishers, NewDelhi,2006.
2. BruceD.Itule,andDouglasA.Anderson.‘NewsWritingandReportingforToday’s Media’, McGraw Hill, New Delhi, 2003.
3. JulianHarris,KellyLeiter,Stanley,Johnson,‘TheCompleteReporter’,Macmillan PublishingCo, New York.
4. धूलिया,सुभाष,प्रधानआनंद,समाचारिेखनएवंअवधारणा,भारतीयजनसंचारसंस्थानप्रकाशन, नईलदल्ली
5. DrMadhuDeepSingh,MediaPluralityandDiversity,ISBN-978-81-931528-1-2
6. कुमार,अशोक,समाचारिेखनएवंररपोलटिंग,लशवालिकप्रकाशन,नईलदल्ली

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| **B-23-JMC-202 CC-B2****BASICSOFREPORTINGANDEDITING****Time-3Hours Credits -04ExternalMarks-50 Internal Marks -20****TotalMarks-70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:Understandthebasicsofreporting
* CLO2:Understanddifferenttypesandtechniquesofreporting
* CLO3:Knowbasicconceptofeditingfor print.
* CLO4:Learnbasicsofnewspaperdesigning
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | * Concept,definitionsandelementsofReporting
* Sources of News, News gathering, Verification and Validatio facts
* Cultivationofsources,typesofsources,significanceofsources in news gathering
* Reportinghierarchy ina Newspaper
 | **CLO1** | **12** |
| **UNIT-II** | * Skillsrequiredtobeingareporter
* Press conference, Press briefing, Meet the press and Conducting interviews
* Typesofbeat:Political,Crime,Lifestyle,Entertainment,

Sports, Health, Education, Agriculture, Science &Technology, Business, Investigative | **CLO2** | **12** |
| **UNIT-III** | * Editing:concept,definitionandsignificance
* Principles ofCopyEditing
* RoleofNewsEditor,ChiefSubEditorandCopyEditor, Skills required to being a copy editor
* NewsEditing: Copywriting,copyselection,storystructure
 | **CLO3** | **12** |
| **UNIT-IV** | * Design:meaningand significance
* Elementsandprinciplesofdesign
* ConceptandUtilityofDummy
* Basic knowledge of designing softwares like Quark &Indesign
 | **CLO4** | **12** |

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| **B-23-JMC-202 CC-B2****BASICSOFREPORTINGANDEDITING****Practical-20 Internal-10****TotalMarks–30** |
|  | **Practical** |  |  |
| **1** | Submit 25 news reports of events in your city (of any five different beats). Five politicalstories,5crimestories,5sportstories,5lifestyle/entertainmentstories,5storiesrelatedtohealth/scienceandtechnology |  |  |
| **2** | Editatleast fivestories |  |  |
| **3** | Prepareadummyofdailynewspaper |  |  |
| **4** | Designfrontpageofadaily newspaper |  |  |
| **5** | Conductinterviewsoftwofamouspersonalities |  |  |

**References:**

1. M.V.Kamath:ProfessionalJournalism;VikasPublishing,NewDelhi.
2. K.M.SrivastavaNewsReportingand Editing.
3. LynetteSheridanBurns:UnderstandingJournalism;VistaarPublications.
4. TonyHarcup:Journalism:PrinciplesandPractice;Sage.
5. HereistheNews:ReportingforMedia, SterlingPublishers.
6. FlemmingandHemmingway(2005),AnIntroductiontojournalism,Vistaar Publications.
7. Richard,K.(2000).TheNewspaper’sHandbook,RoutledgePublication.
8. Frost,C.(2001).Reporting forJournalists,Routledge,London.
9. NatarajanandChakraborty:Oyvkucatuibs(1995):DefenceReportinginIndia:The Communication Gap, Trishul Publications .
10. Trikha,N.K,Reporting,MakhanlalChaturvediRashtriyaPatrakaritaAvamSanchar Vishwavidyalaya.
11. DroneJournalism-DrAbidAli,SankalpPublication
12. Dr.AshokKumarSamacharLekhanavemReporting,ShivalikPrakashanNew Delhi,

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| **B-23-JMC-203 CC-C2****INTRODUCTIONTORADIOANDTVJOURNALISM****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks–70** |
| Note-ThequestionpaperwillbedividedintofiveUnitscontainingninequestions.Studentsarerequiredto attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Studentsarerequiredtoattemptonequestionfromeachunit.Form**ItoIV.Q.No1**iscompulsoryandcontainingshortnotescoveringtheentiresyllabus.Allquestionswillcarryequalmarks.Thestudentscan attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:Understandbasicsofradiojournalismandworkingofradiostudio
* CLO2:Understandfunctioningofradionewsroom
* CLO3:UnderstandTVstudiosetupanddifferenttypesofcameras
* CLO4:UnderstandTVnewsroomanditsfunctioning
 |
| **UNIT** | **Topic** |  | **Contac t****Hours** |
| **UNIT- I** | IntroductiontoRadioJournalismRadio Stations based on their transmission and purpose Communityradio,militaryradio,spiritual/religiousradioCommercialradio, privateradio,pirateradio,amateurradio stationsNewtrendsinradiobroadcasting-Satelliteradio,digitalradio,onlineradiostations | **CLO1** | **12** |
| **UNIT- II** | Set–upandfunctioningofaradiostudio,Microphones,console,mixersand speakersRadioNewsroom-employeeandworkingprocess,QualitiesofNewsEditorand News ReporterRadionewsbulletin:News-gathering,Elementsofaradio newsstory,writingradionews, elementsofaradionewsbulletin | **CLO2** | **12** |
| **UNIT- III** | Introductionandfunctions ofTVJournalismTypes ofTV studios, Set up and functioning of a TV studio IntroductiontoVideocameras:EFP,ENG,SteadyCameras,Crane,Camera, Hexacopter,SpidersCamera | **CLO3** | **12** |
| **UNIT- IV** | Structureandfunctioning ofTVnewsroomTVnewsbulletin:News-gathering,ElementsofaTVnewsstory, Storystructures- inverted pyramid, diamond, hour glass, narrativeTVnewsscript,elementsofaTVnews bulletinNewsanchor,presenterandreporter’srolesandresponsibilities TV debates, interviews and types of interviews | **CLO4** | **12** |

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| **B-23-JMC-203 CC-C2****INTRODUCTIONTORADIOANDTVJOURNALISM****Practical-20 Internal-10****TotalMarks–30** |
| **1** | **ListofPracticalExercises:** |  |  |
| **2** | Reportingradionewsstories foranyfiveeventsofyour city |  |  |
| **3** | Writingscriptforradionewsbulletin |  |  |
| **4** | ReportingTVnewsstoriesforanyfiveeventsofyourcity |  |  |
| **5** | TVwritingfordifferenttypesofvisuals |  |  |
| **6** | WritingscriptforTVnewsbulletin |  |  |

### References:

1. MasaniMehra, Broadcasting&PeopleNBT, NewDelhi1985
2. AkasBharti,Vol. I&IIPublication,Division.NewDelhi
3. BroadcastinginIndia - S. R.Joshi, ISRO,June1997, Ahmadabad
4. AndrewBoyd:BroadcastJournalism
5. MitchellStephonHolt,BroadcastNews-RadioJournalism,RineheastWinstonNY1980
6. WhileT.Broadcast,NewswritingMacMillianNY,1984
7. WillsEdgarandHolt, WritingTVandradioprogrammesR&WPublication1967.
8. RiversWlliamsandworkAlisonWritingforthe Media.
9. CarlWarren,RadioNewsWritingandEditing
10. Report L.HillardRadio Broadcasting

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| **B23-JMC-204 CC-M1****INTRODUCTIONTOGRAPHICSDESIGN****Time-3Hours Credits – 02 ExternalMarks-35 InternalMarks- 15****Total Marks– 50** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Students are required to attempt one question from each unit. Form **I to IV. Q. No 1** is compulsory and containing short notes covering the entire syllabus. All questions will carryequal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:UnderstandbasicconceptofGraphic Design
* CLO2:Knowabout thelevelsofcolours
* CLO3:Developabilitytoexplore, discover andunderstandthefundamentalsusedin design
* CLO4:Enhanceimageeditingbyusing designapplication.
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | * GraphicDesign:conceptandscope
* TypesofGraphics:raster&vector
* Info-Graphics:conceptand scope
* VisualPerception
 | **CLO1** | **12** |
| **UNIT-II** | * ElementsofGraphic Design
* Colour:ConceptandUses
* ColourWheel:Concept&Uses
* ColourPsychology
 | **CLO2** | **12** |
| **UNIT-III** | * DesignProcess
* PrinciplesofDesign:Contrast,Balance,Emphasis, Proportion, Repetition, Rhythm, Unity
 | **CLO3** | **12** |
| **UNIT-IV** | * Interface ofPhotoshop
* EditingTools:Cropping,ResizingandPage-setup
* SelectionTools:Typesand Concept
* ImageEnhancement:Typesand Concept
* Retouching:Conceptanduse
 | **CLO4** | **12** |

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| **B-23-JMC-205 MDC-2****MEDIALITERACY SKILLS****Time-3Hours Credits – 03 ExternalMarks-35 Internal Marks –15****TotalMarks – 50** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:Understandhowmediamessagescreatemeaning
* CLO2:Identifywhocreatesmessagesandwhataretoolsofpersuasion
* CLO3:Identifybias,misinformation
* CLO4:Understandhowtoevaluateandcreatemediamessages
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | Literacy: meaning, concept and importance MediaLiteracy:meaningconceptandimportanceHistoricalbackgroundanddevelopmentoftheconceptofmedia and information literacy (MIL)Differencebetweenmedialiteracyandbasicliteracy(abilityto read and write)DifferencebetweenMedia&InformationLiteracy&Media LiteracyNewsLiteracy,Digitalliteracy | **CLO1** | **12** |
| **UNIT-II** | Critical thinking meaning, concept and importance Importance of critical thinking in message interpretation Parameterstoidentifytruthandmessageinterpretationskills Concepts of misinformation, disinformation, distortedinformation, fakenews&challengesfordemocracyandsociety Challenge of widespread lies in digital ageConcept oftruth,objectivityandpersonal bias | **CLO2** | **12** |
| **UNIT-III** | ParametersofanappropriatemessageParametersofanappropriateresponsetomessage Skills to identify media bias & prejudicesFact-checking&verificationandmedialiteracyindigitalera Responsible response and reaction to various messagesMedia& Information Literacy (MIL) as tool for rightdecision makingConceptof‘Qualifiedcitizen’andmedialiteracywestern& Indian perspectiveAncientIndianconceptofmessageinterpretationandcritical | **CLO3** | **12** |

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|  | thinking |  |  |
| **UNIT-IV** | MedialiteracyandwellbeingofsocietyImpactofirresponsiblesocialmediausageonsociety Individual responsibilities as message producer Ethical responsibility as social media userMedialiteracyskillusageduringcrisis | **CLO4** | **12** |

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| **B-23-JMC-205****MDC-2****MEDIALITERACY SKILLS****Practical-20 Practical -05 TotalMarks-25** |
| **UNIT** | **Practical** |  |
| **1** | Studentswillbeengagedinexercisetoidentifybiasandpropagandain messages |  |
| **2** | Studentswillbeassignedtoapplythemedialiteracyskillstodifferentiatefactand fiction |  |
| **3.** | Studentswill beasked to identifyinformationsansfactsonsocialmedia |  |

### Suggested Readings

1. MediaLiteracy,W.JamesPotter(2012),SagePublications
2. MappingNewMediainIndia,SunitaNaryanan,SagePublication,2017
3. MediaLiteracy:Anessentialguideto criticalthinkingskillsforourcomplexdigital world, Third Edition, 2021,[Nick Pernisco](https://www.amazon.in/Nick-Pernisco/e/B00I6MFNTC/ref%3Ddp_byline_cont_book_1), Publisher: Understand Media
4. MediaLiteracy:KeystoInterpretingMediaMessages,4thEdition,ArtSilverblatt, AnubhutiYadav, Vedabhyas Kundu, Kanishka Publishers.
5. ◻◻◻◻◻◻ ◻◻◻◻◻◻◻-◻◻◻◻◻ ◻◻◻◻◻◻◻, ◻◻ ◻◻◻◻◻◻◻◻◻◻◻,

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## B.A.(Journalism&Mass Communication)

**(DetailedSyllabus) w.e.f.**

**Session:2023-2024**

# SEMESTER III

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| **B-23-JMC-301 CC-A-3****RADIOPRODUCTION****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:Writescriptsforvariousradio programmes
* CLO2:Produceradionews bulletin
* CLO3:Abletowork inaradiostudio
* CLO4:Undertakeradioprogrammeproductionindifferentformats
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | CharacteristicsofRadio asa mediumofMassCommunication Basic principles of script writing for radioScript writing for radio Talk, Discussion, Drama,Interview and Radio featurePresentation of script-voice quality, modulation ,pronunciation Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin. | **CLO1** | **12** |
| **UNIT-II** | SetupofRadioStudio,TypesofMicrophone,Console,Mixer Sound System: Mono, Stereo and Surround Sound Introduction to Radio Software | **CLO2** | **12** |
| **UNIT-III** | Radio production formats EquipmentforradioproductionStagesofradioprogrammeproductionPersonnelintheproductionprocess–Roleand Responsibilities | **CLO3** | **12** |
| **UNIT-IV** | Editing principles CreatingsoundeffectsEditingofVariousRadioProgrammes | **CLO4** | **12** |

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| **B-23-JMC-301 CC-A-3****RADIOPRODUCTION****Practical-20 Internal-10 Total-30** |
| **UNIT** | **Practical** |  |  |
| **1** | Writingthescriptforradiotalkand itsrecording |  |  |
| **2** | Radionews-Reportingofeventsandrecordings. |  |  |
| **3** | Productionofradionewsreel |  |  |
| **4** | ProductionoffieldbasedRadiofeatures. |  |  |

### Suggested Readings

1. MasaniMehra,Broadcasting&PeopleNBT,NewDelhi1985
2. AkasBharti, Vol. I&IIPublication,Division. NewDelhi
3. BroadcastinginIndia- S. R.Joshi, ISRO,June1997, Ahmadabad
4. AndrewBoyd:BroadcastJournalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheast Winston NY 1980
6. WhileT.Broadcast,NewswritingMacMillianNY,1984
7. WillsEdgarandHolt, WritingTVandradioprogrammesR&WPublication1967.
8. RiversWlliamsandworkAlisonWritingforthe Media.
9. CarlWarren,RadioNewsWritingandEditing
10. Report L.HillardRadioBroadcasting

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|  | **B-23-JMC-302** |  |  |
| **CC-B-3** |  |
| **NEWSPAPERDESIGNANDPRODUCTION** |  |
|  | **Time-3Hours** |
|  | **Credits– 04** |
|  | **ExternalMarks -50** |
|  | **InternalMarks–20** |
|  | **TotalMarks–70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:*** CLO1:Learnthebasicprinciplesofdesigning
* CLO2:Inculcatetheknowledgeofdummyandlayout
* CLO3:Understandphoto-editingandphotocaptionwriting
* CLO4 :Learnapplicationsofnewspaper designingsoftwares
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **1** | Design and layout: meaning, definition, elements significanceTermsinlayoutplanning,Stagesoflayoutplanning Concept and Utility of DummyDummyofNewspaper,Magazines Web Journalism and DummyModernLay-out(Specialized designing) | and | **CLO1** | **12** |
| **2** | Principlesofdesign;BasicapproachtocreateadesignColorindesign;Innovationsinnewspaperandmagazinedesign | **CLO2** | **12** |
| **3** | Newspaper designing:newspaper size, newspaper format Designelements:advertisements,text,headlines,picturesPagemakeup–frontpage,editorialpages,insidepages,magazinepages | **CLO3** | **12** |
| **4** | Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams,CaptionWriting, Selection Point for Caption, Sub CaptionandMainStories,HeadlinesDesigningtoolsandbasicapplicationsofnewspaperdesigningsoftware’s | **CLO4** | **12** |

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| **B-23-JMC-302****CC-B-3****NEWSPAPERDESIGNANDPRODUCTION** | **Practical-20 Practical(I)-10****Total-30** |
| **SrNO** | **Practical** |  | **Contact****Hours** |
| **1** | Newsselectionand placement |  |  |
| **2** | 2 Preparing dummyof newspapers |  |  |
| **3** | 3WritingHeadlinesfordifferenttypesofnews |  |  |
| **4** | 3Intro/leadwritingassignment |  |  |

### Refferences:

1. Shrivastava, K.M., ‘News reporting and editing’, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. KamathM.V.,‘ProfessionalJournalism’,VikaspublishingHouse,NewDelhi.1980.
3. VirBalaAggarwal,‘EssentialsofPracticalJournalism’,conceptpublishingCompany, New Delhi, 2006.
4. JosephM.K.,‘OutlineofEditing’,AnmolPublications,NewDelhi,2002.
5. Hodgson,F.W.(1987).Subediting:AHandbookofModern Newspaper Editing &amp; Production, Focal Press.
6. Click&amp;Baird(1994).MagazineEditing&amp;Production,WCBBrown&amp; Benchmark.
7. Hicks&amp;Homes,(2001).Sub-editing for JournalistsRoutledge.
8. John,Marydasan(2015)EditingToday:Rules,ToolsandStyles,MediaHouse,New DelhiBAMC 602 (b): Newspaper designing and Production (Practical)

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| **B-23-JMC-303 CC-C3****INTRODUCTIONTO ADVERTISING****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students are requiredtoattemptonequestionfromeach unit.Form **ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:**CLO1:Nurtureadeepsenseandunderstandingabout basicconceptsofadvertising CLO 2:Develop understanding about advertising and marketing researchCLO3:UnderstandthefunctioningofadvertisingagenciesCLO4:Befamiliarized withtheconceptofcampaignplanning |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | Advertising: Meaning, Features, Functions and Types. Advertisingapproach:DAGMARandAIDAApproach, Media of Advertising, Advertising aspects: Economic, Social and CulturalAspects,AdvertisingEthics.DevelopmentofadvertisinginIndia | **CLO1** | **12** |
| **UNIT-II** | Advertisingagency:RoleandFunction,Types,Organizationstructure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development | **CLO2** | **12** |
| **UNIT-III** | AdvertisingCampaign:ProcessandPlanning,Audiencemeasurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation | **CLO3** | **12** |
| **UNIT-IV** | Introduction to Advertising research, Methods of Measuring AdvertisingEffectiveness,CopyTestingTelevisionRatingPoint, Gross RatingPoints, Trends in advertising | **CLO4** | **12** |

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| **B-23-JMC-303 CC-C3****INTRODUCTIONTO ADVERTISING****Practical-20 Internal–10****TotalMarks–30** |
| **SrNo** | **Practical** |
| **1** | Prepareanadvertisementforfivedifferent productsforPrint Media. |
| **2** | Preparingaradiojingle forFMchannel. |
| **3** | Prepare a PosterOnAnySocialIssue. |
| **4** | OneCaseStudy–Advertising Campaign |

### Suggested Readings:

* 1. PhilipRCateoraandJohnLGraham,InternationalMarketing\_IrwinMcGraw Hill1999.
	2. WilliamF ArensandCourtlandLBovee,ContemporaryAdvertising-Irwin1994.
	3. PhilipKotlerandEduardoLRoberto,Socialmarketingstrategiesforchanging public behaviour- The freePress-1989.
	4. JibFowles,Advertisingandpopularculture-SagePublications1996Mary Cross, Advertising and Culture-Prentice Hall2001
	5. RajeevBatra,JohnG.Myers,DavidA.Aaker,Advertising Management,Pearson Education
	6. ManendraMohan-AdvertisingManagement;Tata McGrawHill Promotion-Stanley
	7. GeorgeE.Belch,MichealA.Belch,KeyoorPurani:Advertisingand Promotion;Tata McGraw Hill
	8. HandbookofJournalismandMassCommunicationbyVirBala Aggarwal, V.S.Gupta
	9. MassCommunicationinIndia-KevalJ.Kumar
	10. AbhinayDarpan- AshokNathSasthri(Bengali)

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| **B23-MMT-304 CC-M-3****COMPONENTSOFMULTIMEDIA****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks - 20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Studentsare required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students are required to attempt one question from each unit. Form **I to IV. Q. No 1** is compulsoryandcontainingshortnotescoveringtheentiresyllabus.Allquestionswillcarryequalmarks.Thestudentscanattemptquestionpaper eitherinEnglishor inHindilanguage |
| **COURSEOBJECTIVES:**AftercompletingtheCourse,thestudentwillbeableto:* CLO1:familiarwiththebasicelementsofmultimediaandhardware-softwarerequirements.
* CLO 2: understand the primary elements of multimedia i.e. text and image for the multimedia applications and projects
* CLO3:studytherelationofnecessaryelementsi.e.audioand videoandaudio-visualmedia
* CLO 4:understandtheanimationconceptsandtheimportanceofanimationinmultimedia industry.
 |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT- I** | Multimediabasics:definition,meaning,needofmultimedia; Basic elements of multimediaHardwareandsoftwarerequirementsformultimedia Mmultimediaaauthoring and ttools | **CLO1** | **12** |
| **UNIT-II** | Text: usage of text and fonts in multi media projects, ffamilies and faces of fonts, outline fonts, bitmap fonts and hypertext, typeface, text settingsImage: definition, image types, vector vs bitmap images, Image layers, color schemes, image file formats | **CLO2** | **12** |
| **UNIT-III** | Audio: ddigitization of sound, frequency and bandwidth,decibel, data rate, audio file format, ssound synthesis, MIDI, recording and mixing, audio console, aaudio software and hardwareVideo: vvideobbasics, vvideo sstandards, analog and digital video, vvideo rrecording, storage formats, shooting and editing vvideo, file fformats | **CLO3** | **12** |
| **UNIT-IV** | Animation: definition and principles of animation, cell animation,stopmotion,morphing,differencebetween2Dand 3D animation, adding video effects | **CLO4** | **12** |

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| **B23-MMT-304 CC-M-3****COMPONENTSOFMULTIMEDIA****Practical-20 InternalMarks-10 Total Marks – 30** |
| **SrNo** | **Practical** |  |  |
| **1** | ToprepareafilewithTextandParagraphalignment. |  |  |
| **2** | ToeditanImagebyCropping,resizingthe same. |  |  |
| **3** | Toeditaimage byusing five filtersandeffects |  |  |
| **4** | Toprepareapowerpoint presentationbyusing multimediacomponents |  |  |

### Suggested Readings

1. MultimediaBasics,Volume1byAndreasHolzinger,FirewallMedia.
2. FundamentalsofMultimedia, Ze-NianLi, MarkS. Drew,PearsonPrenticeHall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
4. Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool–A Study"(PDF). International Journal of Information and Education Technology.
5. The Animation Book A Complete Guide to Animated Filmmaking--from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne · 1998
6. CharacterAnimationCrashCoursebyEric Goldberg
7. Animation: FromScript toScreenbyShamusCulhane
8. TheAnimator’sSurvivalKitbyRichard Williams
9. TheIllusionofLifebyFrankThomasandOllieJohnston

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| **B-23-JMC-305 MDC-3****PHOTOGRAPHY****Time-2Hours Credits – 03 ExternalMarks-35 Internal Marks –15****TotalMarks – 50** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:**CLO1:Learnbasicconceptsand importanceofPhotography CLO 2:Work as a photo journalistCLO3:Developself-employmentandcreativeskills CLO 4: Develop interest in photo journalism |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | IntroductionandDevelopmentofPhotography Photojournalism - Role and importance Qualities of a good photographTools ofPhotography,types ofcamerasTraditionlanddigitalcamera, PartofCamera,Camera control | **CLO1** | **12** |
| **UNIT-II** | Emergence ofDigitaltechnology DigitalPhotography,Mobilephotography SelectingImages,Size,andqualityIndoor and OutdoorPhotography | **CLO2** | **12** |
| **UNIT-III** | Lightingprinciples RoleoflightingDifferenttypesoflightinganditsuses Roleofsubject,qualityofphotographDevelopingofdifferentsizesofphotograph | **CLO3** | **12** |
| **UNIT-IV** | PhotographEditingTechniques Cropping,Enlarging&reducing Clubbing/Grouping Colorcomposition Filter,length,focus, ShotsPhotofeature, Newtrends inphotography | **CLO4** | **12** |

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| **B-23-JMC-305 MDC-3****PHOTOGRAPHY****Practical-20****InternalMarks-05****TotalMarks–25** |
| **UNIT** | **Practical** |  |  |
| **1** | Thestudentshaveto prepareaDigitalportfolioalongwithprint containing at least 20 photographs clicked by them. |  |  |
| **2** | Theyhavetodevelopaphoto-featureonathemeselected in consultation with the concerned faculty. |  |  |

### SuggestedReadings

* 1. DigitalPhotography(Hindi),VishnuPriyaSingh,Publisher- ComputechPublicationLimited.
	2. DigitalPhotography(Hindi)Hardcover

(2018),RiyajHasan,BookEnclave,Jaipur.

* 1. PhotographyTechniqueandUses(PhotographyTaknikaurPryog), NarendraSinghYadav, Rajasthan Hindi GranthAcademy.
	2. PracticalPhotographyDigitalCameraSchool:TheStep-by- stepGuidetoTakingGreatPicture,CarltonBooksLtd.(London)

## B.A.(Journalism&Mass Communication)

**(DetailedSyllabus) w.e.f.**

**Session:2023-2024**

# SEMESTERIV

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| **B-23-JMC-401 CC-A4****TVPRODUCTION****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit fromUnit-I to Unit-IV.Students are required to attempt one question from each unit. Form **I to IV. Q. No 1** is compulsory and containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:**CLO 1:Understand television journalismand learn how to handleand usevarious television gadgets in aTV studioCLO2:Writescriptsfor varioustelevisionprogrammesCLO3:Learntechniquesandskillsfor presentation,anchoringfor televisionprogrammCLO4:Undertaketelevisionprogrammeproductionindifferentformatsandusedifferentsoftwaresfor editing television programmes. |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | Television Journalism; Characteristics of Television as a medium of Mass Communication. Significance of TV journalism. Stages of TV programme production: Pre-production, Production, Post Production. BasicprinciplesofscriptwritingforTV.ScriptsforvariousTelevision Formats | **CLO 1** | **12** |
| **UNIT-II** | SetupofTVStudio,Typesoftelevisionstudios,IntroductiontoVideo cameras:EFP,ENG,SteadyCameras,CraneCamera,SpidersCamera, Drone cameras.Green screen, Use of Tele-prompter, multi-prompter. TelevisionLightingtechniques, Fill, Main,andbacklightsTelevision production and shooting program crew. Camera Shots, CameraMovements, Camera Angle | **CLO 2** | **12** |
| **UNIT-II** | Television newsroom, Newsroom structure,TV news bulletin: News- gathering, elements of a television news story, writing news, elements of a TVnews bulletin. Television Debates, Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hourglass, narrative.Newsanchor,presenters,reporter’sroles,andresponsibilities | **CLO 2** | **12** |
| **UNIT-II** | Editing; offline, online editing, linear editing, non-linear editing. Introduction to basic editing softwares.VFX, SFX . New trends in televisionjournalism,TVOnlineandOnlineDemandTVchannelson mobile phones, Alternative news media, Netflix, Apple TV etc. | **CLO 2** | **12** |

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| **B-23-JMC-401 CC-A4****TVPRODUCTION****PracticalMarks–20****InternalMarks–10****TotalMarks–30** |
| **UNIT** | **Practical** |  |  |
| **1** | WritescriptsforvariousTVprogrammes |  |  |
| **2** | Learntechniquesandskillsforpresentation,anchoringforTelevisionprogrammeandproduceTVnewsbulletin |  |  |
| **3** | AbletoworkinaTVstudio |  |  |
| **4** | UndertakeTVprogrammeproductionindifferentformatsusingbasiceditingsoftware’s |  |  |
| **5** | WritescriptsforvariousTVprogrammes |  |  |

### Suggested Readings

1. DeborahPotter,HandbookofIndependentJournalism(2006).
2. NewsEditing,WilliamL.Rivers.
3. TelvisionProduction16thEdition.JimOwens,2016,AsburyUniversity,NewYorkCity.
4. InteractiveTelevisionProduction,MarkGawlinski,FocalPress,MA,2003.
5. BroadcastinginIndia,P.CChatterji,SagePublication,London.
6. AnuraGoonaseKeraandPaulLeeT.V.WithoutBordersAMIC,Singapore,1998.
7. A.MichelNoll.,TVtechnology-Fundamentalsandfutureprospects
8. BarrowsWoodGross,TVProduction.
9. TonyVerla,Global,Television
10. HoraleNewcombTelevision-TheCrealviewAmed.Oxford,1987.

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| **B-23-JMC-402 CC-B-4****INTRODUCTIONTOPUBLICRELATIONS****Time:3Hours****Credits-4ExternalMarks-50 Internal Marks –20****TotalMarks – 70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:**CLO1:acquireknowledgeaboutthedefinitionsandconceptsofpublicrelations,publicity,propaganda, advertising and e-PRCLO2: UnderstandthebasictoolsofpublicrelationsCLO3:LearnaboutPRsetupinvarioussectorsandPRstrategiesforcampaignplanning CLO 4: Learn the ethics and laws of public relations |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | Public Relations- definition and concept, PR as aCommunication function, History of PR, growth of PR in India. Differences between PR, Publicity, Propaganda, Advertising and public opinion and corporate communication. PR as a Management function. Image building, Concept of e-PR | **CLO1** | **12** |
| **UNIT-II** | Strategies of PR-planning-implementation-research-evaluation. PR practitioners and media relations, press conference, press releases and other tools of Public Relations-Newspaper and magazine, Radio, television and film , New media and social media, Alternate media and traditional media | **CLO2** | **12** |
| **UNIT-II** | Publics ofPR- internaland external. PR in various sectors. PR in Central and State Government.PR in private sector. Corporate communication. Duties and responsibilities of PR professionals.PR Agencies, PR for-hospitals, NGOs, Defence, Police, Media Institutions Political parties. | **CLO2** | **12** |
| **UNIT-II** | PR research techniques. PR and Crisis Management- Case Studies. PR Code of Ethics by professional bodies , Ethics of e- PR, Laws relating to public relations and corporat excommunications. Professional organizations of PR- PRSI, PRCI. Career in Public Relations | **CLO2** | **12** |

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| **B-23-JMC-402 CC-B 4****INTRODUCTIONTOPUBLICRELATIONS****PracticalMarks-20 InternalMarks–10****TotalMarks–30** |
| **UNIT** | **Practical** |  |  |
| **1** | Writing at least 10 press releasesof the functions andevents of yourinstitution which you have recently attended. |  |  |
| **2** | Preparingatleast05postersofthevisionsofthegovernmentofyourstate |  |  |
| **3** | .Preparingatleastfivepamphletsofthevisionsofyourinstitute |  |  |
| **4** | Makingatleastfivepamphletsforthemissionsofyour institute |  |  |
| **5** | Preparingatleast5leafletsforattractingqualitystudentsinyourinstitute. |  |  |
| **6** | Planninga newsletterofyourinstitutetobuilditsimage |  |  |
| **7** | Createa blogfor yourinstitution |  |  |
| **8** | Examine2casestudiestounderstandtheroleofPRincrisismanagement |  |  |

### Suggested Readings

1. ‘ManagingPublicRelations’ByE.GrunigJamesandHuntTodd.NewYork:Rinehart and Winston.
2. ‘PublicRelationsManagement’ByJaishriJethwaneyandN.N.Sarkar.NewDelhi:Sterling Publishers Private Limited.
3. ‘PublicRelationsinIndia’BYJ.M.Kaul.Kolkotta:NayaProkash.
4. ‘PRasCommunicationManagement’ByCrableE.Richard.Edina,Min:BellwetherPress
5. ‘PublicRelations:TheProfessionandthePractice’ByBaskinW.Otis,AronoffE.Croig and Lattimore Dan. Dunuque: Brown &amp; Benchmark.
6. ‘Vigyapanaurjansampark’ByJaishriJethwaney,RaviShankerandNarendraNathSarkar. New Delhi:Sagar Publications

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| **B-23-JMC-403 CC-C4****CURRENTAFFAIRS****Time-3Hours Credits – 04 ExternalMarks-50 Internal Marks –20****TotalMarks–70** |
| Note- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV.Students arerequiredtoattemptonequestionfrom eachunit.Form**ItoIV.Q.No1**iscompulsoryand containing short notes covering the entire syllabus. All questions will carry equal marks. The students can attempt question paper either in English or in Hindi language |
| **COURSEOBJECTIVES:**CLO1:LearnthefunctioningofthesystemofIndiaCLO2:Learntheimportantissuesaffectingthesociety.CLO3:LearnthewidecoverageofimportantissuesinmediaCLO4:Learnthecriticalunderstandingofmediacoverage |
| **UNIT** | **Topic** |  | **Contact****Hours** |
| **UNIT-I** | StructureofGovernanceinIndia:CentreGovernment,State Government, Panchyati RajStructureandpowersoflawmakingagencies:Parliament,State Legislative, State CouncilandPanchyat.Keyterminologiespoliticalaffairs:Political Diplomacy,Politicalequations,Partycadre,Partyhighcommand,Anti incumbency, Socialengineeringetc.Major Politicalhappenings duringthe semester. Major happening relatedparliament,statelegislativeassembliesandPanchyatiRajduringthesemester. | **CLO1** | **12** |
| **UNIT-II** | Structureofbureaucracyatcentrelevel,Hierarchyofadministrative officersinstatecapital,Districtandblocklevel.StructureofJudiciary: Supreme court, High court, Districtcourt PowersofciviladministrationandJudiciaryKeyterminologiesofciviladministrationandJudiciaryMajor stories related Judiciaryand civiladministration in media during semester | **CLO2** | **12** |
| **UNIT-II** | Major current international, national & regional happening related various fields during the semester. Major issues related Indianeconomyandimportanteconomichappeningsintheworld during semester.KeyterminologiesofEconomicaffairs: Centralbudget,GDP(Grossdomesticproduct),EconomicCrisis, | **CLO3** | **12** |

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|  | Inflation,Infrastructure,Financialcrisis,Badbank.Sharemarket, Dalal Street. Follow ups of stories during semesterandspecial coverage of issues in print and electronic and online media. Popular interviews of various personalities in various media.Life sketch and contribution of people in news |  |  |
| **UNIT-II** | Issues related media organizationand debateovermedia coverage Issuesrelatedworkingofmediaorganizationsandtheircoverage. Criticalanalysisofcoverageofimportantissues inmedia.Comparativeanalysisofcoverageofprint andelectronic mediaon important happeningsComparativeanalysisofdebatesonsocialmediaonmajor happeningsDiscussion on theissue taken upbyvarious television channel radio stations/news and other platforms | **CLO4** | **12** |

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| **B-23-JMC-403 CC-C4****CURRENTAFFAIRS****ExternalMarks-20 InternalMarks–10 TotalMarks–30** |
| **UNIT** | **Practical** |  |  |
| **1** | Practicingandmakingassignmentsofgeneralknowledge,generalawareness. |  |  |
| **2** | PracticingandmakingassignmentsCurrentaffairs andcontemporaryactivitiesoflocal,regional,nationaland international level |  |  |
| **3** | Making a review from the latest monthly competitive magazines ofstandardpublicationslikeCompetitionSuccessReview,PratiyogitaDarpan(English),PratiyogitaDarpan(Hindi),etc. |  |  |

### Suggested Readings

* 1. ‘ArihantCurrentAffairs’(Latestedition)‘BasicGeneralKnowledge’(Latest edition).By
1. V.V.K.Subburaj.PublicationofSuraCollegeCompetetion.
2. BasicGeneralKnowledge’(Latestedition).ByV.V.K.Subburaj.PublicationofSura
3. CollegeCompetetion.
4. ‘GeneralKnowledge’(Latestedition):India&World. By
5. SaumyaRanjanBehera.MaxcuriousPublications
6. ‘GeneralKnowledge’(Latestedition)ByManoharsPandey(Onlinepublication).
7. ‘Manorama’(Latestedition) .